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## Video: BMW Unveils "Expression of Joy" Game for the Apple iPhone

Date posted: 03-13-2009

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LOS ANGELES — BMW fans can now get a taste of the new Z4 at their fingertips with a game for the Apple iPhone called "[BMW Z4 — An Expression of Joy.](#)" It is available for both the iPod touch and iPhone and can be downloaded at the App Store for free.

Programmed by Artificial Life, the game features 3D graphics and makes use of the phone's accelerometer to steer — you have to tilt the phone or iPod left and right to turn. The point of the app is to "draw" on a blank canvas with the wheels of the roadster by touching different colors on the screen as you drive. The end result is a blue, red and yellow "expression of joy" that would actually make a cool piece of art.

Players are also able to customize the color and rims of the vehicle and can even put the top down if that is preferred.

This is just the "lite" edition of the game; the complete version of the title should be available in May.

**Inside Line says:** A fun game for the iPhone, although it might get old fairly quickly. — *Mike Lysaght, Correspondent*

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### PHOTOS



[\(Enlarge photo\)](#)

BMW's "Expression of Joy" app for the Apple iPhone and iPod touch let you create art while playing with the Z4. (Photo courtesy of BMW North America, Inc.)



[\(Enlarge photo\)](#)

Here's an example of the fine artistic expression that is possible using the application. (Photo courtesy of BMW North America, Inc.)

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