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News

April 14, 2009

Smoke On! – Compete in the “Red Bull Air Race World Championship” on the iPhone by Artificial Life

Artificial Life, Inc., today announced the launch of Red Bull Air Race World Championship Lite Version, the first official game for the world class air race motor sport ever on the iPhone and iPod touch platform, retailing at only 99 cents in the Apple App Store.

Featuring exciting game play and authentic flight simulation, the lite version of the Red Bull Air Race World Championship offers enthusiasts an introductory virtual flying experience to this exhilarating motor sport, which fascinates millions of spectators worldwide during its annual season.

In the game, players compete as one of the world’s best race pilots with the fastest and most agile racing planes, navigating low-level aerial race tracks made up of air-filled pylons in spectacular locations. The rules and standards of the game are based on the official Red Bull Air Race World Championship, which capture the action-packed experience of “skill, speed and precision.”

Key Game Features:

- High Quality Visuals:
- 1 Pilots are competing in Abu Dhabi and San Diego, two magnificent race locations illustrated by detailed 3D graphics
- 1 Playback of the race from different angles are available for pilots to evaluate their performance
- Authentic Simulation of the Race:
- 1 Various aero kit items are featured for customization, including the canopy, winglets, cowling, propeller and more
- 1 Different points of view are provided to maximize the flight experience

Intense Action-packed Game Play:

- 1 Realistic plane manipulation requires precise steering and acceleration
- 1 Calculated flight paths are suggested to pilots for all courses
- 1 Aviation physics such as g-force are taken into account, giving a realistic race experience

Realistic Audio

- 1 Actual sound recordings of the plane engines are applied to add dynamics to the exciting race

For more details about the Red Bull Air Race World Championship Lite Version, the upcoming full version and the Java versions, please visit: www.botme.com, or m.botme.com on the iPhone. The game is now live in the Apple App Store and is available for purchase at: <http://www.itunes.com/app/redbullairraceworldchampionshipliteversion>

The upcoming full version of the title is tentatively scheduled for release around the end of April to early May 2009 pending approval. It will contain season races, online-shareable and self-customizable race courses and an online ranking lounge which will enable competitions worldwide. More race locations and aero kit items for plane customization will also be featured. A Java version of the title was already released in March 2009.

“We are very excited to extend the Red Bull Air Race World Championship onto the iPhone and iPod touch. We have tested the game over several months with Artificial Life and are very much looking forward to giving the fans a true experience of being even closer to the real thing,” said Kim Bernhard, Head of TV & New Media of Red Bull Air Race GmbH.

“We are excited about the launch of our first air race title. Airplane racing and flight simulation both adapt well to the iPhone platform and create excellent game play. I would like to thank Red Bull Air Race for their kind support and contribution throughout the production. The exhilarating fun of the Red Bull Air Race World Championship will definitely impress air race fans!” said Eberhard Schoneburg, CEO of Artificial Life, Inc.

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For More Product Information
[Red Bull Air Race World Championship Lite Version \(MB\)](#)