

PRESS RELEASE

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BlueFactory launches Hunters & Collectors

New GPS game creates fun challenges on the town

The new mobile game Hunters & Collectors lets players challenge other characters in their vicinity. Based on both SMS and global positioning technologies, the application has been developed by BlueFactory. In Hunters & Collectors, players choose a character that develops during the course of the game.

Hunters & Collectors is a new mobile game that builds on both SMS and global positioning technologies. The global positioning function enables mobile phones to receive a message if two players find themselves close to each other. One player can then challenge the other via SMS, activating a water balloon on their mobile and sending it via SMS.

"Global positioning provides a whole new way of using mobile entertainment services. Using global positioning, the game becomes more interactive. When you sign up for the game, the adventure finds you," said Per Holmkvist, Product Manager at BlueFactory.

Hunters & Collectors continues BlueFactory's commitment to launching unique, easy and fun games and entertainment services for mobile phone users. Hunters & Collectors will be launched in Sweden through Europolitan Vodafone, just in time for summer's outdoor activities.

This is how it works

Each player creates their own profile e.g. "Trigger-happy Anna", and chooses what they will fight with (slingshot, water balloon, etc) and a form of protection (helmet, life jacket, etc). "Trigger-happy Anna" then begins to wander through a virtual storyland. A map on the web enables players to see where all of their opponents are located. Moving through a virtual world, players run across treasure chests, medicine chests and potential opponents. A treasure chest signifies money to buy more equipment or medicine with. A medicine chest signifies additional strength. By sending an SMS, the player can 'buy' more equipment or strength.

When players come across another player, they can choose to challenge them. The winner of the skirmish receives points and a higher ranking. The players that have accumulated the most points are then promoted to the illustrious high score list.

Because players are in constant movement, they are always running across fun, mystical things in the virtual world. If something happens, an SMS is received via mobile phone: "Trigger-happy Anna is now near Boxer Kalle. Do you want to fight?"

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BlueFactory is Sweden's largest independent supplier of technology and services for interactive entertainment via mobile phone. The company supplies a wide range of services to mobile communications providers, portals and other distributors. The products are developed for guys and girls of all ages. BlueFactory has offices in Stockholm and Hong Kong. Through its presence in Scandinavia and Asia, BlueFactory has access to Sweden's advances in the development of mobile technology and the well developed Asian user market. BlueFactory's services are based on SMS and WAP over GSM, GPRS and UMTS. The first products were launched in October 2000. For further information, please visit our website <http://www.bluefactory.com>