

**For Immediate Release**



## **Virtual Air Guitar Company Announces Gamebryo LightSpeed Licensing Agreement with Emergent Game Technologies**

**Calabasas, CA and Helsinki, Finland - June 7, 2010** – Virtual Air Guitar Company Ltd, a Helsinki –based independent game developer and computer vision specialist, announced today a licensing agreement with Emergent Game Technologies to use its groundbreaking development engine, Gamebryo LightSpeed, for its upcoming fighting adventure game, *Kung-Fu LIVE*, coming to PlayStation® Network.

*Kung-Fu LIVE* is an interactive experience unlike anything seen before! Using Virtual Air Guitar Company's patented Freemotion® technology combined with the PlayStation®Eye, the game accurately tracks a player's moves and scans the player inside the game. Boosted with super-human abilities, the player literally becomes the hero of the game. Toss away the gamepad and kick, jump, flip and throw punches against a growing swarm of baddies - *Kung-Fu LIVE* is all about hands-free, real-time movement and action.

"Emergent was very supportive and really believed in this project, helping us from our initial prototype through getting the game up and running," said Teemu Mäki-Patola, CEO of Virtual Air Guitar Company Ltd. "As a small studio, Emergent's team helped us make a better game. We also appreciate that integrating our internally created Freemotion technology with the engine was very simple, making the overall experience with LightSpeed and Emergent an extremely positive one."

Emergent's LightSpeed is the newest leap forward in game development technology delivering the only professional technology for start-to-finish multi-genre/multi-platform game development. Enabling rapid prototyping, rapid iteration and rapid production, LightSpeed simplifies game development for studios like Virtual Air Guitar Company through a data driven framework that opens doors to exciting game-play possibilities. Studios are empowered to create their single-player, online and multi-player games in any genre with Emergent's one-stop cross-platform toolset for PlayStation®3 computer entertainment system, Xbox®360 video game system from Microsoft, Wii™ and PC.

Virtual Air Guitar Company will be hosting hands-on demos of *Kung-Fu LIVE* at the Electronic Entertainment Expo (E3) June 15-17, 2010. To book an appointment to play the game at E3 please contact Tracie Snitker, [tracie@reverbinc.com](mailto:tracie@reverbinc.com). For more information and assets on *Kung-Fu LIVE*, please visit [www.kungfulivegame.com](http://www.kungfulivegame.com)

For more information about Emergent and their technology offerings, please visit [www.emergent.net](http://www.emergent.net)

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**About Emergent Game Technologies**

Best known for its industry-leading 3D game engines, Gamebryo and Gamebryo LightSpeed, Emergent's technologies have been selected by studios around the globe to bring nearly 300 titles across more than 15 genres to market, including Game of the Year award-winning titles like **Fallout 3**, **The Elder Scrolls IV: Oblivion**, as well as critically acclaimed titles like **Warhammer Online: Age of Reckoning**, **Civilization Revolution**, **QQ Speed**, **Divinity II – Ego Draconis** and **Bully**. Emergent's videogame technology is allowing studios to focus on innovative gameplay by enabling rapid prototyping, rapid iteration and rapid production with real-time on-target updates for Xbox 360, PlayStation 3 system, Wii and PC. As part of the international development community, Emergent provides world class support and technologies evolved from deep relationships with its developer partners.

Emergent is headquartered in Calabasas, California, and has offices in Chapel Hill, NC; London; Tokyo; China and Korea. To learn more, please visit [www.emergent.net](http://www.emergent.net)

#### **About Virtual Air Guitar Company Ltd**

Headquartered in Helsinki, Finland, Virtual Air Guitar Company Ltd is an independent game developer specializing in camera-based games for PlayStation 3 system, Xbox 360 and PC. The company was founded in 2006 by new media, computer vision and virtual reality researchers to design and develop unique social games and exergames using the patented FreeMotion® technology. For more information, please visit [www.virtualairguitar.com](http://www.virtualairguitar.com)

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