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## **'Kung-Fu LIVE' Unleashes Its Fury onto PlayStation® Network** *Epic kung-fu adventure is now available for download!*

**Helsinki, Finland – December 8, 2010** – Virtual Air Guitar Company Ltd, a Helsinki-based independent game developer and computer vision specialist, announced today that *Kung-Fu LIVE*, its highly anticipated full-body motion fighting experience, has launched on PlayStation Network in North America and Europe. Transforming everyday gamers into real life kung-fu action heroes with Virtual Air Guitar Company's advanced FreeMotion® technology, players can finally put themselves directly into the action when they download the game onto the PlayStation®3 computer entertainment system.

"From the very beginning, we've set out to deliver some serious fun for people who don't take themselves too seriously," said Teemu Maki-Patola, CEO of Virtual Air Guitar Company Ltd. "Today is the day that we can finally share our vision with gamers across the world. It's a vision that literally puts players inside of the epic action of the video game world with no controllers and no disconnect between their real life selves and an avatar on-screen. They are truly inside of the game. Every kick, punch, cartwheel, and power jump they can perform in front of their televisions is now an integral part of the gameplay experience, and the result is exactly the kind of ridiculous and physically challenging fun we've strived to create."

*Kung-Fu LIVE* fuses players into a world of pulp action-comics with accurate real-time motion and image scanning, letting fans literally step inside the fight like never before. Using the PlayStation®Eye, Virtual Air Guitar Company's patented Freemotion® technology has helped to create the first controller-free fighting game of its kind that transports players into the game world, challenging them to survive using a limitless array of free-style martial arts and acrobatic moves with their own bodies and without restrictions. Utilizing real-time background image removal combined with enormous interactive environments, a roster of impossible-made-possible power moves, and unique multiplayer components, *Kung-Fu LIVE* lets players star in the ultimate kung-fu comic adventure that will unleash the inner Bruce Lee in everyone!

*Kung-Fu LIVE* has been published independently by Virtual Air Guitar Company Ltd., and provides a fast, fun, and action packed experience while ushering in a new era of full-body motion gaming. *Kung-Fu LIVE* is available now on PlayStation Network for just \$14.99 USD in North America, and only €13.99 EUR / £10.99 GBP in Europe.

If you are interested in learning more about *Kung-Fu LIVE*, please visit [www.kungfulivegame.com](http://www.kungfulivegame.com) or look for more details on the [Facebook page](#) for Virtual Air Guitar Company.

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**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)