



Official E3 Trailer for 'Kung-Fu LIVE' Kicks Full-Body Motion Gaming Into Gear

Helsinki, Finland - June 10, 2010 – Virtual Air Guitar Company Ltd, a Helsinki-based independent game developer and computer vision specialist, is pleased to release the first official trailer for its upcoming fighting adventure game, *Kung-Fu LIVE*, coming to PlayStation® Network this Fall.

Download the full-length trailer of the game in-action [here](#).

Using Virtual Air Guitar Company's patented Freemotion® technology combined with the PlayStation®Eye, *Kung-Fu LIVE* allows players to immerse themselves in fist-to-face combat with accurate motion and image scanning happening live and in real-time, right from their living rooms. Armed with a host of super-human moves in multiple interactive environments, disciplined players can brawl their way to victory in a pulse-pounding fight to the finish.

"The trailer unveils a closer look at this project, which represents a long-time goal of ours to let gamers truly step into the world of a fast-paced fighting game using their own likeness without the need for a backdrop," said Teemu Mäki-Patola, CEO of Virtual Air Guitar Company Ltd. "The player's motions do not equate to button-presses in our game. The full range of their body IS the controller, allowing a wild and frenetic gaming experience that challenges players to execute both real and exaggerated martial arts moves against an advanced and aggressive AI system. It's definitely a work-out that players of all ages will enjoy, but simply flailing about in hopes of winning just won't cut it in this game. Players need to focus on the enemies at hand - jumping, ducking, punching, and kicking each enemy to the ground until they're the last one standing!"

Launching later this Fall on PlayStation Network, *Kung-Fu LIVE* will provide a fast, fun, and action packed experience while ushering in a new era of full-body motion gaming.

Virtual Air Guitar Company will be hosting body-on demos of *Kung-Fu LIVE* at the Electronic Entertainment Expo (E3) June 15-17, 2010. To book an appointment and to play the game at E3 please contact Job J Stauffer, jstauffer@reverbinc.com. For more information and assets on *Kung-Fu LIVE*, please visit www.kungfulivegame.com

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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