

press release

Penalty shootout with the mobile phone

Paderborn, 25.01.2005. „The atmosphere in the stadium is highly tense. Everything depends on you scoring the goal. There are only you and the keeper. So put on your football shoes and take your chance: use your mobile's camera and the display will show your own foot. Now you only have to show what's inside of you and kick. Your kicks at the ball: live, incredibly authentic and in real-time. GOAL! Give the keeper a good dressing down and let him know who's the true champion!“

C-LAB develops the first true mobile game with Augmented Reality (AR). At this the player can take part in a virtual penalty shootout with his own foot recorded by a mobile phone camera. The picture taken by the mobile phone camera is analyzed in real-time by the mobile and the real foot of the player will be shown on a virtual pitch on the mobile's display. Now the player only has to score. Direction and speed are determined by the real movement of the foot.

Thus C-LAB managed for the first time to apply latest AR technology to a mobile phone as a game.

C-LAB is currently looking for partners to market the game. Partners who would like to use an innovative advertising medium that perfectly combines sports, games and fun are welcome.

Link to the game: www.kick-real.com

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Background C-LAB:

C-LAB (Cooperative Computing & Communication Laboratory) is a joint IT innovation laboratory of Siemens Business Services GmbH & Co. OHG and the University of Paderborn.

Since its formation C-LAB is aiming at quickly transforming latest scientific findings into solutions and applications that meet demands and are of high user value. The range of topics of C-LAB has always been adjusted to latest developments of science and the market. Thus it represents itself as a perfect partner for solving outstanding problems of the IT environment. The current topics of major interest are: intuitive use of systems, knowledge management and integration technologies in distributed, mobile systems, embedded systems and distributed real-time applications as well as development of new business models and processes in e- and m-business.

Further information under: www.c-lab.de

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