

Rhythm Racer™
Press Release
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From the [Avatarlabs App Factory](#) comes [RHYTHM RACER™](#), a new free racing game for the iPhone and iPod Touch that combines elements of “F-Zero” and “Guitar Hero” for the fastest full 3D racing experience you'll have on the iPhone or iPod Touch, and an amazing musical experience too!

Keep the music playing and rack up points by hitting the power spheres and jumps just right. If you blow it, you'll know it! But recover quick and you'll still have a chance to hit a streak and pull a high score. The Pickup Placement System keeps it interesting by making sure that each game is different from the last. RHYTHM RACER™ features original songs written and performed by Parry Gripp of Nerf Herder, and more songs are on their way from other artists!

Rhythm Racer™ is available for free through the iTunes store. The first available track is “Asteroid Field.” An additional track, “Outpost 4” can be downloaded using in-app payment for \$0.99. Players can unlock achievements and post high scores to Facebook and Twitter through OpenFeint.

CEO and Executive Creative Director Rex Cook says, “We like to challenge ourselves creatively. In addition to making over a dozen mobile apps and games for our amazing clients, we created Rhythm Racer™, Avatarlabs' first fully original game.” Avatarlabs chose OpenFeint for the social networking component of the game. Cook explains, “OpenFeint understands independent developers who are looking to create high-quality apps, because they started as one. We liked their interface and their attitude. We’re excited to be part of the OpenFeint community with Rhythm Racer™.”

Avatarlabs plans a yearlong rollout of Rhythm Racer™ content, including additional levels, video ads, push updates and added features. Avatarlabs will also be expanding the music experience of the Rhythm Racer™ game. Cook adds, “Music is a fun part of the game, right now. But we’re looking to make the music a more integral part of the game play. Ultimately, we’ll be selling additional songs within the app.”

Parry Gripp of Nerf Herder, who provided the music tracks for the first two levels of Rhythm Racer™, agrees. “I was thrilled to be a part of this new game and I love the speed of Rhythm Racer. Games like “Guitar Hero,” “Rock Band,” “Tap Tap Revenge” and now “Rhythm Racer” have brought a new energy – not to mention revenue possibilities – to music and musicians.” He adds, “I play video games. And I like the trend of bringing music into games in crazy new ways. Everybody wins: Musicians, game developers and players most of all.”

AvatarLabs Director of Technology Henrik Markarian says, “Every mobile app we do offers new challenges that push us to innovate our tech and our design. We love racing games and we love music games and we wanted to find a way to create a cool mashup, a hybrid game that combines the best of both worlds. Rhythm Racer™ provided the technical and artistic challenges that we like to take on. It raises our game. We’re hoping to get great feedback from the player community as we roll out the next levels and expand the music component.”

Features:

- Adrenalin-fueled racing combined with killer interactive music!
- Global Leader Board - see how you fare against everyone.
- Social Leader Board - see how you fare against your friends.
- Includes one racing track with the ability to purchase more tracks.
- Customizable Playing Experience.

Give it a shot. And see how FAST you can go! Rhythm Racer™

Links:

- Download from the iTunes Store: <http://itunes.com/apps/rhythmracer>
- Support Site – download screenshots, press release, and view/embed video: <http://www.avatarlabs.com/rr>
- Facebook Fan Page: <http://www.facebook.com/pages/Rhythm-Racer/427054090424?ref=ts>
- AvatarLabs Site: <http://www.avatarlabs.com/>