

Boost Mobile Introduces First Location-Based, GPS Games In U.S.

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The wireless entertainment and the material world has announced a new partnership that is providing Boost Mobile customers with a gaming experience like no other in the United States.

Boost customers are now the first and only mobile phone users in the nation to be able to download and play location-based GPS games on their wireless phones.

Boost Mobile has partnered with Blister Entertainment, a provider of location-based entertainment services, to introduce Swordfish and Torpedo Bay, the first GPS-enabled Java games in the U.S.

Boost customers can play both games now by downloading the applications directly from their Java technology-enabled Boost phone or from Boost LIVE. Each game costs \$5.99 for the first month and \$2.99 for each additional month.

Blister Entertainment is a wholly-owned subsidiary of KnowledgeWhere, that is headquartered in Calgary, Canada.

Cast the lure, and try to catch a big one!

Swordfish is a location-based game that uses GPS technology to find schools of virtual fish located around the player. Users attempt to catch fish, and are able to post their scores to an online leader board.

Using GPS technology- included in all Boost Mobile phones- a player's position is determined via a fish-finder so they can see where the nearest school of virtual fish is located in relation to their current position - just like real fishing.

Boost customers begin fishing by moving within range of the Swordfish. The distance players need to move will vary between 25 yards to approximately 100 yards.

It's up to the gamer to decide which school of fish they want to move toward. As a handicap, Swordfish provides information on where the nearest school of fish is located, and real world maps of the player's location, so navigation is easier.

Once the player hooks a fish, the phone vibrates and a tension meter appears on the left-hand side of the phone's screen. Players need to toggle with the virtual line to gradually reel in the Swordfish.

Users shouldn't be too quick to reel it in fast as too much tension will snap their line. Not enough tension and the fish will escape. This location-based game makes the fishing fast and physical, and requires both patience and stamina to reel in a "big one."

Pilot the Navy's latest Scout Submarine and engage the enemy

Torpedo Bay is a location-based naval battle game that uses GPS technology in a Boost customer's phone to locate health and ammo around them, before mounting the high seas and battling for their survival.

Once the phone determines the player's location, the screen changes to a top-down view of a map with ships, health and ammo located on it.

Players can keep the map view to help navigate to their preferred ship, health or ammo, or they can use the MENU key to select an ocean view background. Users can also use the phone's arrow keys to highlight objects to get navigation instructions on how to reach them.

Torpedo Bay offers a unique 360-degree view of the ocean world around the player. The phone's screen is a window into the virtual world. Players are able to scan the horizon using the phone's keys to place their enemy's ship in view.

Users select the "OK" button to activate and set the firing parameters for their torpedo and fire away. Depending on the size of ship and the player's aim, several hits may be necessary to sink the enemy. Points are awarded for each hit and sunk. Players lose health for every hit.

Once the player's health reaches zero, they have the option to continue playing or returning to the main menu. Selecting "CONTINUE" will enter them back into the same ocean with the same ammo, with the same enemy ships. Players' health, however, will be at a minimum level, so they need to be sure to move and collect more health to increase the ability to survive.

Continuing the game also rewards players with new rankings and high scores. The highest ranking is Admiral. Throughout the game the player's score is posted to Torpedo Bay's leader board, providing a view of high scores or ranking against other players.

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