

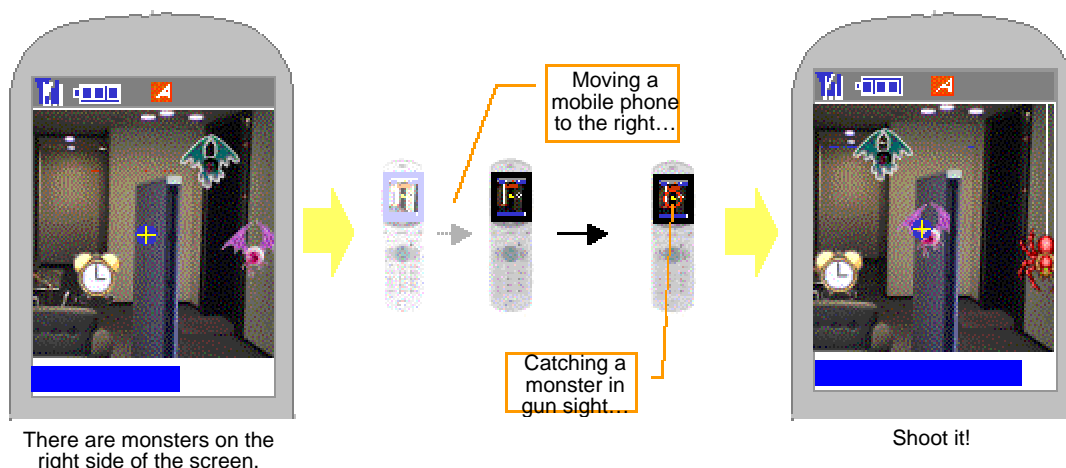
Move Your Mobile Phone & Shoot! MEDIASEEK Started to offer Totally Sensational Shooting Game “ Alas! Crazy Cameraman”!

MEDIASEEK (headquartered in Minato-ku Tokyo, President and CEO: Naoki Nishio) announced that it released and started to offer a totally sensational shooting game “ Alas! Crazy Cameraman”. Users enjoy never-met gaming experience by moving their mobile phone and shoot wild at monsters.

“Motion detection technology” winning “BREW 2005 Developer Awards” is used in “ Alas! Crazy Cameraman”. Detecting the direction and moving-path of a mobile phone with built-in camera by analyzing the motion of preview image captured by the built-in camera, every movement of the camera is directly reflected in the game by this Motion detection technology.

By moving a mobile phone, users enjoy the game more dynamically and sensationally than ever before.

<Example of how to handle a mobile phone>



● Features of the application

“ Alas! Crazy Cameraman” is a gun shooting game that users actually move their mobile phone to play!

A camera built in a mobile phone detects the direction and speed of which the mobile phone has moved, and monsters in the game screen move in conjunction with the movement of the phone! Just move a mobile phone to spot monsters or dodge attacks of them!

It's a mobile shooting game to shoot wild with new sensation! Your room is transformed into a combat field because camera footage is displayed in the screen background! It's time to enjoy more realistic game experience than ever before!! The place where you are right now... will make a quick change into a combat field!!

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