

The Idhun Chronicles and Hyundai World Race, two brand name games from KITMAKER are having a huge impact on the market

KITMAKER is making of the most important date for mobile telephone phones by presenting *Alien Invasion*, the most compatible *cam game* up to now

Vila-Real, 12 of February 2008.- The Spanish company dedicated to the creation of mobile phone contents **KITMAKER** this year has focused it's efforts on brand games and on the latest innovative technology.

The company based in Castellon (Spain) will carry out all of its business meetings inside a luxury bus until the 13th of February, for the GSMA Mobile World Congress, the most important arrangement for the mobile telecommunication sector.

After releasing some extremely successful games in the previous mobile phone congresses; **KITMAKER** takes advantage to present, among others, the official game of the multinational South Korean car manufacturer Hyundai at the GSMA Mobile World Congress, which is being celebrated in Barcelona this week.

This year promises great success for this young business. Proof of this are some of it's latest releases, among them *Mobile Brain Trainer Plus*, the second edition of one of the most highest selling games from **KITMAKER** and *Memories of Idhun*, based on the well known novel by the award winning Laura Gallego.

Among the future releases you will be able to play games such as *Alien Invasion*, a new *camgame* which has overcome the compatibility barrier in this genre of game or *Hyundai World Race*, the official racing game of the multinational South Korean car manufacturer.

MOBILE BRAIN TRAINER PLUS, the sequel of the most well known brain trainer

After the success achieved by *Mobile Brain Trainer*, **KITMAKER** has recently launched the second version of this game capable of waking up the most dozy of brains using fun and training exercises mixed together.



Just like it's big brother *Mobile Brain Trainer*, this game is based upon the techniques of Professor Batllori, which allow the player to develop and strengthen their mental capacities through a series of games and tests.

Mobile Brain Trainer was the first game in the *Mobile Trainer* series. Launched at the end of 2006 in the Spanish market the game was downloaded 100,000 times during the first two promotional months only, approximately 5% the of aimed target market downloaded the game during the first two promotional months. These facts confirm that the Spanish public was truly amazed with what **KITMAKER** produces, this was continued by the releases of *English Trainer*, *Mobile Body Trainer* and *Sex Trainer* which completed the *Mobile Trainer* series.

Mobile Brain Trainer Plus is so funny and effective for older people just as for young people from the age of 12. This game has not been produced just for the traditional *core target*, but for a wide public target which produces a perfect result as parts of the market previously forgotten are now being accessed, such as middle age and retired citizens, finding a new and growing part of the market.

Jorge Batllori is a doctor in Geology at the University of Barcelona and he also has a masters in Engineering and Management and teaches Environmental issues. Despite studying areas remarkable different from that of mental development, his true passion has always been the brain and the development of it. His latest book *Games to train your brain*, has become a book of reference for many teaches in different areas, from university professors to school teachers.

THE IDHUN CHRONICLES, magic has reached your mobile phones

KITMAKER has just launched the mobile phone game *Memories of Idhun*, based on the fantastic novel *The Idhun Chronicles: The Resistance*. The book has sold over 1 million copies and has been translated into over 13 languages. The author, Laura Gallego, has collaborated in the fullest of ways with the game design team.

KITMAKER has adapted a new concept for *The Idhun Chronicles* has been produced as a Role Playing Game, a game genre that up to now has not been used in this sector, but has millions of followers throughout the world.



Thanks to it's specific graphics and isometric display, *The Idhun Chronicles* literally transports the player into the world of magic created by Laura Gallego, who took an active part in designed this RPG for mobile phones. The player will be able to live all of the adventures in *The Idhun Chronicles* in the first person and get to know the places and characters from the book.

The Idhun Chronicles: The Resistance, published by SM publishers, has sold more than 1 million copies and has been translated into more than 13 languages. This novel is the first of a trilogy of adventures, written between 2004 and 2006.

Laura Gallego Garcia was born in Valencia (Spain) on the 11th of October 1977. After studying Spanish language, she wrote her thesis about knighthood novels connected to the creation of litreure. In 1998 the author won her first prize "The Steam Boat" for writing "The World's End" and then again in 2002 she won it again with her book "The Legend of the wandering King"

The publishing house SM has also Published, *The coalitionist of extraordinary clocks*, *Tara´s daughters*, *Memories of Idhun 1: The Resistance*, *Memories of Idhun II: Conduction*, as well as *the new edition, full of extras, the Tower of Chronicles*, Other publications have also been translated into German, English, Italian, Portuguese, French and Korean.

ALIEN INVASION, the most compatible cam game on the market



ALIEN INVASION is an adaptation of a typical Martian invasion game. In this mobile phone game the player will have to get rid of this alien invasion once and for all, but on this occasion the player won't be fighting in a imaginary universe but in their own surroundings.

The *Cam Games* are games Developed using Symbian technology, which break out of the Standard rules which traditional games have to abide to. Using the camera of your mobile, the player will interact with their surroundings, as their surroundings are the games scenery.

KITMAKER has made sure that this game is compatible with as many mobile phones brands and models as possible, allowing the games and contents produced here at **KITMAKER** to reach the widest target market as possible. In order to do this, the technical department here at **KITMAKER** has worked extremely hard to make sure that *Alien Invasion* becomes the most compatible *cam game* available.

A well known brand dedicated to the manufacturing of mobile phones has already shown interest for this Project that **KITMAKER** will release in the market soon.

KITMAKER is developing the official Hyundai game

The multinational South Korean, with businesses in several areas, has chosen **KITMAKER** to develop it's official racing game in which all of Hyundai's fastest and most powerful cars will complete in.



The game will be called *Hyundia World Race* and will be launched shortly in the market. This game will allow the player to take part in racing competitions throughout the world, and take to the streets to see whose really the racing king.

A gran welcoming is awaited for this game, thanks on part for the high quality graphics and on the other hand for the worldwide popularity enjoyed by Hyundai.

Hyundai is one of the biggest car manufacturers in the World in terms of sales. Hyundai is under world expansion, currently with manufacturing plants In China, India, Turkey and the USA. Furthermore, they are currently building another manufacturing plant in the USA.

Two of the biggest representatives for the Hyundai Corporation were at the headquarters of **KITMAKER** last July to sign the agreement. Here we have a photo where parties of the both companies signed the agreement. (From left to right): Gi Seob Kim, General Director of the Hyundai Corporation, Joaquin Edo Silvestre, manager of Kitmaker, and Yong Ho Ahn, General Director of Hyundai Corporation Paris.



The prestige and international reputation of Hyundai, together with the experience and know how of **KITMAKER** guarantee that excellent results will be achieved through this new alliance.



More information at: <http://www.kitmaker.com/prensa>

Available: Interviews, graphic material and graphics. If you would like try one of the games for yourself, please send your phone number as well as your brand and needed phone technology.

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