

# Sphero Introduces New Augmented Reality Gaming Apps at CES

New apps add to arsenal of more than 20 games, ensuring the good times never stop rolling with Sphero

**BOULDER, Colo. and LAS VEGAS - Jan. 6, 2013** - Orbotix, the Boulder based startup behind Sphero, the first robotic ball and gaming system controlled by smartphones, announced new gaming apps at the Consumer Electronics Show (CES) in Las Vegas. The next generation of Sphero games are faster, smarter and showcase the latest developments in augmented reality technology complete with zombies, fireballs and a cupcake guzzling beaver.

Here is a breakdown of what's rolling out from Orbotix:

- **The Rolling Dead** – The debut of the latest augmented reality game allows consumers to enter the dark side and combat the walking dead by controlling Sphero to shoot fireballs to destroy virtual zombies. The app will be available on iOS and Android in early 2013.
- **Sharky the Beaver** – Sphero's first augmented reality app just got better. Users can now enjoy new gameplay and interactions with Sharky including multiple levels of cupcake throwing. The app is available in the App Store for [iPhone](#) and [iPad](#).
- **Nyan Cat** – Sphero's partnership with Nyan Cat continues to evolve. Chris Torres, the creator of Nyan Cat, will be on-hand to talk with fans, show off the recently released [Sphero Nyan Cat SpaceParty app](#), and demo an augmented reality Sphero and Nyan Cat app that is planned for release in 2013.
- **Sphero for All** – Developers are tapping into Sphero's potential and creating multi-player games as well as utilizing Sphero as the controller for on-screen games. In *Zombie Rollers*, the latest app to employ Sphero as a controller, killer zombies have infested the world and you must think fast to survive. *Zombie Rollers* is now available in the [iTunes App Store](#). Also available using Sphero as a controller is [Blot](#), an app in which you journey as a blob of ink through a world of pencils and thumbtacks. *Pass The Sphero*, a mixed-reality version of hot potato, is the newest multi-player tabletop game for Sphero and will be available in January 2013. These apps join the array of existing third-party apps already available for Sphero, including Last Fish, DJ Sphero, Disc Groove, AstroBall, SpheroSnake, Sphero Pinwheel, Tippsy and Doodle Grub.

"We strive to continually push the envelope and reimagine how consumers can interact in the world of smart devices and games," said Paul Berberian, CEO of Orbotix. "With the introduction of Sphero's augmented reality gaming, we're showcasing how technology is evolving and changing how users experience gameplay in multiple realms. Look for more augmented reality gaming from Sphero in 2013, as we continue to innovate in this space."

The Orbotix team will be showcasing their latest apps and augmented reality technology at CES Unveiled, Pepcom and at booth #25705 (South Hall) at CES.

For more information about Sphero, please visit: <http://www.gosphero.com>

To view Sphero's press kit, please visit: <http://www.gosphero.com/company/presskit>

To view Sphero's current app catalog, please visit: <http://www.gosphero.com/apps>

## About Orbotix:

When technologies combine in new, exciting ways, amazing things can happen. At Orbotix our goal is to continue to blend the real and virtual worlds to expand the boundaries of what we expect from technology. With our smart robots and innovative software we're exploring and defining mixed-reality gaming – the next evolution of entertainment. Founded by passionate robotic engineers, and based in Boulder Colorado, the Orbotix team takes fun very seriously.