

Sphero Introduces New Augmented Reality Games to the World at MWC

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

BARCELONA, Spain - Jan. 21, 2013 - Orbotix, the masterminds behind Sphero, the world's first robotic ball and game system controlled by smartphones and tablets, will introduce new games and apps to an international audience at Mobile World Congress (MWC) in Barcelona. Attendees will be able to see the new apps and play with Sphero at MobileFocus Global on February 24th, and at the MLOVE / Mobile World Capital Barcelona booth (Hall 3, booth 3C28) February 25th – 27th.

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-eating beaver.

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

- **The Rolling Dead** – The latest augmented reality game allows consumers to enter the dark side and combat the walking dead with Sphero. Watch as virtual zombies spawn out of the ground, shoot them with fireballs, and roll away to stay alive. Available in Spring 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. Available in the App Store for [iPhone](#) and [iPad](#).
- **Nyan Cat** – [Sphero Nyan Cat SpaceParty](#), an arcade-style app that uses Sphero as a handheld controller, is now available for [iOS](#) and [Android](#). An augmented reality Nyan Cat app planned for release in 2013 will also be shown.
- **Multiplayer and Arcade-style Games** – Developers are tapping into Sphero's potential by creating multi-player games and utilizing Sphero as a handheld controller. 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](#). *Pass The Sphero*, a mixed-reality version of hot potato, is the newest multi-player tabletop game for Sphero and is also available in the [iTunes Apps Store](#). 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, Tippy 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. "Look for more augmented reality games from Sphero in 2013."

Sphero can be purchased online at [GoSphero.com](#), [Firebox.com](#), [MenKind](#), and [Amazon](#). For a full list of international retailers, visit [GoSphero.com/retail-partners](#), and look for Sphero in retail stores across Europe starting in Summer 2013.

For more information about Sphero, please visit: [www.GoSphero.com](#).

To view Sphero's videos, please visit: [www.YouTube.com/gosphero](#).

To view Sphero's press kit, please visit: [www.GoSphero.com/company/presskit](#).

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.