

# Orbotix Accidentally Makes Sphero 2.0 Way Too Awesome

Orbotix, the makers of Sphero, today announced the reinvention of the ball. Again. Sphero 2.0 is the world's first app-controlled robotic ball and game system, and now it's faster, brighter and smarter than ever before. Included in the rollout are brand new accessories, including ramps and protective Nubby covers to pimp your ride.

"The first time I drove Sphero 2.0, I passed out," said Ian Bernstein, cofounder of Orbotix. It's true – Sphero 2.0 has been re-engineered from the ground up to give the user an entirely new gaming experience. It's kind of like Einstein and C-3PO had a baby.

Powered with new AI Superdrive capabilities, Sphero 2.0 is unreasonably fast, reaching speeds of up to 7 feet per second. That's only slightly slower than a Lamborghini. And just like a racecar, every aspect of the internal robot has been re-configured for optimal performance, including a more efficient drivetrain and lowered center of gravity. With new multicolor LEDs, Sphero 2.0 is 3x brighter than before. You'll need sunglasses to make sure the brilliance doesn't blind you. Powered by induction charging, Bluetooth connection, and upgraded firmware, Sphero 2.0 will change the way you play.

## All Tricked Out

That's not all. Sphero 2.0 now comes with accessories. Featuring two ramps that pop directly out of the packaging, users can now catch big air that gives Felix Baumgartner a run for his money (parachute not included). Also available to up your awesome are Sphero Nubby covers. Offered in three unique hues, these all-terrain covers protect Sphero against the elements while providing unbeatable traction for enhanced performance. If Sphero was shock-resistant before, it's invincible now.

## Game On

Choose from over 25 apps and launch a whole new world of mobile gameplay. Drive circles around your friends and build custom racecourses. The only thing missing is the tire squeal. Turn your living room into a video game with augmented reality apps like *The Rolling Dead* and *Sharky*. The cupcakes are so real you can almost taste them. Let's not forget family game night, upgraded with multiplayer apps like *ColorGrab*. Sphero is even making moves in the classroom with crash courses in programming Sphero with *MacroLab*.

## How to Get One

Pre-orders for Sphero 2.0 open today on [Brookstone.com](http://Brookstone.com) with an exclusive offer, and on [GoSphero.com](http://GoSphero.com) with a chance to win a bonus pack. Sphero 2.0 will be available worldwide starting August 30th, 2013 for \$129.99. For a full list of retailers, visit [GoSphero.com/retail-partners](http://GoSphero.com/retail-partners). Game on.

## About Sphero

Sphero is an intelligent robotic ball that connects wirelessly to the virtual world with mobile apps, enabling new game play for mobile devices including: robotic movement, kinetic motion, controller support and augmented reality capabilities. The result is limitless possibilities for new types of gameplay that meld the virtual and real worlds for a fun gaming experience.

## About Orbotix

Orbotix was founded to build amazing experiences around physical devices. In the past, games have been played in either the real world or the virtual world. We're changing that by creating an entirely new realm of play that bridges the gap between the two worlds. Founded by Ian Bernstein and Adam Wilson passionate robotic and software engineers, Orbotix is working to bring the real world to your smartphone. Based in Boulder, Colorado, the Orbotix team takes fun very seriously.