

Finnish start-up company Team Action Zone moves computer gamers outdoors

Tampere, Finland, May 16th

Stereotypical image of a computer gamer glued to his home sofa can soon be history. Finnish start-up company Team Action Zone (TAZ) is committed to move gamers outdoors to exercise and have fun in fresh air. In TAZ games players control the action by running and moving, without unnecessary keypresses. Flow of TAZ games begins with *Bjong* (www.bjong.com), where player takes the role of a snail to play an action-packed ball game.

“TAZ games are taking mobile gaming into a completely new area. We are in a unique way combining together physical exercise and gaming, and making both of them more fun”, says Kari Laurila, CEO and Founder of Team Action Zone.

Bjong is soon available for iPhone and already now for all GPS-enabled Symbian phones (<http://store.oivi.com/content/119520>). Android version will be launched soon.

“Bjong is a prime example of an innovative game concept coming out from the thriving Finnish game industry”, says Kari Laurila.

About Team Action Zone

Team Action Zone (TAZ) is a new company based in Tampere, Finland. TAZ develops innovative outdoor games that make people move. TAZ games utilize latest technologies and are designed to be easy to learn. In all TAZ games exercise, fun, team spirit and ecological aspects are strongly present. TAZ also arranges outdoor game events, currently in Finland, soon also in other countries.

TAZ introduced its first game in 2010. This game, FlagHunt, is an outdoor competition between teams. Feedback from the game participants has been awesome.

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