

SimBin & iOpener Press Release

SimBin and iOpener join forces to revolutionise the race game world

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Today it was announced that SimBin is working on the first iOpener Enabled game which is aimed at the consumer market.

After gamers have been playing against the PC's AI as well as against other gamers through multiplayer function, this game opens up the next dimension: Playing against the professional drivers, who are racing real cars on real tracks. This is made possible by integrating the patented technology of iOpener.

Henrik Roos (CEO of SimBin) says: "In the iOpener technology I see the start of the next generation of race gaming and a major leap in optimising the race experience for the gamer. What is better than racing against the real pros?!"

iOpener's CEO, Andy Lüring, adds: "SimBin, being an award winning developer of simulation race games, is an ideal basis for introducing our iOpener feature to the consumer market." "Besides playing live, the gamers will also have the opportunity to select recorded races, based on stored data", Henrik Roos states. Andy Lüring also sees a lot of future potential: "This is just the beginning! We are also exploring further possibilities for joint co-operations in the motorsport industry for applications based on iOpener's technology".

In the coming months both parties will be fully dedicated to developing the new game. A first highlight of the collaboration will be the beta test phase. An exclusive group of 5,000 gamers will be asked to test the game including the iOpener feature.

These testers will be privileged to be the first to play live from behind their PC's directly against professional drivers who, at that very same moment, will be driving real GT cars on a real race track. Gamers can already now register themselves at: www.real-timeracing.com.

About iOpener:

Award winning iOpener Media is a young, dynamic company headquartered in Aachen, Germany, and with an office in Delft, the Netherlands. In 2007 iOpener successfully participated in the European Space Agency Business incubation initiative. Backed by seasoned venture capitalist the company is currently active in the video games and motorsports industries with aims to expand into other genres e.g. flight simulators and educational games.

About SimBin:

The SimBin group is a privately owned group of Swedish companies active in the Video game and Entertainment industry and occupies a total staff of 80 people, consisting of 50 employees and 30 distributed consultant's world wide.

In the SimBin portfolio of developed games you will find award winning titles like "GTR - The FIA GT Racing Game", "GT Legends", "GTR 2 - The FIA GT Racing Game", "RACE - The WTCC Game", "RACE 07 - The WTCC Game", "GTR Evolution" and "STCC The Game". GTR and RACE are registered trademarks owned by the SimBin group.



SimBin Studios AB is the mother company, responsible for the publishing and IP rights for all productions developed within the SimBin group. SimBin Studios AB is also responsible for Business Development, Finances, Marketing, PR and Administration.

SimBin Development Team AB is a Swedish game developer founded in 2003 and is a subsidiary of SimBin Studios AB handling all the game productions in the group for all leading platforms.

SimBin Distribution AB is a daughter company of SimBin Studios AB with its headquarters in Stockholm, Sweden. With RaceRoom, a virtual racing concept including marketing, branding, game software and hardware in a turn-key solution, SimBin Distribution offers a new business opportunity in the event and entertainment industry.

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