

M-Gen Launches the 3G Virtual World Cup Location-based Mobile Game for 3 Hong Kong and adidas “Impossible Team”- 3G Mobile Online Game

Hong Kong 5 Jun 2006 – In partnership with *3 Hong Kong*, and *adidas*, official sponsor for the 2006 FIFA World Cup™, *M-Gen Mobile Technology Ltd (M-Gen)* announced today the launch of “Impossible Team”, a 3G location-based mobile game and mobile social network community. The game provides a whole new experience of mobile entertainment using advanced 3G location-based technology which allows soccer fans to search and compete for the 37 hidden world class soccer stars by getting on the street in Hong Kong and form their own “Impossible Team”. Players of the game can also make friends with other soccer fans by constructing their own Avatar and publishing their location on the 3G virtual map.



With 3G location-based services, soccer fans have to be physically presented in certain areas in the city to recruit hidden soccer stars with hints received through their mobile phones. M-Gen’s exclusive 3G location-based technology will indicate the location of other players or friends nearby on the 3G virtual map. Soccer fans can then engage in real-time battle to win other players’ soccer stars. Soccer stars that are in surplus can also be traded with other players.



“Impossible Team” also links virtual world with the real world by allowing players to construct Avatars that with dress that are similar to the player on a particular day. By publishing their location using 3G network, this will enable players to seek for each other in the Real World based on the Avatar settings. Players can send messages to each other using the in-game instant messaging system for private communications. There are also chat-rooms for players to engage in real-time discussion with other soccer fans.

Prizes sponsored by adidas will be awarded to the highest-score players. Starting from 29 May 2006, the first three customers to collect all 37 hidden World Cup players with the highest scores before 15 June 2006 will each receive a pair of special edition TuNit country boot upper valued at HKD\$690. The winner of the second round in the “Impossible Team Virtual League” on 9 July 2006 will receive a pair of TuNit premium set valued HKD\$3,500.

For more information, please visit the following website: <http://www.m-gen.com/company/impossible>

Related URL: <http://www.three.com.hk/website/template?pageid=23110&lang=chi&pid=news20060531>

About M-Gen

M-Gen specializes in 3G and location-based multi-users online entertainment and application software, and had successfully developed a universal MIDP Mobile Application Framework and rendering engine. M-Gen had received seven industrial awards during 2005-2006, including [Forum Nokia PRO Awards 2005](#) “Best S60 Entertainment/Games category”, 3rd and 4th [Hong Kong Digital Entertainment Excellence Awards](#) for “Outstanding Start-up Company”, “Cyberport Award”, “Best Mobile Entertainment Software”, and 3 Outstanding Awards our of 4 categories in 1st [Hong Kong Wireless Technology Excellence Awards](#) for 3G Applications, Mobile Infotainment, and Mobile Game.

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