

Press Release

Orbster GmbH's 'GPS Mission' Platform Enables Location-Based Mobile Phone Gaming in 50 Countries to Date

Karlsruhe/Munich, 30 Oktober 2008: Launched only five months ago, and already a worldwide phenomenon: The new gaming platform 'GPS Mission' from Karlsruhe-based Orbster GmbH has taken thousands of gamers in 50 countries by storm. From Hamburg, to New York, to Hong Kong – the players' mobile phones are localized by GPS and location-based missions are offered, such as a scavenger hunt, a fitness trail, or a historical journey through time, on which the players must solve riddles to collect virtual gold. Participants also have the option to devise their own missions. And that is what Orbster wants to give users: the tools to explore and create!

"More and more mobile phones are equipped with GPS. Besides using GPS to guide you from point A to B, you can also play with it: Solve location-based crime mysteries, participate in a movie quiz, or embark on a journey through time and collect virtual gold," says Georg Broxtermann, president of Orbster GmbH. Established in late 2007 with offices in Karlsruhe and Munich, the young start-up specializes in location-based entertainment and has developed the software and concepts for these innovative games. 'GPS Mission' is Orbster's first product. It is a gaming platform which allows every user to create their own location-based mission and invite friends, and anyone who wants to join in, on an exciting outdoor adventure.

The technology makes any location in the world a gaming venue. Devising a mission is simple and straightforward, with no programming skills required. Meanwhile, creative players have come up with GPS missions on all continents. Thrilling discovery tours, mysteries and sporting events await GPS phone owners with a penchant for gaming in Brasil, Taiwan, South Africa or Australia. The current GPS mission strongholds, however, are Germany, the UK, the Netherlands and the US.

Both the creation of a GPS mission and the successful completion of a task are rewarded with virtual gold, which the players may trade in for digital souvenirs from the respective location and for trophies they can present to the community at www.gpsmission.com. Badges, flags, medals, even digital beer mugs or manga pictures, will stimulate the collector's enthusiasm.

Orbster GmbH is already working on the next generation of location-based mobile phone games which are even more sophisticated and comprehensive in scope. The concept of the game 'Unholy Places' won two awards at the 2008 European Satellite Navigation Competition: second place in the ITRI / Taiwan (Industrial Technology Research Institute) Games Special Award category, and third in the Baden-Württemberg regional category. Georg Broxtermann promises that "our GPS games will take virtual gaming in real locations to another dimension."

Additional Information

Detailed information about Orbster GmbH and the GPS Mission platform is available online at www.gpsmission.com and www.orbster.com.

About Orbster GmbH

Orbster develops and markets location-based games for mobile phones. Orbster's core business is the 'GPS Mission' Location-Entertainment-Platform which enables players and providers of game ideas to create location-based games for mobile phones with GPS functionality without requiring programming skills. Orbster GmbH was established in Karlsruhe and Munich in December 2007 by Georg Broxtermann, Jörn Rehse, Hauke Brandes and Börje Sieling. Seed financing is provided by High-Tech Gründerfonds and Mesago Holding GmbH, a leading supplier of outdoor media in China.

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