



SimBin & iOpener Press Release

Beta release of iOpener Enabled SimBin game...the world on pole position!

Vara/Aachen, 1 October 2009

The next generation of race gaming has started! As of today per continent randomly selected beta testers have the opportunity to test the first 'iOpener Enabled' race game RTR (Real-Time Racing) to its limits. For the next four months 5,000 gamers will be racing from behind their own PC against real professionals driving real powerful GT cars at Circuit Zolder in Belgium.

In the last months already over 11,000 enthusiastic gamers and race fans registered at www.real-timeracing.com to have a chance to be the first to take on the challenge of racing against the professional race drivers during live events, and based on stored data after the events. The first live event during the four month beta period will take place on October 8, 2009.

The new immersive iOpener Enabled feature is based on iOpener's patented technology providing highly accurate positioning and telemetry data of the real cars, and specially developed iOpener software, which are injected in the game. SimBin CEO, Henrik Roos, says: "We are excited to be the first to introduce the revolutionary iOpener Enabled feature into a game and expose it to the racing world. RTR is a game which both sim racers as well as casual gamers will enjoy playing." Andy Lüring, iOpener CEO adds: "We have great live events in the pipeline for the next months, which will bring a striking experience to the beta testers. After years of preparation we are excited to receive the first feedback from the testers."

Although the beta period has started, people can still register at www.real-timeracing.com to have the chance to get a last minute beta tester "wild card". The RTR crew confirmed to appoint site visitors this honour on a daily basis. On the RTR site, race and game fans will be updated on a daily basis about the progress of the beta as well as the official release of the game.

Attached:

- RTR Logo
- iOpener Enabled Logo
- SimBin Logo

Note for the editor

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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