

12 December 2006

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[CBS Interactive and Artificial Life to Release "America's Next Top Model" Mobile Avatar Game](#)

The game is based on the TV show "America's Next Top Model"

CBS Interactive and the Hong Kong-based company Artificial Life announced they will launch the first avatar-based mobile game tied to a major [TV](#) show, namely CW's "America's Next Top Model." The game puts into the player's care an avatar, which is a representation of an actual show contestant. To enjoy the game, players need to choose their favorite and least favorite contestants from the TV show. Users interact with these virtual characters as if they were real participants of the TV show. This means players must take care of their avatar's modeling career, overseeing details ranging from workout routines to makeup and clothes. Users accumulate points when the models pose for photo shoots or get sufficient beauty sleep and, if the score drops too low, players may receive complaints and even get fired by their [virtual](#) model. The game will also allow for some players interaction, giving users the possibility to send their avatar "on vacation" to a friend's cell [phone](#). When sent, the friend will see the character knocking on the cell phone screen with a suitcase in hand. If they accept the avatar, they will take on the responsibility of taking care of her for a set amount of time. "We are pleased to be joining forces with Artificial Life, one of the best mobile avatar gaming companies out there, to bring the international phenomenon of Avatars to the U.S.," said Cyriac Roeding, Vice President of Wireless, CBS Interactive. "'America's Next Top Model' is a natural jumping off point for us to introduce this gaming [technology](#) given the show's young and mobile-savvy demographic. This offering furthers our strategy of extending our top brands and content to multiple platforms." Under the agreement with CBS Interactive, Artificial Life will develop several mobile games over a license period of two years. The "America's Next Top Model" game will initially be launched in the U.S., through Cingular and Sprint, with launches following shortly in Hong Kong and other countries. In the U.S., the mobile game will be available for an initial price of \$5.99.