

Ghost Town puts Perth squarely on the map as a cutting edge entertainment and technology hotspot



Perth, Nov. 15 -- Ghost Town, an innovative game of urban exploration played with the help of your mobile phone, is being unleashed on the streets of Perth for one week, starting December 2nd, 2007.

Alone or with family and friends, players will uncover clues and solve puzzles with the help of messages, pictures and even voice calls received on their mobile phones. Players will search the CBD for special stickers that unlock the game's challenges, all the while unraveling a mysterious storyline. Players explore the game at their own pace, giving them a chance to appreciate some of Perth's most interesting spaces. By taking the game from the screen to the streets, Ghost Town promotes active and healthy gaming. Best of all, Ghost Town is being run as a free community event.

By using a mashup of technology (bluetooth, SMS and VOIP) and the physical world, Ghost Town comes at the crest of several waves that are creating a splash around the world. Games in the same genre have been staged to great fanfare in New York, San Francisco, Seattle, London, Toronto, Amsterdam, and many other cities. As Perth's very first game of this kind, Ghost Town puts the city squarely on the map as a hot spot of cutting-edge uses of technology to tell stories and engage audiences.

Ghost Town is running in conjunction with the ByteMe! Festival of Digital content and was created by Giant Dice (www.giantdice.com), a new Perth-based pervasive gaming company. Giant Dice creates cross-platform interactive experiences to engage diverse audiences. Giant Dice was founded by David Fono, an experienced pervasive game designer and by internet and community expert Kate Raynes-Goldie. David also founded the highly successful TorGame, which used pervasive gaming to enliven public space and build community in Toronto, Canada last year.

To play: Come to the Ghost Town booth at the Perth Town Hall between 10am and 5pm (Dec 2 to Dec 9). Players require a mobile phone with Bluetooth.

Ghost Town: <http://www.giantdice.com/ghosttown>

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