



# DID YOU KNOW

In partnership with an innovative New Zealand company, Stickmen Studios, IRL is opening up the world of physical participation computer gaming to people of all ages.

Designed for the whole family, Kung Fu Funk™ is a fun and engaging martial arts-styled WiiWare™ game for the Nintendo Wii.

Different levels involve varying degrees of movement in activities ranging from gentle Tai Chi to energetic plate breaking and even a disco dojo.

Using IRL's movement science expertise, the developers tailored the game to allow for users' different ranges of movement. This means, for the first time, grandparents can easily compete against their more agile grandchildren on a level playing field.

# WHAT DOES THIS MEAN?

With more and more people living into their 80s and beyond, movement and social interaction is becoming ever more critical in improving quality of life.

While computer games can be useful in helping older people stay active, they often use negative language to describe poor performance, which can lead players to give up easily. Also many games require fast reactions for game-play to continue.

As a result, many people quickly experience failure, finding that games finish too soon and they become disheartened.

One of the key benefits of Kung Fu Funk™ is that it is a very enjoyable experience for people of all ages and gaming abilities. Those who have tried it report that they enjoyed playing the game and remained active for longer than usual.

It's no surprise then that reviewers at *Family Friendly Gaming* rated the game very highly.

Kung Fu Funk™ is a downloadable game and this means it can be sold all over the world via the internet without transport, third-party retailing or physical media costs. It is a great example of how IRL's expertise can open up opportunities for high-tech companies to earn valuable export dollars for New Zealand.

