

MTV INTERNATIONAL CREATES EXCLUSIVE MOBILE GAME SERIES FOR MOTOROLA

Hairstyler™, the first game in a new mobile game series called Plastikulture™, has been created by MTV International exclusively for select Motorola handsets. Hairstyler™ is the story of Roland, who is a typical plastic teen in the land of Plastikulture™. He longs to purchase the perfect guitar so he can carry out his dream of becoming a plastic rock star and takes a part-time job at a hair salon to earn some money. In the game the user is Roland.



The game is part memory and part speed. Customers enter the salon and request a new haircut and style. Roland has to first cut the hair as directed by the handset user, with the corresponding keys on the keypad. The hair must then be styled as the customer requested in the appropriate amount of time. If he succeeds then he gets a tip, if he fails, customers get very angry and leave without tipping.

If the user fails three times, Roland is fired and the game ends. There is an option to press O to get a reminder of the style the customer ordered – this aids the memory but cuts down on the speed. As the game progresses, the time allotted for cutting and styling gets shorter and shorter. In the higher levels, the time limits are much shorter.



The games have a special function called the C-Code. These codes are 'continuity codes' which can be accessed in a number of ways. If Roland 'wins' Hairstyler™ then a C-Code is rewarded. This code can be input into any of the Plastikulture™ games to receive a bonus. 'Easter egg' C-Codes can be found and used in all games in the series. In addition, these can be obtained and used in the supporting website.

Whether embedded or downloaded, the game has a starting menu – new game, tutorial, high-score board, difficulty settings and C-Code options. New game or tutorial takes the handset users to the Hairstyler™ intro screen and the music begins. High-score features the top 10 list, and difficulty offers novice, intermediate or expert settings.

Hairstyler™ is the first game to be launched as part of the three-year alliance between MTV International and Motorola. It will be preloaded onto the Motorola V300, V500, V600, E398 and C650 handsets outside of the US. It will also be available for download for the Motorola E380, C350, V300, V500, V600, E398, C650 and E680 outside of the US.

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