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Planet 9 Studios Launches RayGun for iPhone

New Reality Based 3D World for iPhone allows users to search, explore, play and connect with friends and the world around them.

San Francisco, California – November 17, 2009 – Planet 9 Studios, a leading supplier of navigation and social networking software, has released RayGun™ for the iPhone and iPod Touch. RayGun is available now on the Apple App Store in the "Social Networking" category.

RayGun is a versatile, reality based platform featuring fully animated characters in real world settings. Users can jump to their location, navigate through real cities, chat with friends and share geo-located photos. Users can import their buddy lists from popular social networking and communication sites and explore cities such as San Francisco, Kyoto, Venice, Oakland, San Diego, Las Vegas and Washington DC. "This is a real game changer for social network visualization", said David Colleen, CEO of Planet 9 Studios. "We've overcome huge hurdles associated with the creation of global 3D models and delivering a responsive, entertaining platform that's easy to use". Raygun's consumer application is ideally positioned to generate revenue from subscriptions, transactions and sales of premium features and virtual goods.

This revolutionary new consumer iPhone application leverages the power of Planet 9's cutting edge "RayGun Technology", used by leading companies such as Boeing, General Dynamics and Denso for simulation, navigation and location aware visualization and analysis. Unlike other social networking apps that just show users as a "dot on a map", RayGun users are customizable, interactive, fully animated 3D avatars set in photo-realistic depictions of real world locations.

Planet 9's RayGun Platform is available for customized "white label" applications on iPhone, Android, Windows, Windows Mobile, Linux and QNX operating systems and its' full featured API provides plug and play compatibility with a wide range of mobile and navigation devices. With RayGun technology, developers and device manufacturers have a ready-made, real world platform that changes the way people look at the world.



Meet, chat and even dance with friends



Share geo-located photos

Supporting Quotes

David Colleen, CEO

"Second Life is fantasy, Google Earth is an unpopulated globe...only Raygun let's you jump to a real location and start a party!"

Web Site

Planet 9 website – www.planet9.com

RayGun iPhone website – www.planet9.com/raygun/

Videos

RayGun on the iPhone – <http://www.youtube.com/watch?v=jmmq3thyoHA>

Examples of RayGun running on other devices:

nVidia Tegra - <http://www.youtube.com/watch?v=nD4SrVZlciq>

Visteon Navi - <http://www.youtube.com/watch?v=JZYjNAQARMM>

Intel Atom – <http://www.youtube.com/watch?v=YqAoX6xMLRw>



Travel to your favorite places

Meet new friends

About Planet 9 Studios

Planet 9 Studios develops software for navigation and social networking on mobile devices. Their RayGun platform is built to deliver the world's first 3D social network allowing users to chat, explore, locate and interact with realistic avatars and actual 3D cities on a mobile device using GPS locations. Planet 9 has worked with 13 Fortune 100 companies and customers include Boeing, Clarion, Denso, Magellan, Visteon and the US Navy.

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