

Lionhead studios launches GPS based fable 3 mobile App - Kingmaker

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Lionhead studios have just launched 'Kingmaker', a mobile application that uses your GPS data to mark locations as 'owned' by you. You work on behalf of one of two teams, and receive gold coins to be spent within the game, every time you log a location in the application.

<http://www.fable3kingmaker.com/Default.aspx>

From a technology point of view this is an interesting example of many different platforms all converging to drive people towards pre ordering and buying a game.

The initial interaction is through several different mobile platforms (iPhone, Android, Blackberry and Windows 7 mobile). Each GPS 'tagging' posts to social media platforms, such as Facebook and Twitter, and the virtual gold is credit to your account. The account itself is an Xbox 360 account (windows live account), which will interface with the game, and you're in-game character ends out with the gold you have accrued.

It's an interesting proposition, and is trying to integrate several differing data platforms into one cohesive direction. It really is joined up thinking.

The logo for the video game Fable III. The word "FABLE" is in a large, ornate, serif font with a metallic, weathered texture. The Roman numeral "III" is also in a similar ornate, serif font with the same metallic texture. The entire logo is set against a plain white background.