

World Traffic 1.0 released for iPhone/iPod touch - Traffic Control Game

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Atinco America today introduces World Traffic 1.0, their traffic control simulation game for iPhone and iPod touch devices. Players compete to see who can achieve the smoothest flow of traffic and fewest accidents on busy city streets. By skillfully controlling stop lights at intersections, players prevent traffic jams while accommodating school buses, emergency vehicles and cars. Streets are seen in overhead view, complete with buildings, lanes, lights and vehicles.

Mexico City, Mexico - Atinco America today is pleased to announce the release of World Traffic 1.0, their new traffic control simulation game for iPhone and iPod touch devices. Players compete to see who can achieve the smoothest flow of traffic and fewest accidents on busy city streets. By skillfully controlling stop lights at intersections, players prevent traffic jams while accommodating school buses, emergency vehicles and cars. Streets are seen in overhead view, complete with buildings, lanes, lights and vehicles.

The game provides 3 levels of play corresponding to 3 different international cities. In order of increasing difficulty they are: Dubai, Beijing and New York. With each level the number of lanes and lights increases. Featuring detailed graphics and authentic sound effects, the player tries to reach the highest possible score before a traffic accident ends the game.

Suitable for players of all ages, World Traffic provides a realistic experience of managing always changing traffic patterns. Each vehicle, whether sports car, fire engine, ambulance or minivan, has its own look and sound. The challenge is to insure the smooth flow of traffic at all times using only the traffic lights under the player's control. Tunnels and other unusual roadways provide an even greater test of skill. "If you have ever been stuck in traffic, our exciting World Traffic game will give you the chance to prove you can do it better than the pros", stated CEO and Founder Jorge Pascual.

Feature Highlights:

- * Realistic Graphics and Sound Effect
- * Detailed, Complex Simulation of Traffic Flow on City Streets
- * Elegant User Interface for Controlling Traffic Signals
- * 3 Levels of Difficulty Corresponding to 3 International Cities
- * Additional Cities to Be Added in Future Releases
- * Variety of Vehicles Including Sports Car, School Bus and Fire Engine
- * Go From 2 Lanes and 1 Light All the Way Up to 5 Lanes and 3 Lights
- * Post Your Score on the International Scoreboard
- * A Uniquely Challenging Game of Maximizing Order and Flow in the System

"With World Traffic we sought a time-waster for our downtime throughout the day," said Jorge Pascual, president and CEO of Madrid, Spain based Atinco America SA de CV. "We wanted to make a simple, yet competitive game. You can compete with yourself or with other players. Each city is a major difficulty level. You compete with yourself every time you try again to see how long you can keep the city without an accident. It's a game that has no end. In every round gamers acquire new skills, making it more and more addictive."

Device Requirements:

- * iPhone and iPod touch
- * Requires iPhone OS 2.0 or later
- * 11.4 MB Storage

Pricing and Availability:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

World Traffic 1.0 is only \$0.99 (USD) and available now, exclusively through the App Store in the Games category.

Atinco America:
<http://www.atinco.com>

World Traffic 1.0:
<http://www.worldtrafficgame.com>

Purchase and Download:
<http://itunes.apple.com/mx/app/world-traffic/id351707433?mt=8>

Media Assets:
<http://www.worldtrafficgame.com/media.zip>

Application Icon:
<http://www.worldtrafficgame.com/icon.jpg>

Headquartered in Madrid, Spain, Atinco America SA de CV is a privately held company established in 2004 by Jorge Pascual. Atinco specializes in the constantly growing market for cell phone services, applications and content. As the first company in Mexico to become a certified iPhone developer, Atinco is recognized as a leading innovator in the cell phone market. With a widespread recognition as a firm with a high capacity for innovation, Atinco was the first Mexican company to receive the programming certificate to develop applications for the iPhone platform. Copyright (C) 2004-2010 Atinco America SA de CV. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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