



Press Contacts Vivox:

Monty Sharma
Vivox
508-270-5090
monty.sharma@vivox.com

Doug Mealy
Online Marketing & Public Relations
dmealy@om-pr.com

Press Contacts Icarus Studios:

Christophe Watkins
Icarus Studios
cwatkins@icarusstudios.com

**VIVOX™ GIVES VOICE TO THE
BATTLE FOR *FALLEN EARTH*™**

FRAMINGHAM, MA – September 5, 2006 – Icarus Studios and Vivox, Inc. announced today that Icarus' highly anticipated massively multiplayer online game (MMOG) *Fallen Earth*™ will include on-demand, in-game voice communication as the result of a technology integration agreement between the two companies. Vivox will provide Icarus with game-embedded voice communication services customized for and integrated into *Fallen Earth*. The MMOG is set in a near future post-apocalyptic world struggling to emerge from the collapse of civilization brought on by viruses and environmental disaster.

Fallen Earth players are able to speak at will with other players in-game, create discreet team audio conference channels and join, leave and rejoin voice channels during game play without impacting game performance. All voice communication is hosted and mixed on Vivox servers in order to ensure no lag in game play and minimal drain on CPU resources. On-screen indicators show players which channels are monitoring audio communications and which player within a channel is speaking. Players will also have moderator privileges to kick, mute, ban and un-ban other players, all synchronized with the team and raid privileges of the in-game group leader.

"We pride ourselves on our cutting edge, internally developed technology, but when it comes to offering real-time voice communications to our players, we turned to Vivox for their ability to deliver superior server side VoIP technology and easy expansion for external and cross-game IP voice chat," said Jim Hettinger, CEO of Icarus Studios. "The Vivox Network managed service offering allows us to get up and running quickly. In addition, they have been great partners in the development effort to bring our vision for in-game communications in *Fallen Earth* to life."

"Industry veterans and visionaries such as the Icarus team continue to raise the bar for richer gaming experiences in an exhilarating MMOG market," said Vivox CEO, Rob Seaver. "Including real-time voice in *Fallen Earth* demonstrates their commitment to innovation and to the immersive player experience. By partnering with Vivox, Icarus Studios will open communications to players inside and outside the game, improving

game play and strengthening community around the title and their brand. It's this kind of innovation that will further revolutionize the industry and keep players engaged for the long term."

Icarus Studios will offer a sneak peek of *Fallen Earth* for the first time to the game industry, and demonstrate the embedded voice solution in the Vivox booth number 314 at the Austin Games Conference, September 6-8, 2006 in Austin, Texas.

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ABOUT VIVOX

Vivox strengthens online communities with integrated IP communication services that enhance online social interactions. Vivox brings the intelligence and richness of physical world communication to the web, creating more powerful and natural connections. Vivox's innovative communications solution *Precision Studio*™ is delivered via a carrier grade managed service and provides the best of IP technology, Instant Messaging (IM), VoIP, video and presence, with a cutting-edge rules engine. This simple to integrate and customizable solution helps online communities enhance offerings and generate revenue opportunities. For more information visit <http://www.vivox.com>.

ABOUT FALLEN EARTH

Fallen Earth is a massively multiplayer online game set in a post-apocalyptic future where plague, war, and famine have brought civilization to its knees. Within the game world of over 7,000 square kilometers, the players take part in a wide variety of story lines and activities, from battling over towns in player vs. player combat to building mercantile empires. *Fallen Earth* uses a classless character system, allowing players complete control on the development of their characters, and numerous factions are available in the game for players to join. For more information visit <http://www.fallenearth.com>. *Fallen Earth* was developed on the Icarus Studio's MMOG Technology Platform. For more information on Icarus Studios go to <http://www.icarusstudios.com>.

ABOUT ICARUS STUDIOS

Icarus Studios is the first company with the design, production and business experience to create and operate massive multi-user entertainment applications for computers, game consoles, and mobile phones. The company produces and deploys cross-platform enabling technology to deliver a fully connected and immersive entertainment experience, regardless of location or device. For more information visit <http://www.icarusstudios.com>.

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