

FISHLABS rolls out the heavy artillery for the iPhone with Toy Tanks™ 3D

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Agency: **swordfish pr**



FISHLABS will publish Toy Tanks 3D in a free ad-financed version and an ad-free purchase version at the price of € 1.59 for the iPhone and iPod touch

Hamburg, Germany 11 December, 2008 – FISHLABS Entertainment GmbH, leading developer and publisher of high-quality 3D mobile games, today announced the publication of their new 3D game Toy Tanks™ for the iPhone and iPod touch.

In Toy Tanks™ 3D, players sit in a toy tank and must fight against the evil dictator Yussuf Al Fatal and his henchmen in nine levels. The tanks rumble through the levels automatically, while players operate the cannon and rocket launcher to dispose of their opponents. But under enemy fire, it is a good idea to close the tank's hatch now and then and to proceed defensively.

The simple controls make the game especially interesting for beginners and casual gamers. In addition, the game offers lively 3D graphics in a snazzy cartoon style and comical sound effects.

Toy Tanks™ 3D will appear in a free ad-financed version and an ad-free purchase version at the competitive price of € 1.59 Euro (\$ 1.99).

‘With its extremely intuitive controls and the comical graphics, Toy Tanks™ 3D offers a real alternative, even for less hard-bitten casual gamers,’ says Michael Schade, CEO of FISHLABS Entertainment GmbH. ‘We have set the price correspondingly low. For thrifty players, we also offer the full version for free with commercials.’

About FISHLABS

FISHLABS is one of the leading developers and publishers of high quality mobile 3D games. Founded in 2004, FISHLABS is responsible for the development of more than 18 high-end mobile games and employs a team of 30 people at the company's headquarters in Hamburg, Germany.

FISHLABS' portfolio of mobile games includes numerous award-winning original IPs, such as Galaxy on Fire™, DEEP™, Blades & Magic™, Rally Master Pro™ or Snowboard Hero™ as well as AAA brands for well-known business partners, such as V-Rally® 3D for Glu, Star Wars™ – Imperial Ace 3D for THQ or Tony Hawk's Downhill Jam™ for Infospace (Activision license) and most recently Gladiator™.

Thanks to the high-performance, platform-independent games engine ABYSS® which supports about 300 different Java™ and BREW™ devices and the iPhone™, FISHLABS' titles are able to offer a quality never before attained in the sphere of mobile gaming. FISHLABS 3D mobile games are distributed worldwide over more than 160 well known network providers such as T-Mobile, Vodafone, O2, Orange, 3, Telefonica, Cingular, Sprint and Verizon as well as directly over www.fishlabs.net and www.fishlabs.mobi.

Just lately the company started to offer the mobile phone game community myFISHLABS, where users can benefit from

features such as price advantages, easier payment, additional features, credit kick-backs, upgrades, and the exchange of information about their favourite mobile games with other community members.

For more information visit www.fishlabs.net.

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