



ANKI OVERDRIVE RACES INTO RETAIL STORES IN PREPARATION FOR HOLIDAY RUSH

Robotics and Artificial Intelligence Company Launches Battle-Racing Game with Cutting-Edge Robotics and Advanced Modular Track System in Follow-Up to 2014 Sold-Out Holiday Hit, Anki DRIVE

*“9/10 – Racing Delight.” – **Forbes***

*“Anki Overdrive is high-speed, super-smart racing fun.” – **Mashable***

*“Anki matters because it’s pioneering a space that ultimately may represent the future of physical toys.” - **USA Today***

SAN FRANCISCO – September 21, 2015 – [Anki](#), the robotics and artificial intelligence (AI) company continues its revolution in the world of play today with the release of [Anki OVERDRIVE](#) in the U.S. and Canada. Utilizing the power of robotics and AI, Anki is able to bring a previously unattainable level of intelligence and gameplay to the physical world, blending the best of toys and videogames into a one-of-a-kind entertainment experience.

“This has been an exciting journey for us as we’ve embarked into a new territory of consumer robotics,” said Boris Sofman, Anki co-founder and CEO. “Last year, we were very fortunate to see a tremendous response to *Anki DRIVE*, but that was just the beginning. We’ve taken that original concept and improved on it in every single way to bring a new level of physical play that further blends the worlds of robotics, toys, and videogames into something truly magical. *Anki OVERDRIVE* means so much more to us in that it not only represents the future of how we play but how these technologies can help enhance our daily lives.”

In *Anki OVERDRIVE*, players take control of the Supercars of the future via handheld mobile devices as they battle and race against friends, family or AI controlled commanders. The game introduces an innovative magnetic modular track system that allows gamers to custom build epic battlefields within seconds. Challenge friends in a variety of game modes, or, go head-to-head with elite AI commanders in a quest to become champion of the *Anki OVERDRIVE* Tournament. On the road to victory, players can kick their skills into overdrive by customizing their Supercar’s speed, weapons, and defenses through in-game upgrades.

After launch, exciting new game modes and features will be available on a rolling basis at no additional cost. *Anki OVERDRIVE* is also backwards-compatible. Owners of the original *Anki DRIVE* will be able to download the *Anki OVERDRIVE* app for free and use *Anki DRIVE* cars and tracks in specific modes of *Anki OVERDRIVE*.

The *Anki OVERDRIVE Starter Kit* will retail at \$149.99 and will come with two Supercars and 10 separate modular FlexTrack pieces, allowing gamers to build eight different battle courses. Players will also be

able to expand their battlefield by adding expansion pieces to the starter kit to build massive megatracks with endless variations and new gameplay possibilities. Expansion track packs and accessories vary between US \$10.00 – \$30.00 per pack and expansion robotic Supercars retail at \$49.99. For additional information on the game or to find participating retailers carrying *Anki OVERDRIVE*, please visit www.anki.com.

Keep up with the latest Anki news and join the conversation at <http://www.facebook.com/anki> or follow us on Instagram at <http://instagram.com/anki> and Twitter at www.twitter.com/anki (@anki / #ankiOVERDRIVE).

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About Anki

Named one of the *Top 50 Most Innovative Companies* by Fast Company, Anki is dedicated to bringing consumer robotics into everyday life, building on decades of scientific research to make artificial intelligence accessible to everyone. Founded in 2010 by Carnegie Mellon Robotics Institute graduates, Anki creates consumer experiences using technology that was once confined to robotics labs and research institutes.

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