Mekanism Employs Groundbreaking, High Velocity Impact Theories for Sega's New Xbox 360 Title "Full Auto"

New campaign blasts the sweet sounds of destruction in support of the most destructive racing game ever created.

San Francisco, CA (PRWEB) December 8, 2005 -- Mekanism today announced the launch of a revolutionary, high intelligence focused, educational and extremely important advertising campaign that follows a group of renowned engineers inside "SEGA LABS" as they conduct exciting destructive research and development for SEGA of America, Inc.'s new title Full Auto™. The campaign, which will be launched through top-secret underground networks, is designed to help viewers understand the extensive groundbreaking, high velocity impact theories that were used to create the explosive and "true to life" experiences inside SEGA's new Xbox 360 game, Full Auto.

The Full Auto campaign, which can be seen at www.segalabs.com, includes six episodic short films, a website and banner ads that showcase the "SEGA® LABS" scientists describing in painstaking detail the crucial care that went into the creation of the high-speed destruction and particle physics rendering which is displayed prominently inside the new game.

"We have created a comprehensive internet marketing campaign that highlights both the features of our groundbreaking next-generation game technology and the unique and irreverent personality that SEGA is known for," said Scott A. Steinberg, VP of Marketing, SEGA of America, Inc. "The SEGA LABS/Full Auto campaign blends humor with a technology message in an entertaining and memorable way while at the same time positions the game as a true category leader.

Mekanism worked with licensed pyro-technician, Jamie Hyneman of Discovery Network's hit TV show "Mythbusters" to help blow stuff up for the campaign. The "SEGA LABS" concept, created by Mekanism, will be rolling out new episodes on a regular basis.

"I have worked on a lot of campaigns, but this one by far was the most destructive," said Tommy Means, the episodes' director and Mekanism partner. "The 'SEGA LABS' concept shows SEGA's true dedication to creating games the rise above the clutter and offer gamers experiences that are as close to real life as you can get without actually getting hurt."

The campaign centers on a series of short films that follow a crack team of engineers from the "SEGA LABS." The job of the scientists is to conduct destructive research and development to make the game Full Auto seem as real to the real thing as the actual real thing. Each episode follows the scientists as they choose different ordinary objects to blow up, all the while mapping and studying the reaction of that object when it blows up. Some of the objects that you will see being blown to smithereens are a "Port-A-Potty," a nice church organ, a propane tank, barrels and a car, to name a few.

Because of the "SEGA LABS" engineers, Full Auto offers incredible new features such as "Un-Wreck" (a cool do-over) and all sorts' of high-speed vehicular combat goodies.

About Full Auto
Combine fully-automatic, weapon-equipped vehicles with highly detailed and interactive urban environments

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and you have Full Auto, the most destructive racing action ever experienced in a video game. Produced exclusively for the Xbox 360™ video game system from Microsoft, this racer allows players to choose from a wide selection of unique vehicle designs and arm them with any combination of machine guns, cannons, and other deadly weapons. The rules of the road don't apply in this high-octane, no-holds-barred competition.

About Mekanism
Mekanism (www.mekanism.com), based in San Francisco, is an award-winning production and design studio that develops story-driven campaigns bridging broadcast and digital media. Specializing in integrated ad campaigns for the youth market, Mekanism creates branded content distributed via broadcast, web & DVD. Mekanism works directly with clients and/or partners with agencies to concept and produce compelling film, animation, and interactive projects that inspire measurable brand-loyalty. Clients include adidas, SEGA®, Napster, Yahoo!, Microsoft, Rock the Vote, and Pioneer.

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