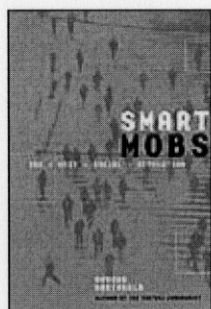


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Smart mobs emerge when communication and computing technologies amplify human talents for cooperation. The impacts of smart mob technology already appear to be both beneficial and destructive.

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February 10, 2004

On 2 March 2004, Blast Theory in collaboration with the Mixed Reality Lab, at the University of Nottingham, U.K, will premiere the first 3G mixed reality game in Australia, at the Adelaide Fringe Festival from the 2 - 13th of March. This project will take place online and on the streets using 3G phones. Players in the real city can chat with players in the virtual city as they search for the elusive Frank. Whether on the ground or logging on from around the world, players can build relationships, swap information and test the possibilities of a new hybrid space. Blast Theory has been researching the convergence of mobile and online technologies since 2000. One of the groups previous projects, "Can You See Me Now?", won the Prix Ars Electronica Golden Nica for Interactive Art in 2003.

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Posted by [Jim_Downing](#) at 09:08 PM

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URL for I like Frak doesn't connect ?

Posted by: [Leon](#) on February 11, 2004 05:48 AM

Apologies - it is there - dodgy router cable my end

Posted by: [Leon](#) on February 11, 2004 05:57 AM

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