



Under the Hood with Zynga's CSR Racing 2 AR Mode

November 17, 2017

Integration with Apple's ARKit Puts Players in the Driver's Seat of the World's Most Desirable Supercars

SAN FRANCISCO, Nov. 17, 2017 (GLOBE NEWSWIRE) -- Zynga (Nasdaq:ZNGA), a leading social game developer, today announced the launch of AR Mode, an augmented reality integration, for *CSR Racing 2* (CSR2), the most popular Racing game on mobile. Designed with Apple's ARKit and exclusively available for iPhone and iPad with iOS 11, starting today, players can bring their dream car garage to life like never before, interacting with their vehicle collection in stunning 3D within real world environments.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/1830adb1-bb30-4af2-9605-a2e12cbf5f4e>
[CSR2 AR](#)

Since debuting in June 2016, CSR2 has pioneered innovation in the mobile Racing category - delivering the most authentic vehicle and drag racing experience to car lovers around the world. Working closely with all auto manufacturers featured in-game, every vehicle in CSR2 has been meticulously recreated, with precise attention paid to every aspect of the customization experience, from paint colors and finishes to interior leather colors and trims.

Taking the authenticity one step further, CSR2's AR Mode introduces a next-generation car interaction experience, allowing players to scale their vehicle to showroom specs, place and reposition their supercar in a real-world environment, share their creation on social media in life-like scale and much more.

"Stunning visual fidelity, unparalleled vehicle authenticity and genre-defining levels of customization are the cornerstones of CSR2," said Julian Widdows, Vice President of Games, CSR2. "AR is the perfect platform to showcase the incredible level of detail and care we take in seamlessly recreating some of the world's most desired cars by bringing them off the mobile screen and into our players' very own driveways. Leveraging Apple's ARKit, CSR2's AR Mode blurs the line between the digital and real-world, delivering an immersive experience that puts our players in the owner's seat of the car of their dreams."

Built with Apple's ARKit and Unity's AR platform, CSR2's AR Mode includes innovative features such as:

- **Enhanced Supercar Interaction:** Category-leading levels of vehicle interaction with the ability for players to explore every aspect of their dream car, including opening all doors, hoods and trunks; experimenting with spoiler options; inspecting the engine; and stepping inside their computer generated vehicle.
- **Authentic Vehicle Lighting:** As the only mobile Racing game to support physically-based shading, CSR2's AR Mode allows players to layer reflections on their vehicle by applying a selection of reflection cubemaps.
- **Customizable Vehicle Scale:** Adaptable to a variety of environments, players using AR Mode can experience their dream vehicles in real-world or model scale – enabling a variety of ways to experience their dream garage in AR.
- **Enhanced Social Sharing:** An in-game camera feature gives players the ability to capture their favorite supercar via photo and video in real-world environments to share across their own social media channels.

CSR2 AR Mode is currently available in CSR2 on the App Store for iPhone and iPad. For more information about CSR2, visit the game's community channels on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

About Zynga Inc.

Since its founding in 2007, Zynga's mission has been to connect the world through games. To-date, more than 1 billion people have played Zynga's games across Web and mobile, including *FarmVille*, *Zynga Poker*, *Words With Friends*, *Hit it Rich!* *Slots* and *CSR Racing*. Zynga's games are available on a number of global platforms including Apple iOS, Google Android, Facebook and [Zynga.com](#). The company is headquartered in San Francisco, Calif., and has additional offices in the U.S., Canada, U.K., Ireland, India and Finland. Learn more about Zynga at <https://companyblogdotzynga.com> and follow us on [Twitter](#) and [Facebook](#).

Contact:

Zynga

Erin Smith-Cheng

esmithcheng@zynga.com

(650) 224-2462

Source: Zynga Inc.