



GAME BOY ADVANCE™

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BEYBLADE GBA LET IT RIP HYPERVITESSE (Fr)



FACT SHEET

PLATFORMS:	GBA
GENRE:	Arcade / Battle manga style
ESTIMATED RELEASE DATE:	TBC
NB PLAYERS:	(TBC)
DEVELOPER:	FULL FAT

BRAND OVERVIEW:

It is a children's television show and an arcade game of fast-spinning 'high performance battling' tops that kids custom-build and battle in Beystadiums. The current hottest Japanese toy last year, and already well established in Europe and the US, with the current wave of radio-controlled tops and wave 5 classic tops are hitting the stores as we speak!

Beyblade is the first line which features tops that can be customized for performance. Each BEYBLADE comes unassembled and ready for customization (a little like AIRFIX kits). Hundreds of combinations are possible, each with a distinct battle style. The more tops in a collection, the more combinations can be made. Once built, two Beyblade tops go Head to Head in an arena called a Beystadium. With a pull of the ripcord, the tops are launched into battle at lightening speed. They collide, chase, avoid and otherwise engage one another in battle; no two battles are ever the same. The last top standing gets the glory!

- **Beyblade is N°1 top rated show** on Cartoon Network UK amongst boys 10-15.
- **Beyblade is N°1 top rated program on its time-slot in Spain** since its launch in June 02 among kids 4 to 12 (with 31% viewing share from June 9 to Nov. 17, 02)
- **Beyblade** achieved an average viewing share of **31%** among kids 4 to 10 on **FR3 France** during 02 Xmas vacation
- **Beyblade** won the award of the **Best Toy of the Year 2002** by the British retailer's Association
- **Beyblade** has since become **one of the hottest crazes** in the UK school playground
- **No.1 Best Selling toy** in value according to NPD in 2002
- **2.5m** Beyblade Hasbro tops sold in 2002

POSITIONING

Beyblade is the extreme sports experience where every fan can become an active competitor using strategy to build and customize their battle equipment in pursuit of becoming the World Beyblade Champion. Adrenaline charged spinning tops ready for battle!

PRODUCT OVERVIEW:

Based on the TV Series 2 (therefore , use only season two artwork !)

Beyblade is the extreme sports experience where every fan can become an active competitor using strategy to build and customize their battle equipment in pursuit of becoming the World Beyblade Champion. To hardcore Beybladers, their world revolves around Beystadium where the battle for supremacy is played out. Each Beyblade is as unique as its owner, involving the custom assembly of key parts – The Bit Chip, Attack Ring, Weight Disk, Spin

Gear and Blade Base. The only way to see who's "Beyblade" has the ultimate power is to match them up for a battle!

GAME MODES

Adventure Mode

Follow and play through Series 2 episodes. Battle through huge Beystadiums, which vary in scale and complexity (see level components section) Progress through the story and win new Beyblades and Bit Beasts. Progress further and become the ultimate blader!

Beyworkshop

This is the area where you can select, custom build and stats balance your tops. A test facility is also available

Bit Beast Collection

Look through the Bit Beasts which you have won. All the stats are available.

Single Battle

Play a single game. Choose a character, top, arena, and go Rip!

BBA Tournament Mode

Classic Beyblade play with classic Beyblade rules.

Multiplayer Modes

Play a number of fun; player vs. player/ player vs. com modes

GAME FEATURES:

Awesome Battles MARBLE MADNESS/ROBOT WARS style fast paced Beyblade Battle action game play, ranging from basic attacks, to awesome Super Attack and Bit Beast Attacks!

Gain Power Ups Extend your endurance during battles.

Multiplayer Mayhem Take on your friends, play a one off battle or really Let It Rip! and set up a tournament.

Isometric Viewpoint See the battles rage from an all new fighting perspective.

Cd Quality Music True Audio quality sound and speech taken straight from the hit TV show, available as REAL audio courtesy of Full Fat's amazing GBA music driver!

Classic Play Contains all the toy Beyblades, watch out for the electrics!

Special Attacks During game play special attacks over and above normal basic attacks can be unleashed to a devastating effect on your opponents, not to mention the meta-physical power of your Bit Beasts!

Interactive Scenery Get flipped and warped through crazy levels!

Extended Life Span Develop and learn to control the individual Beyblade components as the game progresses... Accumulate special attacks throughout the game which can restore health and provide extra Spin!

Unique Environments Let it Rip! in huge stadiums and courses.

Make It Your Own Choose either one of the Hasbro toy versions, or pick and choose parts to design you own ultimate Beyblade!

Anime Cut scenes Semi Animated dynamic cut scenes and static imagery to help develop the plot and reinforce the brand identity at key moments during game play.

Unique Code Feature Enter a secret code to unlock levels and secret special Beyblades.....watch the press for details. • Cool Character designs based on anime style on the television show.

- A very intuitive control scheme that allows users to quickly master the combat system.
- A fun tournament mode that quickly builds atmosphere and interest level and makes you feel satisfied with the outcome.