

Vodacom gets its game on



By [Duncan McLeod](#)

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Looking to take further advantage of cellular location-based services, Vodacom this morning, Monday, 19 April 2010, launched a massively multiplayer cellphone-based game, Legends of Echo, that blends elements of the real and virtual worlds.

Legends of Echo, which is built using Java, determines a player's physical location. From their location, players can then explore their surroundings, or move (virtually) to anywhere else in the country to interact with other players — in real time.

“The idea was to take the entire country and remap it into a virtual world, giving users a lot of weapons, and letting everyone go wild,” says Vodacom portfolio manager for social media, Vincent Maher.

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