

Xmas 2012 version of a Reindeer Race? Social with Facebook, 'real' with Arduino!

[Australian-based agency VML](#) created this XMas-themed race with some technical and social cool elements!



[Reindeer Race](#) allows you to race your... reindeer (four available) and race against other people or some bots (according to who's online).

The cool fact is that it work through **Facebook**, as an App, and uses your profile data (photo, for example) to *socialize* this race.

Even better, the race is for real!

Thanks to an interface to an [Arduino](#)-based board, the reindeers are really running and our frantic keystrokes will drive our... racer to victory.