

Ikea Comes To The Virtual World

By Domgen

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It is reported that fans of The Sims 2, a game sequel in which users are able to govern the lives of characters – or Sims - in a virtual world, can now add a feature that allows Sims to buy furniture from Ikea.

According to vnunet.com, a deal was struck between the Swedish furniture store and Sims creators Electronic Arts that sees sofas, beds, tables and other items available in the game in a range of designs.

Rod Humble, head of The Sims Studio, said: "Home is central to the experience of your Sims and, with Ikea additions, it's sure to be the most inviting place in the neighbourhood."

The Sims 2 Ikea Home Stuff Pack is expected to be available across Europe at the end of June – a range of other furniture, pets and other expansion packs are already available.

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