

iPhone brain-teaser Fumbers released with introductory sale

Published on 01/21/10

Norwegian iPhone developer, Nor Eagle, released their latest game Fumbers yesterday. The game's retail-price was wrong and Nor Eagle failed to disclose the fact that the title is on introductory-sale until the end of the week. Fumbers is a numbers game that its developer claims will help fight Alzheimer's Disease. Its mechanics fits perfectly with the cognitive reserve theory. Studies suggest that exercising your brain might help prevent the effect of the disease.

Oslo, Norway - iPhone developer, Nor Eagle, released their latest game Fumbers yesterday. The game's retail-price is set to \$1.99 but Nor Eagle failed to disclose the fact that the title is on introductory-sale for just \$0.99 until the end of the week.

"It was an embarrassing oversight on my part," admitted T. Benjamin Larsen, Nor Eagle's CEO. "We informed about it through most alternative channels, but it somehow got left out of our press release." While Nor Eagle is quick to admit to their mistake it's unlikely that it caused harm to anyone but themselves. The game was released at the \$0.99 price-point and the iTunes App Store description made it clear that the title was indeed on an introductory sale. "At least it gave us the possibility to issue another press release." said Larsen. "We're still hoping Fumbers will become a hit in the casual market. It really is the definition of a commuter's-game with its short gaming sessions and easy to pickup game play."

Nor Eagle have pointed out on several occasions that the game is meant to be played by anyone. But that didn't stop Larsen from doing so yet again: "I guess the tough part is actually getting Fumbers onto people's phones and into their hands. We've seen through our focus groups that anyone who tries the game gets hooked, no matter what age. Our hopes is that gamers will actually buy the game to relatives that don't play, as Fumbers is the perfect introduction to the joys of video gaming."

Whether the developer's wish comes true remains to be seen. Whether the game playing audience cares about a game that touts its ability to fight Alzheimer as one of its strong points is an open question. This is clearly no Grand Theft Auto, but perhaps that is also Fumbers' strong point.

Fumbers 1.0:
<http://www.Fumbers.com>

Purchase and Download:
<http://itunes.apple.com/us/app/id335495549?mt=8>

Media Assets:
<http://www.noreagle.com/screenshots/Fumbers/>

Nor Eagle is a Norwegian-based multimedia company founded in 1999. Nor Eagle has made its name domestically producing Corporate Videos and animations and is for the most of the time equal to its founder T. Benjamin Larsen. Copyright 2009 Nor Eagle. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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