

Ben 10 prepares for battle in Ben 10 OmniGames Lite for iPhone and iPad

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In association with Jick Jack, TurnerEMEA officially releases Ben 10 OmniGames Lite for the iPhone, iPod and iPad. The app contains one of four games available in the full version Ben 10 OmniGames. In this free version players can play Call of the Wildmutt, an explosive side-scrolling game starring Ben himself, however, there is also the potential to transform into his powerful alien superhero, Wildmutt. Ben 10 OmniGames Lite is currently not available in the US.

Cirencester, United Kingdom - TurnerEMEA has launched Ben 10 OmniGames Lite in association with Jick Jack (a division of the mobile games studio Neon Play). The app is available for iPhone, iPod and iPad and contains one of the four thrilling games available in the full version of Ben 10 OmniGames, also available on the App Store (excluding the U.S).

Ben 10 OmniGames Lite features Call of the Wildmutt, a fast-paced sprinting game where the player must leap Ben from platform to platform, collecting power-ups as they travel through the terrain. Players can transform into the powerful Wildmutt by collecting the Omnitrix on certain platforms, this gives the player enhanced movement speed, as well as the abilities to crush enemies and perform double jumps.

Ben 10 OmniGames allows fans of the hit TV show to become immersed in the action-packed world of Ben 10. Player's must battle vicious monsters, electrifying drones and gruesome slugs, all of which put Ben's alien superheroes to the ultimate test.

There are three more exciting games the player can unlock by upgrading to the full version of Ben 10 OmniGames. These include:

Fourarms Smash, players must use Fourarms' gargantuan fists to pulverize the attacking mutant bats and the collect game changing power-ups. Smashing through enough enemies charges the Omnitrix gauge which, when full, unleashes Fourarms' Big Smash that crushes every enemy on screen.

XLR8 to the rescue features Ben's super-fast alien hero sprinting down a highway, dodging traffic and fighting charging drones. In this action-packed adventure the player must weave in between cars and trucks as they use XLR8's dash attack to destroy the enemy drones and Hoverboard, the mysterious alien bounty hunter.

Stinkfly Spore Attack stars Stinkfly, Ben's flying alien hero. Players are required to fly through a twisting cave avoiding the snapping tentacles and exploding spores. Players must collect the green orbs to keep the Omnitrix charged, otherwise they risk transforming back into Ben in midair.

Device Requirements:

- * iPhone, iPod touch and iPad
- * Requires iPhone OS 3.0 or later
- * 18 MB

Pricing and Availability

Ben 10 OmniGames is only 1.99 (or equivalent amount in other currencies) and available exclusively through the App Store in the Games category. Ben 10 OmniGames is currently not available in the US and some other countries.

Neon Play:

<http://www.neonplay.com/>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Ben 10 OmniGames Lite 1.0:

<http://www.neonplay.com/ben-10.html>

Download from iTunes:

<http://itunes.apple.com/gb/app/ben-10-omnigames-lite/id485284309?mt=8>

YouTube Video (Trailer):

<http://www.youtube.com/watch?v=ezZMEOTPQwo&list=UUaodDMxSYSAZQD9kSnfJ9yA&index=14&feature=plcp>

Press Kit (zip):

<http://www.neonplay.com/press/ben10.zip>

Based in Cirencester, Glos, United Kingdom, Neon Play Ltd is a privately held mobile games studio founded by Oli Christie. Neon Play makes iPhone games and apps and works with a variety of partners with the aim to launch the most addictive and fun games on the Apple App Store. Copyright (C) 2011 Neon Play Ltd. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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