

Negative Nimbus: Lovable rain cloud launches his award-winning iOS app

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Three-time Emmy-nominated indie studio CloudKid has officially launched its first original iOS game, Negative Nimbus. Players help guide Nimbus through the stunningly animated worlds of Sunnyland, raining on all the flowers and trying to keep everyone else dry. Awarded for best visuals and design at the Boston Festival of Indie Games, the simple, intuitive tap-and-swipe gameplay is designed for gamers of all ages to explore these immersive levels & avoid soaking its dozens of quirky characters.

Boston, Massachusetts - Three-time Emmy-nominated indie studio CloudKid has officially launched its first-ever original iOS game, Negative Nimbus. This beautiful touch-based iPad app - which won the award for best visuals and design at the Boston Festival of Indie Games - features a lovable-but-curmudgeonly raincloud who just can't stop raining.

Players help guide Nimbus through the stunningly animated worlds of Sunnyland, raining on all the flowers and trying to keep everyone else dry. The simple, intuitive tap-and-swipe gameplay is designed for gamers of all ages to explore these immersive levels and avoid soaking its dozens of quirky characters.

Why this game is awesome:

- * 3 gorgeous worlds to unlock (with 3 more to come!)
- * Tons of challenging levels
- * Simple and intuitive tap-and-swipe gameplay
- * Unlockable collections, including comics and wearable hats for Nimbus
- * Unique achievements that keep gameplay fresh and entertaining
- * Dozens of animated characters
- * Wonderfully original score
- * Optimized for Retina display

Pricing and Availability:

Negative Nimbus 1.0 is available for iPad right now on the App Store. It will be available on iPhone in November, and on Android in early 2013. Gameplay can be previewed in both the animated teaser trailer and the launch trailer, which features previews of three of the six worlds of Sunnyland. The app is currently selling for \$0.99 (USD).

CloudKid:

<http://cloudkid.com/>

Negative Nimbus 1.0:

<http://negativenimbus.com/>

Purchase and Download:

<https://itunes.apple.com/app/negative-nimbus/id564789474>

Vimeo Video (Teaser):

<https://vimeo.com/42768416>

Vimeo Video (Trailer):

<http://vimeo.com/51545119>

Media Assets:

<http://negativenimbus.com/press/>

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

An independent children's media studio located in Boston, MA, CloudKid thrives on pushing boundaries and discovering how to bring creativity and art into the most cutting-edge media formats. A three-time Emmy-nominated startup, CloudKid combines character, story and educational content through an innovative transmedia approach. Negative Nimbus is CloudKid's first-ever iOS title. Copyright (C) 2012 CloudKid LLC. 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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