

## Heliceum Catapults Naughty Boy: Sling And Shoot Onto iOS and Android

Published on 07/12/13

Heliceum today introduces Naughty Boy - Sling and shoot 1.0, its new endless 3D slingshot game for Apple and Amazon App Stores, and now on Google Play. In Naughty Boy, players will embody Duke, the high school junior raised in a Redneck 'nouveau riche' family who doesn't want to go to school. Escape his 6 family members as long as possible, by keeping them away with different projectiles found in the house. In the process, all furniture and objects are broken which helps raise a player's score.

Cupertino, California - Heliceum, a company specialized in the development and publishing of digital content for smartphones and tablets, today announces the launch of their new creation "Naughty Boy: sling and shoot" on the Apple and Amazon App Stores, and now on Google Play Store. Naughty Boy is an endless 3D slingshot game where you'll embody Duke, the high school junior raised in a Redneck 'nouveau riche' family who doesn't want to go to school.

No way, I won't go to French class! Armed with his slingshot, the naughty boy/gamer does everything he/she can to keep his/her family away, and avoid getting caught. Room after room, the naughty boy's objective is to escape his 6 family members as long as possible, by keeping them away with different projectiles found in the house. All furniture and objects from Ming vases, to greek statues and more are broken in the process which helps raise a player's score!

Upgrades for improved skills:

As he plays along, the player will collect candies that will enable him/her to upgrade his slingshot (in wood, iron, gold or diamond) and his projectiles (including golf, tennis, pool and baseballs) to become more rapid and powerful. If he gets caught, he will have one last chance to avoid the schoolbus by using batteries - that he can collect during the game - to free himself and pursue his game course. The game can also become more tactical if one wants to obtain the best scoring: the longer you press, the more damage you'll inflict to your targets.

Off-the-wall humor throughout the mansion What with the hilarious animations, local damages, wacky characters and kitsch decor, humor is everywhere to be found! The brat/player will have to look for special projectiles hidden among the bling furniture, like the Bomba Mexicana for maximum damage, Freezerator to freeze instantly his/her opponents and a rocket pigeon which never misses the target. The player also has the possibility to test your naughtiness in the 'Full Destruction' mode, where the goal will be to break as much furniture as possible in a limited time. In a naughty boy mindset, the more you break, the more you score!

A 3D game for fun destruction effects:

With the Unity 3d engine, Naughty Boy enjoys entirely destructible 3D settings and fun destruction effects. Hence, the player will feel the thrill of being a naughty boy again, as they destroy a maximum number of objects in the process and revel in seeing the rooms virtually ransacked, getting even more points in the process.

Device Requirements:

- \* iPhone 3GS, 4, 4S, iPhone 5, iPod touch and iPad
- \* Requires iOS 5.0 or later
- \* 46.7 MB

Pricing and Availability:

Naughty Boy - Sling and shoot 1.0 is \$1.99 USD (or equivalent amount in other currencies)

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

and available worldwide through the App Store in the Games category. Also available on Amazon. The game will be available for free on Google Play.

Heliceum:

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

Naughty Boy - Sling and shoot 1.0:

<http://apps.appshout.com/naughty-boy-sling-and-shoot/>

Purchase and Download (iOS):

<https://itunes.apple.com/app/naughty-boy-sling-and-shoot/id599979803>

Download from Google Play:

<https://play.google.com/store/apps/details?id=com.heliceum.salegosse>

YouTube Video (Demo):

<http://www.youtube.com/watch?v=tguXUj1wpVU>

Screenshot:

<http://a3.mzstatic.com/us/r1000/000/Purple2/v4/89/a6/7f/89a67f8e-ef04-24b3-43ef-3eefc17d9bdb/mzl.xrqfvcwi.480x480-75.jpg>

Set up by Adrien Dassault in 2011, Heliceum is a company specialized in the development and publishing of digital content for smartphones and tablets. Made up with a 25 people team, experienced and passionate, coming from video game and web industry, Heliceum creates interactive apps and innovative entertainment concepts. The company creates also white-label apps and brings to brands their expertise of native development, ergonomics and design. All Material and Software (C) Copyright 2013 Heliceum. 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. Other trademarks and registered trademarks may be the property of their respective owners.

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