

## **iAssociate released for the iPhone and iPod Touch**

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Fredrik Wahrman is pleased to announce the release of iAssociate for the iPhone and iPod Touch. iAssociate is the successor to his previous word association game, Mercury Mind. iAssociate takes word association games to a new level, offering a smooth gameplay experience as well as the opportunity for players to compare their skills against players from all over the world.

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iAssociate is a game where the players goal is to guess which words, or phrases, are associated to each other. At the start of every level you start off with just one word, or phrase, visible, and from that you have to figure out your way through the ever expanding level. For instance, a level might start you off with the word Fruits, from which there would be a number of associations. One of these might be Apple, which in turn could lead to words such as iPhone, Mac, The Big Apple, etc.

By completing these associations the player collects points, that are used to unlock more levels in the game. Besides using these points to unlock levels, your progress through the game can also be tracked online. This way you will see exactly how well you are doing in each level, compared to all other players out there.

iAssociate has been developed with an audience of people hungry for challenging puzzle games in mind. The biggest effort during the development process has been put on creating the puzzles themselves. Focus has been on making sure that they would give the players enough different ways to solve and offering different paths through them so that every players way through the puzzle would be different.

Developed by independent developer Fredrik Wahrman, iAssociate is his second commercially published game as an independent developer. "When developing iAssociate the focus has been on making the gameplay a much smoother experience for the player, as well as offering even more challenging puzzles to solve. I think that iAssociate both has the gameplay and brand needed for a successful launch."

### **Pricing and Availability:**

iAssociate is available right now in the App Store for \$1.99 (USD), it requires either an iPhone or iPod Touch with the version 2.0 software update, or later.

Fredrik Wahrman:

<http://www.wahrman.fi>

iAssociate:

<http://wahrman.fi/iassociate-released/>

Purchase and Download:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=317780382&mt=8>

Game Logo:

<http://wahrman.fi/wp-content/uploads/2009/06/iassociate3.jpg>

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

Game Screenshot:

[http://wahrman.fi/wp-content/uploads/2009/06/img\\_0085.jpg](http://wahrman.fi/wp-content/uploads/2009/06/img_0085.jpg)

Game Screenshot 2:

[http://wahrman.fi/wp-content/uploads/2009/06/img\\_0090.jpg](http://wahrman.fi/wp-content/uploads/2009/06/img_0090.jpg)

Fredrik Wahrman is an independent developer from Porvoo, Finland. He is currently working with the development of a large 3D building information modeling software. He has been involved with game development for mobile phones for the last eight years, being lead developer on games such as Blade of Zorro. Copyright 2009 Fredrik Wahrman. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries.

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Link To Article: <https://prmac.com/release-id-6186.htm>

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