

## **A Life worth dying for immortalized on the App Store**

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Portland based Mutlu Creative today introduces A Life worth dying for 1.0.0, its first game title for iOS devices. In this provocative memory game, you're about to die. Your goal is to remember a sequence of cues. If you can recall them correctly, you will trigger short video flashbacks. The videos are part of core gameplay, not just for cinematic effect. These intimate moments add up to form an abstract impression of the artist's life, reaching further back in time as you advance.

Portland, Oregon - Mutlu Creative today is pleased to announce the release and immediate availability of A Life worth dying for 1.0.0, its first game title for iPhone, iPad, and iPod touch devices. In this provocative memory game, you're about to die. Your goal is to remember a sequence of cues. If you can recall them correctly, you will trigger short video flashbacks. These intimate moments add up to form an abstract impression of the artist's life, reaching further back in time as you advance.

This game was inspired by:

- 1) Fear of dementia, a mental illness that can cause permanent memory loss.
- 2) Fascination with the "n-back task," a mental exercise that's supposed to have magical powers: according to a controversial study, it can make you smarter!

"It's like an interactive self-portrait," says Mutlu Isik, the creator of the game. "I wanted to make something genuine and meaningful, so I decided to include my own personal home videos. Some of these memories are very emotional, so you start to wonder about: what is worth living for? And what's worth dying for?"

Features:

- \* Videos are part of core gameplay, not just for cinematic effect
- \* Intimate and interactive self-portrait (no linear storytelling)
- \* Easy to control - challenge your mind, not your fingers
- \* Endless play - keep advancing to unlock harder game-modes
- \* Your stats - level up and see graphs that highlight your progress

Device Requirements:

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 4.3 or later
- \* 95.7 MB

Pricing and Availability:

A Life worth dying for 1.0.0 is \$2.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Games category.

A Life worth dying for 1.0.0:

<http://mutlucreative.com>

Purchase and Download:

<https://itunes.apple.com/app/a-life-worth-dying-for/id889689907>

Media Assets:

<http://alifeworthdyingfor.com/presskit>

Mutlu Creative is an independent design studio in Portland, Oregon, focused on

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experimental games. It was started in 2012 by Mutlu Isik, an accomplished UX designer and prototyper. All Material and Software (C) Copyright 2014 Mutlu Creative. 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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Link To Article: <https://prmac.com/release-id-68939.htm>

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