

Blowfin releases Ninjahit 1.01 for iPhone - Interactive Social Gaming

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Utah based Blowfin Inc. today is delighted to announce Ninjahit 1.01, an update to their popular social interactive mobile game for the iPhone platform. Designed specifically to leverage the iPhone as a virtual weapon, Ninjahit is a ninja assassination game played with friends and co-workers. The concept behind Ninjahit is to be stealthy and sneaky like a Ninja. The object of the game is to get a sneaky snapshot of the opponent target with the iPhone's camera feature.

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Imagine paintball, tag, hide and seek, laser tag and water gun wars all combined into one incredibly easy-to-play, social driven game. The object of Ninjahit is for players to get a sneaky snapshot of their opponent with the iPhone's camera feature - before their opponent eliminates them.

Sneak up on the target, tap the "Ninjahit" button and take a picture. After the picture is taken, the next screen allows the player to add some trash talk, then send off the hit. The target opponent receives a vibrate on their phone with a message that reads, "You've been Ninjahit". A red slash is displayed across the players' image and simultaneously hears the sound of a ninja sword as the victim confirms their elimination from the game.

And just like any hit-list, the server will send the winning player a new target automatically. The moderator has the ability to invite as many players as they want from their list of Ninja Buddies. Players who were not invited may join any game before it starts, but the moderator must accept their request. Depending on the size of the group, games can last up to 7 days or more.

"When I was young we played tag or hide and seek with friends, and as I got older we played more strategic games," said Alain Eav, founder and president of Blowfin Inc. "Everyone has their favorite smartphone. Imagine a socially interactive game played in any environment and with as many friends and co-workers as you want with your iPhone as your weapon? Ninjahit will soon be available for Blackberry, Android and WM. Currently BB and WM are under beta."

Among Ninjahit's most popular features is its ability to track game-play automatically. Just like any social resource, the Ninjahit website is where players can create an account and add friends (Ninja Buddies). It facilitates the games, keeps scores and stats and also maintains the pictures (ninjahits) so players can enjoy their victory and re-tell their stories. Ninja Buddies from the website will show up dynamically when a player invite others into the game. Additionally, the resource is based around the player's location, so if for example a player is at the University of Hawaii, then those registered around the area are potential Ninja Buddies.

"I played a similar game in college," continues Alain. "We had as many as 60 people in the game, each given a random name. Lots of worked was involved with that. Create the list, make sure no one got a duplicate name and just keeping track of results caused the game to last a week. I wanted to create a game that was social, exciting, offered a sense of competition as well as offered face to face interaction with the ability to play the game anywhere."

A bonus feature of the application is when a player is not in a game. The Ninjahit button works in the same way; tap it, and it opens the camera feature. After the snapshot, it gives two options: Email to a friend or to the Ninjahit Team. This feature allows users to create fun treasure or scavenger hunt games. It will also allow The Ninjahit Team to run fun Ninja challenges so users can show off their skills.

Perfect for young adults and office professionals alike, Ninjahit promises to be a great ice breaker for activities in the office as well as social gatherings and sparks a totally new way of social gaming. Players aren't glued to a computer or mobile screen as it allows for face to face interaction, offering them the ability to be that true inner Ninja.

Supported Languages:

* US English, Spanish and Japanese

Minimum Requirements:

* iPhone 2.2 or later

Pricing and Availability:

Ninjahit 1.01 for iPhone is only \$1.99 (USD) and available exclusively through the App Store. A free, Lite version is also available.

Blowfin:

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

Ninjahit 1.01:

<http://www.ninjahit.com>

Purchase and Download:

<http://www.itunes.com/apps/ninjahit>

Ninjahit Lite:

<http://www.itunes.com/apps/ninjahitlite>

Ninjahit Video:

http://www.youtube.com/watch?v=BYhP_sTuxxw

Application Icon:

<http://www.ninjahit.com/img/icon.png>

Headquartered in scenic Lehi, Utah, Blowfin Inc. is a privately held corporation founded in 2008 by independent software developer Alain Eav. With the increased demand for cooler smartphones like the iPhone and Blackberry, Blowfin's primary focus is on interactive mobile game development that encourages real life interactions. Copyright (C) 2008-2009 Blowfin Inc. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer Inc. in the U.S. and/or other countries.

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