

Beer Distorts Reality On The iPhone

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Alakazapps today is proud to announce Magic Beer Bottle 1.0, a beer simulator that literally comes off the screen. After demonstrating what looks like a normal iPhone 'beer app', the performer of the trick can literally pluck the top off the bottle - it becomes real in their fingertips. Beer simulators have existed since the dawn of the App Store, Magic Beer Bottle takes the concept to the next level.

London, United Kingdom - Alakazapps today is proud to announce Magic Beer Bottle 1.0, a beer simulator that literally comes off the screen. After demonstrating what looks like a normal iPhone(R) 'beer app' , the performer of the trick can literally pluck the top off the bottle - it becomes real in their fingertips. Beer simulators have existed since the dawn of the App Store, Magic Beer Bottle takes the concept to the next level.

Using accelerometer controlled liquid motion and bold graphics, Magic Beer Bottle presents itself as an entertaining toy. This is the very essence of magic, taking something that people are now familiar with and doing something 'impossible' with it. The illusion is achieved by combining the unique features of the iPhone with classic magic techniques. Learning the illusion is made simple with a full video tutorial included with the app.

An intuitive welcome screen allows the user to access the video tutorial. Once mastered this screen can be hidden in the devices settings menu. Magic Beer Bottle is Alakazapps tenth magic trick for the iPhone platform, it complements the unique range perfectly. Alakazapps develop bold, visually stunning and conceptually clear magic trick apps.

Device Requirements:
iPhone and iPod Touch 2.2.1 or later

Pricing and Availability:
Magic Beer Bottle 1.0 is only \$1.99 (USD) and available worldwide exclusively through the App Store in the Entertainment category.

Alakazapps!
<http://www.alakazapps.com/>

Magic Beer Bottle 1.0:
http://www.alakazapps.com/iphone_apps/beer_bottle.html

Purchase and Download:
<http://itunes.apple.com/gb/app/magic-beer-bottle/id338318075?mt=8>

Video Demonstration:
http://www.alakazapps.com/iphone_apps/app_videos/beer_demo.html

Media Assets:
<http://www.appsupport.alakazapps.com/PressPack.zip>

Indie developer Alakazapps! brings years of professional magic experience to the iPhone and iPod touch. Classic magic techniques are combined with fresh app design to create truly amazing pocket magic tricks. Copyright (C) 2009 Alakazapps!. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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