

Downhill Fridge Challenge - Help the Runaway Fridge find its way Home

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UK based OutOfTheBit today announced Downhill Fridge Challenge 1.0, their 2D action game for iPhone and iPod touch. In Downhill Fridge Challenge, the user uses the accelerometer to push a fridge through various levels and locations. Each level has a qualifying time that, when beaten, will unlock the next level. Here's your double challenge: guide it to the end of the many paths and streets it will follow, and try and beat the time of other players.

Wimbledon, United Kingdom - Produced by OutOfTheBit, and created and designed by Luigi Palazzolo, Downhill Fridge Challenge is a 2D action game in which the user uses the accelerometer to push a fridge down (or uphill) through various levels and locations. Each level has a qualifying time that, when beaten, will unlock the next level. All recorded times for each level are added to a global chart.

The removal guys didn't notice the fridge on the cart had gone until it was already a long way down the hill, rolling in the sunset. Follow its adventures and prove your worth at the helm of a runaway cooling appliance! Here's your double challenge: guide it to the end of the many paths and streets it will follow, and try and beat the time of other players.

"Downhill Fridge challenge" is available free on the App Store with the option of purchasing the additional 8 levels at just \$1, minimum App Store price for the whole Premium Pack! It is the first game by the Wimbledon based software house to implement the new iPhone OS 3.0 feature: in app purchase.

"Luigi Palazzolo's exuberant creativity has produced a game we believe will appeal to people of all ages" - says Alessandro Motisi, founder of OutOfTheBit. "We want to make the game available for free to give everyone the opportunity to try this amazing and original adventure."

According to Luigi Palazzolo, whom has so far stuck to pencil and paper whenever he felt the urge of channeling creativity, this is only the beginning. "Working on Downhill Fridge Challenge has been a great experience thanks to OutOfTheBit's mastery in developing iPhone apps. There are many ways in which this game can develop from here and the public's opinion will be essential for its development. For this reason we are making the development of the next levels as open as possible and we welcome any suggestions from the users"

Device Requirements:

* iPhone or iPod touch 3.0 or later

Pricing and Availability:

Downhill Fridge Challenge 1.0 is free and available worldwide exclusively through the App Store in the Games category.

Downhill Fridge Challenge 1.0:

<http://www.outofthebit.com/thefridge>

Purchase and Download:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=343293895&mt=8>

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

OutOfTheBit is a company founded by Alessandro Motisi, a software engineer who lives in London in the United Kingdom. OutOfTheBit was one of the first software houses to be on the AppStore since its opening in July 2008. The first game to be released was Sudoku Pro, which was very well received worldwide. Copyright (C) 2009 OutOfTheBit. 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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Rosalia Trupiano
Marketing Manager
447833710220

rosalia@outofthebit.com

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