

XEOPlay™ Releases the Tilt HD Game for iPad

Tilt into this immersive game world to change the real one with all that the iPad has to offer.

“5 Bars!” - Appolicious

SAN FRANCISCO - April 1, 2010 – XEOPlay™, Inc., a leader in developing games to improve quality of life through play, today launched ***Tilt HD: Flip’s Adventure in 1.5 Dimensions***™ for the iPad on the App Store [<http://bit.ly/9nJJRb>]

“Tilt HD takes full advantage of the iPad’s form and function. It is the first iPad game to use geo-location to improve the real world. The game takes players beyond the device to clear the whole world of Blight. Players’ geo-coded Tilt Points™ accomplish top secret missions on a global score board. Players on Twitter also score points for doing things in the real world such as changing their light bulbs,” said Nicole Lazzaro, founder of XEOPlay. “I haven’t been so inspired by a platform to show the future of games since the iPhone—which inspired the release of our web app Tilt, the first game ever to incorporate the iPhone’s accelerometer capabilities.”

Just Tilt to Play! Tilt HD for the iPad uses intuitive, captivating gameplay to strike an environmental message. Players control gravity and wind in a beautifully detailed world drawn by Iggy Medeiros to guide a mighty tadpole named Flip on a mission to make Shady Glen a healthier habitable place. Each of twelve scenes has an immersive environmental soundscape by Stuart Dubey. The ultimate goal of the game is to clear Blight from the world by having Flip eat carbon and plant seeds to restore the natural habitat to its original splendor. Tilt HD features 60 levels of no-button gameplay, with tilty-twisty puzzles that are easy to learn but challenging to master.

Tilt HD: Flip’s Adventure in 1.5 Dimensions is available for \$4.99 from the App Store on iPad or at TiltWorld.com/buy_tilt. An iPhone and iPod Touch version is coming soon. For more information on Tilt HD: Flip’s Adventure in 1.5 Dimensions visit <http://TiltWorld.com>.

Media Resources

Screen shots, videos, and player photos:

<http://TiltWorld.com/blog.html>

Nicole Lazzaro’s Bio and Head Shots

<http://xeodesign.com/founder.html>

Nicole on video <http://bigthink.com/nicolelazzaro>

Twitter: [@TiltWorld.com](https://twitter.com/TiltWorld.com), [@NicoleLazzaro](https://twitter.com/NicoleLazzaro)

Media Contact

Nicole Lazzaro, XEOPlay, Inc.

(510) 658-8077

nlazzaro@xeodesign.com

<http://twitter.com/TiltWorld>

<http://twitter.com/NicoleLazzaro>

About XEOPlay

XEOPlay makes games that unlock human potential to improve quality of life through play. The company incorporates industry leading research on emotion and the fun of games of its sister company [XEODesign, Inc.](http://www.XEODesign, Inc) For more information on XEOPlay, visit www.XEOPlay.com.

###