



FAQ: **[“Brooklyn to Babylon: Shinobi Ninja Attacks”](#)** **iPhone App**

Who is Shinobi Ninja and what kind of music do they play?

Shinobi Ninja is an independent rock/rap group formed by six New York City performers: lead singers DA and Baby Girl, bassist Jonny on the Rocks, drummer Terminator Dave, guitarist Maniac Mike, and DJ Axis Powers. Inspired by acts as diverse as Nirvana, Janet Jackson, Faith No More, Sublime, and the Beastie Boys, Shinobi Ninja crafts their own brand of party music into an eclectic mix of musical styles designed to appeal to a wide variety of music fans.

Is the band well known?

Shinobi Ninja has quickly built their reputation as one of New York’s premier new bands, performing for capacity crowds at the CMJ and Afro Punk festivals, the Gramercy Theater, as well as concerts across the East Coast. Shinobi Ninja’s fan base now boasts more than 60,000 MySpace fans, nearly 1,500 Facebook fans, and more than 18,000 Twitter followers. Shinobi Ninja recently appeared on Fox TV’s “Fearless Music” program performing their singles “Brooklyn to Babylon,” “Nah Nah,” and “Brainstorm.” Their debut full-length album is scheduled for release this spring.

What is the [“Brooklyn to Babylon: Shinobi Ninja Attacks”](#) app?

“Shinobi Ninja Attacks” is a participatory-listening software application that is part cartoon video game, part music video, and part music/video player. The app creates an interactive digital environment where gamers are immersed in the unique imagery and narrative of this popular independent band. It’s designed to introduce people to Shinobi Ninja, and encourage deeper fan engagement with the band’s music and overall brand.

What is the “Shinobi Ninja Attacks” game user experience like?

Within the virtual world of the “Shinobi Ninja Attacks” app, gamers choose Shinobi Ninja band members as their avatars. As Shinobi Ninja’s music plays in the background, “Shinobi Ninja Attacks” players fight their way through the streets of Brooklyn to the L Train and the mythical Club Babylon. Along the way gamers beat up evil hipsters, knock down douchebags from the Jersey Shore, and subdue angry subway riders.

What do fans get when they download the app?

“Shinobi Ninja Attacks” is loaded with four Shinobi Ninja music tracks and two music videos that can be unlocked for free as gamers reach higher levels within the game. It harkens back to recorded music’s glory days, because it helps music fans recover something that was lost with digital music -- the ability to interact physically with the music product itself. It replaces the tangible experience people used to have opening a record sleeve or CD jewel case, poring over the liner notes, and looking over the artwork while listening to the music play.

Why did Shinobi Ninja decide to create this app?

“Shinobi Ninja Attacks” is designed to keep fans immersed in the Shinobi Ninja experience as they play the game. The band has already built a formidable Web presence, using social media platforms like Twitter, MySpace and Facebook, but now they’re leaping ahead of the techno-innovation vanguard with an app that not only helps the band merchandise it’s music, but also hooks in fans live at their concerts. Shinobi Ninja Attacks helps introduce people to the band’s music as it encourages deeper engagement with the band.

On what platforms can I play “Shinobi Ninja Attacks”?

Shinobi Ninja Attacks is currently only available on iPhone OS (OS X).

Where can I purchase the app, and how much does it cost?

A “lite” version is available free from the App Store on Apple’s iPhone, iPad, and iPod Touch; the fully loaded retail version sells for \$3.99, but through February 4, 2010, the retail version will sell for just \$0.99.

If I don’t have an iPhone, iPod Touch, or iPad, how can I see what the game does?

To view the video teaser trailer for the “Shinobi Ninja Attacks” app, visit <http://www.shinobininjaattacks.com>.

Who is behind the development of this app?

“Shinobi Ninja Attacks” was developed by Shinobi Ninja Video Game, LLC., a partnership of Heard Games and Shinobi Ninja. It was designed and animated by Interbang Entertainment with software programming by Cerulean Games. Shinobi Ninja paid for the development of the Shinobi Ninja Attacks app from sales of their first EP album and merchandise sales at concerts.

What is Heard Games?

Founded by Stephen Sternschein, Heard Games is a software development company specializing in developing interactive media products with musicians by building branded digital environments that deliver content in innovative ways.

What is Cerulean Games?

Making dreams come true in the form of entertainment packages -- be it the dreams of its founders or the dreams of its clients -- that is what Cerulean Games is all about. We boldly take ideas to new levels of fun in polished games. We strive to continually hone our craft while creating what people want to enjoy. Cerulean Games (www.Cerulean-Games.com) is founded by Dave Calabrese.

What is Interbang Entertainment?

Interbang Entertainment is an independent game-development studio, based in San Diego, CA. The company is focused on creating games that provide innovative content, memorable characters, and fun experiences. Interbang Entertainment's vision is to impregnate games with humor, while staying original and prevalent in the gaming and

entertainment community. According to Interbang Entertainment's CEO, Justin Woodward: "We make games that taste like fresh baked cookies, not cookie-cutter games."

Who do I contact to learn more?

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