



iPhone App Fact Sheet: “Brooklyn to Babylon: Shinobi Ninja Attacks”

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Description: “[Shinobi Ninja Attacks](http://www.shinobininjaattacks.com)” (www.shinobininjaattacks.com) is a participatory-listening software application for iPhone and iPod Touch that is part cartoon video game, part music video, and part music/video player. The app creates an interactive digital environment that immerses gamers in the unique imagery and narrative of NYC Indie band, Shinobi Ninja. “**Shinobi Ninja Attacks**” also rewards fans with music and other surprises for making the real-world journey to a Shinobi Ninja show. It uses smartphone GPS capability to locate fans using the app at concerts, so they can be immediately rewarded over-the-air (OTA) with free music and other promotions.

Game Play:

1. Gamers choose one of four Shinobi Ninja band members as an avatar:
 - a. DA
 - b. Baby Girl
 - c. Maniac Mike
 - d. Terminator Dave
2. Players fight their way through Brooklyn to the L Train and the mythical Club Babylon
3. Gamers gain power and points by beating up evil hipsters, knocking down douchebags from the Jersey Shore, and subduing angry subway riders.
4. Loaded with music tracks and music videos that are unlocked for free, as higher game levels are reached.

Versions:

“Lite” Version - FREE:

- This free version of the app allows fans to try out the game, before purchasing it. Plus, they can bring this app to a Shinobi Ninja show for free downloads
- Included in this app: 1 level, 1 track - fans can bring this app to a live show and earn free downloads of Shinobi Ninja music.

“Retail” Version - \$3.99 (\$0.99 through 2/4/2010):

- For \$3.99 fans unlock music and videos of the band while playing the game, and earn a free album download when they beat it; they can also bring the app to a Shinobi Ninja show for more surprises.
- Included in this app: 4 levels, 4 tracks, and 2 music videos.
- NOTE: This App requires a WiFi connection for download.

Credits:

- Created by Shinobi Ninja and Heard Games
- Designed and animated by Interbang Entertainment
- Software programming by Cerulean Games

Platform: iPhone OS (OS X)