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ALS Interactive to launch its first game, 5th Floor Elevator

Selling on the AppStore for \$1.99



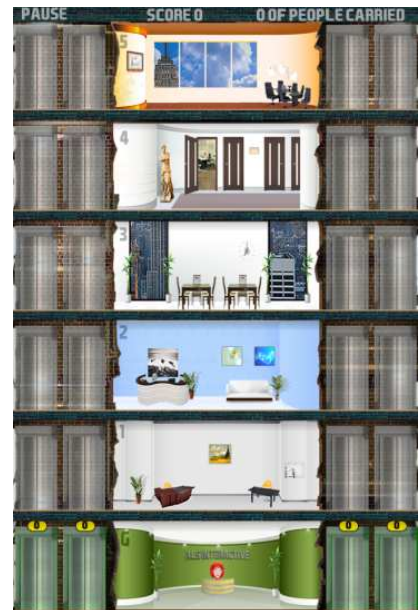
5th Floor Elevator is the first app edited by ALS Interactive. It mirrors an everyday life situation: time wasted while waiting for an elevator and all the subsequent frustration brought by this. The game offers to eliminate this frustration in a pleasant way by taking control of several elevators to carry people to their destination floor. The more people appear, the harder it gets.

The goal is to carry a maximum number of people to their destination floor by sending elevators to the relevant floors.

People will appear quicker and quicker as time goes by. In Arcade mode, when the total number of people on the screen is above the maximum capacity of all the elevators, the game stops. In Time Trial mode, the game stops at the end of the timer. Arcade and Time Trial mode bring more diversity to the game whilst the interest stays similar between the two modes. A comprehensive tutorial makes players start right away.

The game offers several options and features to match every player skill or make its gaming experience better. It includes:

- _ Elevator feeling including switchboard and Muzak
- _ People only boarding elevators going in their direction
- _ Possibility to program several floors in advance...
- _ ... then modify the route if needed by cancelling unwanted destinations
- _ Use 2 or 4 elevators and adjust their maximum capacity to 4, 6 or 10 people



"We are very pleased to launch 5th Floor Elevator today as this marks the first step of our ambitious development plan. The feedback received from testers has made us very optimistic about the success of 5th Floor Elevator. We hope players will recognize themselves in the game and will enjoy playing it everywhere." says **Guillaume Battini, Founder of ALS Interactive.**

Fifth Floor Elevator is available at the following link
<http://itunes.apple.com/us/app/fifthfloorelevator/id511743621?mt=8>

About ALS Interactive

ALS Interactive is a newly formed company based in London (United Kingdom) and aims to deliver creativity, innovation and top of the range quality via apps for iOS devices.

We feel the launch of 5th Floor Elevator reflect these values. In the future, we plan to widen our range by offering more games but also applications to make a user's life easier and better.

It is also part of our plan to cover other OS such as Android, Blackberry, Windows Phone, etc.

To contact us

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