PRESS RELEASE 24.2.2014 @ 10 am

AppCampus is an €18 million joint project of Aalto University, Microsoft and Nokia. We offer financing and coaching in mobile technology, design and usability to Windows Phone developers.

APPCAMPUS SHOWCASES NEW APPS AT THE MOBILE WORLD CONGRESS

When the year's biggest event for the mobile industry kicks off in Barcelona on 24 February, AppCampus, the leading mobile application acceleration program from Aalto University in Finland, funded by Microsoft, Nokia and Aalto University, will be there to present its latest app releases. Now in its second year of operation, the program continues to attract thousands of aspiring developers worldwide.

Established in May 2012, AppCampus, a hotbed for innovative and high-quality mobile applications, has received more than 3,730 grant applications from over 100 countries in less than two years. A joint 21 million euro investment by Microsoft, Nokia and Aalto University, AppCampus offers grants ranging from 20,000 to 70,000 euros. AppCampus has been hailed as a success by both organizers and participants. Now, soon in its third year of operation, AppCampus has accepted 270 teams to its portfolio, invested 7.5 million euros in promising new developer teams and already released more than 85 top-quality apps. In addition to supporting developers in building and releasing apps, AppCampus provides training and coaching to the teams through its AppCademy. The AppCademy training is now also available online. In addition to this, the program offers significant go-to-market support for developers.

Four new apps launched at Mobile World Congress 2014

At the GSMA Mobile World Congress, four AppCampus teams will launch new apps. Atar Games, a UK based company, formed in 2013 and specializing in the creation of mind games for mobile phones and other platforms is one of the teams to present their app at the event.

"The thing that is so special and unique about our game is that there is something in it for everyone. The levels vary, starting from very easy and ending in very complicated. It is for this reason that the game really turns into a family game," says **Ophir Atar**, founder and Head of Development at Atar Games.

Daniil Maskileison, Director of Funzai! The Russian developers of Muzies, the world's first gamified music player, credits AppCampus for offering support for indie developers.

"AppCampus' support has played a major role in bringing the idea to life. Another factor that attracted us to the Windows Phone platform was that it's still possible to get into the tops of Windows Phone Store without huge marketing budgets – something highly unlikely on other mobile platforms," Maskileison says.

Alain-Daniel Bourdages from Canadian developers GreenCod Apps feels that it was a great experience to create a new unique version of their game Bad Traffic for Windows Phone with the help of the AppCampus team.

"Windows Phone has become a relevant platform for developers and we wanted to be sure to have a presence on their store. Other developers have had quite a bit of success with their own games, so we were keen to put our foot in the door as well. The platform is still relatively young and offers tons of opportunities to build a brand with a different concept," Bourdages says.

Kinos Game Studio, located in Oulu, Finland, a northern city with a buzzing game scene, sees the Windows Phone platform as an efficient way for budding developers to get in to the industry.

"We were interested in the new platform and its possibilities in the game industry. We believe that the Windows Phone ecosystem is getting stronger and we want to be professional game developers in all major platforms. Also, we are a Finnish team and Nokia is doing strong in Finland, so there might also be an element of some national influence involved", says **Jyri Autio** from Kinos Game Studios.
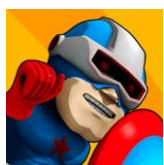
The new apps now are available for download at the Windows phone store. More information about AppCampus alumni apps is listed on the [program's website](#).

"I'm really excited that AppCampus teams are continuously producing high quality apps and becoming successful worldwide. Congratulations to the teams launching their apps today. We wish them all the success possible in the future," says Head of AppCampus **Mika Okkola**.
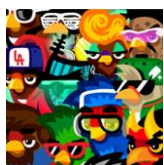
The apps launched at Mobile World Congress 2014

Israeli developer Atar Games will present **IQ Safe**, a logic puzzle game. It combines thinking and an element of luck, which makes it a fun and challenging experience for those who enjoy an intelligent gaming experience. IQ Safe is now [available for download at the Windows phone store](#).

Finnish Kinos Game Studio is feeling heroic. Their game, **Smash Heroes** allows you to train heroes to smash your enemies. In the game the aim is to save the peaceful villagers by using special attacks, cannons, dragons and airstrikes against angry Vikings, bandits and other conquerors. You can also build up your home village with relaxing mini games like bowling and shooting gallery. Smash Heroes is now [available for download at the Windows phone store](#).

Russian developer Funzai! presents **Muzies**, an app that turns listening music into a social game. Muzies are cool, adorable pets that reflect your tastes in music. You "feed" them by listening to your favourite tunes. Muzies is now [available for download at the Windows phone store](#).

Canadian GreenCod Apps presents **Bad Traffic,** a traffic control game with save and crash modes. In the game you are in control of traffic rushing into the intersection. The cars are coming fast. Which ones to accelerate? Which ones to stop? Bad Traffic is now available for download at the Windows phone store.

Meet AppCampus team at MWC 2014 from following locations:
Nokia Developer Conference
Tuesday 25 Feb 9 – 19, Hall8Theatre District
24. – 27.2. 4YFN *event at Fira Barcelona, Wayra stand &* Wayra Demoday 26th

WipJam@MWC 25. – 27.2. - Nokia Lumia Windows Phone 8 Hackathon @ Fira Montjuïc
https://www.hackerleague.org/hackathons/nokia-lumia-windows-phone-8-hackathon-wipjam-at-mwc14

For more information:

Teija Laine, Head of Marketing Communications at AppCampus
tel. +358 50 5541638, email teija@appcampus.fi

Roei Haguy, Atar Games
tel. +972-504466429, email roei@iqsafe.net*,*
Website: http://iqsafe.info/

Jyri Autio, Kinos Game Studio Oy
 tel. +358 44 2871 882.email jyri.autio@kinosgamestudio.com*,*
Website: http://www.kinosgamestudio.com/

Daniil Maskileison, Funzai!
tel. +7.900.562.9520, email daniil@funzai.com*,*
Website: http://funzai.com/

Alain-Daniel Bourdages, GreenCod Apps
tel. 1-604-440-3177, email adb@greencod.com*,*
Website: http://greencod.com/

www.appcampus.fi

AppCampus is a global mobile application development program led by Aalto University, Finland. Funded by Microsoft and Nokia, the AppCampus program has been set up to foster the creation of innovative mobile applications for the Windows Phone ecosystem. Within AppCampus, mobile entrepreneurs can benefit not just from award funding, but also comprehensive coaching, marketing support, training in mobile technology, design and usability to create innovative new mobile apps and services.