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**ICEJAM LAUNCHES 'QURIUS' FOR ANDROID!
WORLD'S FIRST CONNECTED REALITY MOBILE GAME
COMES OUT OF OPEN BETA PROGRAM TO RAVE REVIEWS!
Delivers Real-World Weather into Magical 3D World of Qurius**

CHARLOTTETOWN, PEI, CANADA, December 15, 2016 – With nearly 300,000 downloads since its worldwide beta launch a week ago, [Qurius](#), icejam's new free to play game is emerging early from its open beta success to launch today on Google Play for Android. **Qurius**, the first mobile game that uses [real-world weather](#) in the gameplay, has captured mobile gamers hearts and has spawned a long list of glowing user reviews.

The world's first-ever [Connected Reality](#) game, **Qurius** is a magical, 360-degree, [3D world-building game](#) where players connect their real-world weather to their game world in order save the dying civilization of **Qurius**. Once the weather is connected, the game becomes uniquely personalized for every single player, so if it's snowing where the player lives; it's snowing in the game. Throughout their journey, players collect characters and [weather gems](#), and use them to rebuild the lost magical world of **Qurius**.

Furthermore, the sound, atmosphere, characters, flora, fauna and quests found in **Qurius** are all dynamically generated based on the player's weather, day/night cycles and other data-driven factors; making every single game a uniquely, personalized experience for that particular player.

"Two years ago we had the audacity to believe we could harness and integrate freely available streams of big data into gameplay. Today, that vision is a reality and we are extraordinarily pleased with the positive response from players across the globe," said icejam Founder & CEO, Stuart Duncan. "But this is more than technology, this is a game full of loveable characters, beautiful landscapes and unique gameplay features that have come together in a fun way that players are enjoying, and that's the real reason why we started this in the first place."

The harnessing of big data streams for use in game is one of the most ambitious feats in mobile gaming in recent years and judging by what players are saying, the pay-off is worth it:

"Loving this so far. Absolutely brimming with personality. Truthfully I'm a bit inspired by this."

-- Jonathan Peman, Dec 9, 2016 at 3:04 AM

"Great concept with the perfect blend of gameplay...Loved the way the story unfolds, please expand on that, I really loved it."

-- Sherwin Arguelles, Dec 9, 2016 at 10:15 AM

"WOW! Absolutely beautiful and amazing. I'm impressed. Fantastic layout, concept is awesome. I'm Speechless. A must see"

-- Shae Lee, Dec 9, 2016 at 10:41 PM

Players interested in playing **Qurius** on Android can do so at:

<https://play.google.com/store/apps/details?id=com.icejam.QuriusGame>

An iOS version is scheduled for early next year.

About icejam

icejam™ was founded by serial entrepreneur and 3D and F2P mobile games pioneer Stuart Duncan with the mission to create better mobile games using the vast landscape of big data. Established in 2014, icejam is located in Charlottetown PEI, and is poised for a breakthrough in the rapidly growing \$45B global mobile games market. Stuart Duncan, founder of Bight Games, has brought multiple top-grossing, free-to-play mobile games to market, including *The Simpsons: Tapped Out* and *Trade Nations*, generating multiple multi-million dollar revenue streams and the sale of Bight Games to EA Mobile.

With its first game, [Qurius](#), icejam's Playable Data Engine delivers a transformative experience in mobile games and gamer engagement that offers the potential for tremendous growth.

More information can be found online at www.icejam.com or follow them on Twitter ([@icejamgames](#)), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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