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**#LOVE IS IN THE AIR IN *QURIUS*[™] MOBILE GAME
BEST MOBILE GAME OF THE YEAR NOMINEE *QURIUS*
NOW MEASURES #LOVE ON SOCIAL MEDIA**

icejam Connected Reality Platform now Delivers Real-World Social Sentiment into Mobile Games

CHARLOTTETOWN, PEI, CANADA, February 3, 2017 – Just in time for it's Valentine's Day release, [Qurius](#)[™] is now tracking the world-wide use of #LOVE and using it to increase player's abilities to grow Love Gems in the game. [Qurius](#) has been recently nominated as BEST MOBILE GAME OF THE YEAR by IMGA based on its compelling use of Connected Reality in mobile games.

"We are thrilled to mark this Valentine's Day with the next release of Qurius along with our updated Connected Reality Platform, which is now capable of measuring social media sentiment and bringing it to the world of mobile games," said icejam Founder & CEO, Stuart Duncan. "For this Valentine's Day we have introduced #Love to the world of Qurius. The more that people tweet #love vs. #hate around the world, the more love intensity grows in the player's world. When love is in the air, magic happens!"

Recently nominated as BEST MOBILE GAME OF THE YEAR by IMGA, [Qurius](#), is the world's first mobile game powered by Connected Reality.

"Nominees like Qurius highlight the new standard of creativity and the emerging quality of the productions found in mobile gaming", said Maarten Noyons, founder of The IMGA.

As a nominee, Qurius is also eligible to win the People's Choice Award, which is voted online by fans across the globe. From now until February 27, 2017 Qurius fans and gamers can cast their votes at sea.imgawards.com.

Qurius is a magical, 3D open world, [town-building game](#) where players' actual weather and other real-time information is reflected in their game world to create truly personalized game

play. Players collect amazing characters and harvest magic Weather Gems (and now Love Gems) to help them them to rebuild the lost world of Qurius and learn its secrets.

Icejam's latest release of its Connected Reality platform now has the capability to measure social media sentiment and bring it to mobile games in real-time. This new social media sentiment plug-in tracks the use of specific hashtags on the internet and uses that to drive gameplay. This adds to the already proven ability to stream live weather, time of day, and celestial conditions from the platform. Over the last two months, icejam's Connected Reality Platform has successfully continuously provided real-time local weather conditions to close to 350K players in 119 countries delivering a unique experience that creates new levels of engagement, trust and loyalty.

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:

- **“Great** concept, style and sounds. The real time data on weather and time is really **engaging**. It helps pull me deeper into the world.” - *Jeff Matheson*
- “A snow beacon? Since we’re going to Lake Tahoe this Thursday, we may be able to get some snow up in here!” - *HoorayPlay*
- “Cute! It's super cute and it passes time pretty fast. I love how it goes by my weather conditions!” - *Saxony Ramirez*
- “It's exactly 8°C outside and raining and I only know that now because of this game! This game is the best! I can know what its like outside without moving WOOHOO!” - *Sachiko Ever After*

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 coming out shortly.

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 Toronto ON, 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 Connected Reality platform delivers a transformative experience in mobile games and gamer engagement that offers the potential for tremendous growth.

About the International Mobile Gaming Awards:

The IMGA is the longest standing mobile games award program started in 2004. With its long history and unique judging process, it has brought some of the world's most popular titles into the limelight the likes of Candy Crush Saga and Clash of Clans. It is the only competition that unites the industry by celebrating excellence and innovation in games.

More information can be found online at www.icejam.com and www.playqurius.com or follow them on Twitter ([@quriusgame](https://twitter.com/quriusgame)), [Facebook](#), [Instagram](#) and icejam's [LinkedIn](#).

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