

MEA Mobile D's Up For It's Premiere iOS Game
New 3D Engine Integrated For iOS Game Development

New Haven, CT- August 9th 2011 - [MEA Mobile](#) today officially released its first kids gaming title, SwipeSlam for Apple's revolutionary mobile platform. The app uses a proprietary 3D engine developed by partner company Rush Digital Interactive. "Gaming is a new and exciting venue for us," says Bruce Seymour, Managing Director of MEA Mobile, "SwipeSlam is the first in a series of releases using RDI's advanced IgnitionWare framework."

SwipeSlam was developed to be easily accessible, enabling young gamers to connect with its vibrant characters. Using Slammers, gamers roll through a futuristic subway scoring points for smashing through objects. Tilt control, using the device's accelerometer enables an added level of interaction. Simple to learn and easy to play was the central development theme of creating SwipeSlam.

The game was developed using Rush Digital Interactive's breakthrough IgnitionWare 3D framework for mobile. IgnitionWare allows developers to rapidly create games for use with multiple platforms. "We're thrilled to be working with RDI and their best of class technology," says Seymour, "the mobile gaming space is competitive. IgnitionWare gives us a large advantage." SwipeSlam also features work from Brooklyn based graffiti artist and founder of the legendary clothing design studio Subware, Stash. His tags can be seen throughout the game on the walls and sometimes floors of the tunnels.

MEA Mobile's debut roll racing game [SwipeSlam will be on sale for 99¢](#) for a limited time and is available in the [iTunes store](#).

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SwipeSlam was designed for Apple's iPhone and iPod Touch products. Additional information can be found at: www.meamobile.com/swipeslam

About MEA Mobile:

MEA Mobile innovates on Apple's iOS platform. The company's breakthrough products include: iSupr8, a vintage Super 8 mm video filter app for the iPhone and iPad2; iGloLEDset, WiFi controllable LED lights. ZipPic, a social media picture sharing utility. MEA Mobile is actively expanding with offices in New Haven, Connecticut and Auckland, New Zealand.

About RDI

RDI is the creator of IgnitionWare, a C++ framework for building smart phone and mobile games. The framework features a future-proof code base, and is able to be retargeted to platforms having native SDK's. With a forward looking software design, IgnitionWare takes into consideration multi-core processing, graphics API diversity and it is data-driven for customized tooling.

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