

FinBlade joins forces with Puzzler Media to create a new destination for puzzle players

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The puzzle genre is one of the most popular, both in traditional magazine print publishing, and in mobile / online gaming. Through challenging times, puzzle games have proved they have enduring appeal to a vast and varied audience. Now, experienced mobile developer FinBlade has joined forces with Puzzler Media, a world-leader in puzzle publishing, to create a new social / mobile destination for puzzle players.

Building on the success of the existing Puzzler World series, the new service will offer an unprecedented range of high quality puzzles and games, via mobile, tablets, and browsers. With high production values, and a huge portfolio of different puzzle games, players will enjoy the benefits of a connected experience, able to move seamlessly from one device to another, and participate in co-operative community games. There's full social integration for those who want it, but the focus is firmly on user-enjoyment, and improving on the hugely popular Puzzler World series, including enhancement to Puzzler's existing range of single genre products..

Puzzler Media's Digital Media Manager Tony Ablewhite explained "As a traditional puzzle publisher, with a brand that has prided itself on quality content for over 40 years, our challenge over the last few years has been to embrace new digital opportunities, and prove their commercial potential."

"Following the highly successful Puzzler World series on DS, a version was soon ported to iOS, quickly establishing itself as a top selling casual puzzling compilation app. Which also highlighted that the Puzzler brand could appeal to a much wider, younger, and diverse audience."

"With a clear future digital strategy in hand, FinBlade were appointed to bring mobile/development expertise in helping to build an unparalleled puzzling service, and community, through a socially connected infrastructure. Through FinBlade, I firmly believe, and am excited to have found a development partner that not only understood our passion and vision, but a developer that was genuinely excited at being involved in such a project. They also share our ethos for quality and flexibility through attention to detail with regards to the infrastructure requirements, user experience, user interface, social engagement and overall quality of build."

FinBlade CEO Fergus McNeill added "We're genuinely excited about this project, and believe that the new service will become a real puzzler's paradise. FinBlade and Puzzler share the same vision, and it's great to be working with a brand that's so passionate about giving its audience the best possible experience."

The new Puzzler World service will be available on platforms including iOS, Android, and Facebook. Release dates will be confirmed later in the year.

About FinBlade

FinBlade is an award-winning mobile game and app developer based in Hampshire. The studio was founded in 2007 by members of mobile developer IOMO and the team have been developing games and apps for over a decade. As well as their own titles, FinBlade has developed branded content for EA including the acclaimed Battleship and Pictureka games. Other clients include Nokia / Vertu, Red Bull Racing, Eidos, Liverpool FC, Momentum Pictures, and Cambridge University Press. Development is based at the company's studio in Eastleigh, an hour south-west of London.

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About Puzzler Media

Puzzler Media Limited is probably best-known for its comprehensive range of puzzle titles. One of its magazines, Puzzler, has become a household name, and this year celebrated its 40th anniversary. The company is synonymous with puzzles of the highest quality, and is part of the D.C.Thomson & Co Ltd group.

We publish a comprehensive range of magazines and, with more than sixty per cent of the total puzzle market, have the leading titles in almost every sector. We also have a successful magazine business in Australia and a presence in other selected territories such as US, Germany, South Africa etc.

Puzzler Media's interests span books, games and CDs. We produce interactive puzzles for various digital platforms including mobile phones, TV and, of course, the internet.

In addition, Puzzler Media supplies bespoke puzzles to many national and regional newspapers, and to a large number of consumer magazines. These are crafted to fit the tone and house style of each publication.

In total, we deliver in excess of a quarter of a million puzzles to the market, every year. Among the most popular are crosswords, wordsearches, kriss krosses, code-crackers and arrowords, but there are also plenty of specialist puzzles for enthusiasts.

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