

Press Release

19 December 2011

GROUNDBREAKING MUSIC GAME RELEASED BY INDEPENDENT SCOTTISH STUDIO

Today (Monday 19 December) saw the release of *Pugs Luv Beats*, a groundbreaking music game for iPhone and iPad, available now on the iTunes App Store. The innovative game design lets players guide lovable pugs around a galaxy of worlds, creating an endless variety of music and sounds.

Focusing on musical creativity, *Pugs Luv Beats* offers a refreshing change from the standard karaoke-style music games currently on the market. Instead of forcing a player to accurately recreate an existing song, the game encourages exploration and musical composition - playing the game will create original music, different for every user.

In the game, the player controls an alien breed of pugs. Once the masters of a wondrous and highly advanced civilization, these pugs are the victims of their own greed. They loved nothing more than to collect beats, which they cultivated with their special brand of "luv". But an ill-advised scheme to grow the biggest beat of all time spun wildly out of control, and their home planet was destroyed. The player must help the pugs to grow more beats so they can rediscover new planets, build houses, and recover their lost technology.

Yann Seznec, founder and director of Lucky Frame, said "We are very excited to introduce this brand new music game to the world, there really isn't anything like it out there. Plus, it has dogs in costumes, what more could you ask for?"

Pugs Luv Beats is a game by Lucky Frame, an Edinburgh-based studio known for innovative and quirky projects focusing on music, games, and interaction. It is the first in a series of music games produced with support from Channel 4 and Creative Scotland.

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For more information, please contact Yann Seznec at info@luckyframe.co.uk or call 0131.554.6412.

For images and videos of *Pugs Luv Beats*, please visit www.luckyframe.co.uk/pugsluvbeats

NOTES TO EDITORS

About Lucky Frame

Lucky Frame is a small studio based in Edinburgh, Scotland, focusing on

creating innovative and quirky musical interfaces ranging from games to websites to performance systems. Founded in 2008 by artist, musician, and entrepreneur Yann Seznec, Lucky Frame has been featured in media outlets worldwide, from the New York Times to The Independent as well as on major blogs such as Engadget and Joystiq, and on television, including an appearance on BBC's Dragons' Den. Previous work includes the critically acclaimed Mujik for iPhone, a musical pig sty (the "Styharp") for Matthew Herbert's current One Pig Live world tour, the Wii Loop Machine, Festipods for the Edinburgh Festivals, and much more.

Pugs Luv Beats was produced with investment from Channel 4 and Creative Scotland, which was secured in early 2011. This investment allowed Lucky Frame to grow to three full time employees and concentrate fully of developing original IP.

More information about Lucky Frame can be found at www.luckyframe.co.uk.

Praise for previous projects:

Mujik:

At its heart, Mujik is a drum sampling machine. That description, though, doesn't do it justice: the interface is inspired and artistic, the instrument choices, albeit limited, complement each other beautifully. The end results are phenomenal, especially if your musical tastes lean a little toward right field. – Gizmodo: <http://gizmodo.com/5351263/mujik>

...the real news about Mujik isn't that it's a new iPhone app, or that, after a few weeks of teasers, you can download it today on the iTunes store. The news is that it's a musical interface with lightning bugs. - Create Digital Music: <http://createdigitalmusic.com/2009/08/interactive-musical-whimsy-with-lightning-bugs-mujik-free-on-iphone/>

Styharp for Matthew Herbert:

In the centre is a "styharp", a four-sided enclosure of strings attached to metal stands. When tugged, each string triggers a different pig sample, allowing the harp's inventor, Yann Seznec, to orchestrate a symphony of squeals and grunts to tell the story of the pig's life and beyond. - The Times

Wii Loop Machine:

It takes a certain level of determination and creativity to shun the smorgasbord of other music-related Wii mods already out there, and to be quite honest, the Wii Loop Machine does a fair job of putting the other alternatives to shame. – Engadget: <http://www.engadget.com/2007/03/23/wii-loop-machine-utilizes-wiimote-to-manipulate-beats/>

