

PRESS RELEASE

FORMation releases two graphic-design themed iPhone games: EYE vs. EYE and KERN

U.S. design studio FORMation offers two new original iPhone games aimed at graphic designers and typography fans:

EYE vs. EYE is a friendly color-matching challenge game that pits you against an opponent in a race that showcases your chromatic prowess.

KERN is a clever game of character alignment that takes a new approach to scoring points in a world of typographic perfection.

The multi-disciplined design studio FORMation has created and released two new games for the Apple iPhone / iPod Touch platform, both of which feature clean and elegant interfaces sure to appeal to graphic designers the world around. Both EYE vs. EYE and KERN present a measured minimalism that stands in stark contrast to the majority of the games currently on the market. FORMation has fully embraced the “long-tail” concept by targeting Apps for very specific audiences: designers like themselves.

EYE vs. EYE offers a friendly competition of color-matching played between 2 players at the same time on a single device. Facing off eye-to-eye, players attempt to recreate a random color using only Red, Green, and Blue sliders - tools familiar to graphic designers. Accuracy is measured to within 1/100th of a percentage, raising the stakes for bragging rights as the designer with the most precise eye for color.

KERN blends a number of typographical elements and concepts into a challenge of the player’s quest for perfection. Kerning—the process of adjusting the space between letters within a word—is a common practice for most designers, and this game tests the skill of it’s player with unprecedented accuracy. In the game, typographically related words are presented with a single letter missing. That missing letter must be aligned by the player to correctly fit within the empty space, with the position, height and type size determining the score. These factors are interestingly all measured in points by typographers - thereby giving new meaning to point scoring.

Both games are products of the design firm FORMation which practices multiple disciplines of design by day and has begun creating games by night. Jason Franzen, the founder of FORMation, sees the opportunity of the iPhone applications and the Apple App Store as a new medium for design expression. Franzen explains, “Designing a game is a natural extension of the

graphic design process we use day to day, with the added elements of play and interaction. We aim to make games that are pleasing experiences with healthy doses of style, character and wit." Both EYE vs. EYE and KERN are precursors to the larger undertaking FORMation has been working on even later in the night. That project will be announced shortly.

EYE vs. EYE and KERN are both available now from the Apple App Store for \$0.99 each.

FORMation is a design studio based in Dallas, Texas specializing in entrepreneurial design projects in a variety of fields. Jason Franzen is the founder and senior design partner of FORMation. For more information, visit www.FORMationAlliance.com

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Visit the website below for further information, including gameplay video, screenshots and other media assets.

Contact: Jason Franzen

Jason@FORMationAlliance.com

5005 Greenville Avenue, Suite 150

Dallas, TX 75206

www.FORMationAlliance.com

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