

INOVENTO steps into the gaming industry with its first social game Bubble Planet

Bubble popping has never been so fun and social

SOFIA – March 10, 2013 – INOVENTO, an independent gaming company based in the youngest member of the European Union – Bulgaria, came out of stealth with a public beta release of its first social game Bubble Planet. The game is an addition to the very popular – especially in the last year – bubble shooter genre that proved to appeal to a very large audience with its engaging nature and perceptive simplicity though with plenty of room to master. All this is combined with a number of innovations and twists on the well-known formula, an amusing environment offering immense opportunity for expansion and very rich social experience. The game is developed by INOVENTO GAMES, a subsidiary studio of INOVENTO.

“Bubble Planet has been delayed multiple times as a response to the evolving market and stiff competition,” said Hristo Inkirov, CEO and founder of INOVENTO. “When we greenlit the project there weren't many games in the bubble shooter genre available on Facebook at that time and there was a lot of space for innovation. Meanwhile, the genre started to saturate which only made us dig even deeper to bring something out that will feel fresh and new keeping us away from following the same safe path as the competition.”

Bubble Planet adopts the bubble shooter principles where the players are confronted to clear a stage of differently colored spheres aka bubbles by firing a single randomly colored bubble with the purpose to combine at least three like-colored bubbles to make them pop. After every shot all remaining bubbles which end up disconnected from the top drop down on their own. On top of these basics the game begins to unfold its features and twists:

- **Dynamic Gameplay** – Players initially have 40 seconds to reach a star – a milestone which will add more seconds to their remaining time and thus giving them more playtime to achieve even higher scores; collecting as many stars as possible allows them to level up and unlock more of the in-game special features.
- **Social Play** – Friends are deeply integrated into the gameplay – when players beat friends' scores they are immediately awarded with a boost; friends can also appear as bubbles and if popped on time they add a few more seconds to the playtime; leaderboards, gifts exchange and visualization of friends' progress throughout the game are also present.
- **Powerups** – Powerups spice up the game and play key role when the game starts to get more challenging; the game introduces new mechanics for powerup usage that makes the gameplay even more exciting.
- **Fruit Galaxy** – The action takes place in a fruit-themed galaxy with planets awaiting to be explored and conquered. Starting at the Strawberry planet players soon will be able to expand to other exciting planets each holding new surprises and twists.
- **Unique Avatars** – Players can choose their own balloon-like avatars to move across the game and stand out in front of their friends.

“There isn't better time to show up on Facebook than at this very moment,” said Petar Kitov, CEO and co-founder of INOVENTO GAMES. “The platform ecosystem is healthier than ever after the tremendous job Facebook has done so far to increase visibility of games and drive as much new users as possible. The evergrowing number of playing users will have massive impact on all games on the platform and we are very excited to be part of it. Our next goal is to go mobile and we look forward to release Bubble Planet on iOS and Android in the near future.”

Starting from today, Bubble Planet is free to play on Facebook at <http://apps.facebook.com/bubble-planet/>

Game logo and images can be found here: <http://www.inovento.com/press/bp1rXtuv>

About INOVENTO

INOVENTO is an independent gaming company based in Sofia, Bulgaria. Ever since its foundation in 2011 the company has been aspiring to bring new entertainment to life by focusing on one of the most exciting areas of gaming of our age – the social and mobile games. With one social game already developed and published on Facebook and other titles in development INOVENTO is following its strategic plan for expansion by creating a balanced portfolio of original games containing titles from the most popular genres as well as titles in much less explored areas.