

# Unplugged Publishing: Qube

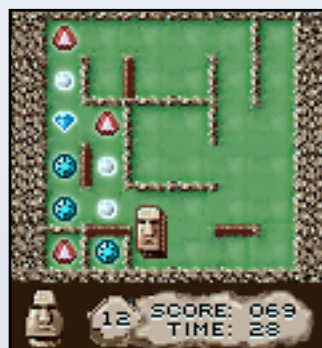
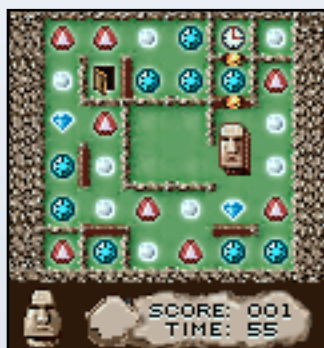
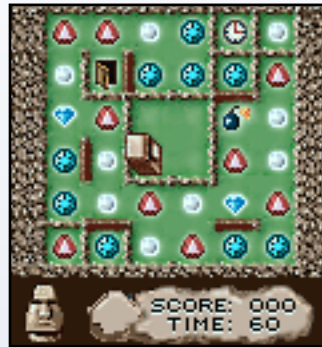
## Uncover the mystery!

For thousands of years the giant moai statues of Easter Island have slumbered. However, their rest has ended, and their ancient race—the Qube—have begun again their Great Game. The Qube have transformed their island into a series of mazes and now race to collect the magical gems of their people. In *Qube*, you must gather the gems of power, while using special items to assist you and trap your opponents.

## Welcome to Qube

*Qube* is a classic puzzle game, created by the designer of *PoppaZoppa*, the wildly successful EA.com title on AOL. In *Qube*, you get points by gathering gems; the more gems of the same color you pick up, the more each is worth. However, you are racing against both a timer and your competitors. Special items you pick up will affect you and your opponents, and any gems left over when time runs out will cost you points.

*Qube* is the first mass-market multiplayer game for mobile phones. It is played in short, fast-moving rounds, and is both easy to learn and addictive.



*Qube* can be offered through several revenue models. Players can choose to purchase the game outright, enabling them to play as much as they want. They can subscribe on a periodic basis, playing freely as long as the subscription is current. Players can also pay per game, of course.

*Qube* can be played as a solo as well as a multiplayer game, letting the player enjoy the game even when they are out of coverage range.

*Qube* is targeted at a mixed demographic, and is suitable for audiences of all ages.

### Business Details

Platforms:	Java and BREW
Description:	Multiplayer puzzle game
Players Per Game:	1-6
Revenue Model:	One time Fee, Monthly subscription, Pay per play
Target demographic:	55% Female / 15-44 years
Usage:	5-8 minute bursts, avg. 30 minutes per week