Mobile BINGO

Forget about crowded bingo parlors, uncomfortable chairs, and drippy daubers. Enter the wildly popular world of BINGO Blitz, where three million monthly Facebook players compete for free live-action bingo tournaments and themed rooms from their desktops or iOS, Android®, and Kindle Fire devices. Tilt the odds with power-ups, make in-app purchases, and rush to yell BINGO first.

Built with Adobe Game Developer Tools including Adobe Flash® Professional and Adobe AIR®, BINGO Blitz is differentiated in the multiplayer game space in that hundreds of people interact concurrently in the same space regardless of access point. “Players today demand high-performance, cross-platform experiences on every device. Adobe Game Developer Tools deliver on that promise,” says Barry Sohl, senior vice president, technology at Buffalo Studios.
One pipeline, virtually unlimited deployment

Although Buffalo Studios developers come from native mobile development backgrounds, they chose to build BINGO Blitz using Adobe Game Developer Tools. “We lived through the pain of porting from Objective-C on iOS to Java™ for Android,” says Lorenzo Nuvoletta, director of Flash development. “Having one Adobe Flash content pipeline and using Adobe AIR to rapidly port to all devices cut our development cycle in half.”

With Adobe AIR, a single team took a mature, feature- and functionality-packed game—developed for Facebook using Adobe Flash Professional—and deployed it to mobile devices. Weekly content updates, seasonal rooms, and power-ups are released without maintaining multiple code bases, replicating code, or re-architecting anything—leveraging the firm’s proprietary gaming framework built around Adobe AIR.

The game’s user interface, user experience, character, and background work is done in Adobe Flash Professional. Buffalo Studios also uses several other Adobe Creative Suite® tools, including Adobe Photoshop® for marketing materials, Facebook wall art, and email blasts, and Adobe Illustrator® for logos. All game elements are scalable vector images created in Illustrator. “We are basing all our current and future titles on Adobe Game Developer Tools. It’s very cool to be able to simultaneously release all our platforms every week, which is extremely difficult for one team to do without Adobe AIR,” says Sohl.

Results

• 16 million Facebook game installs from October 2010 through November 2012
• Ranked among top 10 games for 2011 by Facebook and by Inside Social Games
• Ranked among the top Bingo franchises on Facebook, ongoing, since launch in 2010
• Achieved one million mobile installs and 180% daily active users (DAU) mobile growth rate in first three months
• Top grossing mobile board game on iPad for 2011
• Top 35 grossing 2011 Google Play Android app
• Halved development cycle using single Adobe Game Developer Tools worldwide

Adobe products used include:
• Adobe Flash Professional, Adobe AIR, Adobe Photoshop, Adobe Illustrator

For more information
www.adobe.com/go/gaming
BINGO Blitz: http://play.bingoblitz.com