Quick, name that tune

*SongPop*, the wildly popular music trivia game from the developers at FreshPlanet, has turned a generation-old concept—naming song clips as quickly as possible—into a social gaming phenomenon. When Facebook CEO Mark Zuckerberg posted that playing *SongPop* was the most fun he’s had playing a Facebook game lately, more than 40 million mobile and desktop gamers joined in.

*SongPop* is distinguished among musical guessing games because it is entirely social, playable with friends or random partners vying to pick song titles and artists from multiple choices. Developed with Adobe Gaming technologies, *SongPop* delivers a unified experience across desktop browsers as well as iOS and Android™ platforms, and is accessible anywhere as a Facebook or standalone mobile app. With more than five million daily active users *SongPop* ranked among the top fastest growing Facebook games in its first three months of launch, according to Inside Network Research.
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Simple, sophisticated, and engaging

Rather than building native apps for each platform, FreshPlanet selected Adobe Gaming Technologies for the ability to use one code base for all deployments. By doing so, its team was able to deliver consistently high performance across devices and platforms, and to streamline the workflow among designers, developers, and animators. The team’s depth of experience with Adobe Flash Professional, ActionScript, Adobe AIR, Flash Builder, and Photoshop made Adobe Gaming the perfect choice.

It took two developers and one designer less than three months to complete SongPop for iOS and Android, and only one more month to launch it on Facebook. Part of SongPop’s code is open source and available to other developers, notably all the Adobe AIR Native Extensions.

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Results

• Accelerated workflow among designers, developers, and animators
• Developed once for multiple high-performance mobile and social multiplatform deployments
• Developed and deployed to iOS and Android in less than three months and one additional month for the Facebook version
• Acquired more than 40 million users, ranked in the top ten Facebook apps for three consecutive months

Adobe products used include:


For more information

www.adobe.com/go/gaming
http://freshplanet.com/games/songpop
Native Adobe AIR extensions: https://github.com/freshplanet