

Fruitful Technologies Launches Free Mobile Cricket Game, Tappy Cricket



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Author: **Fruitful Technologies**

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Melbourne, Australia and Hanoi, Vietnam, November 20, 2014 -- [/EPR NETWORK/](#) -- Fruitful Technologies, a mobile development firm has just announced the official launch of its first mobile game, Tappy Cricket.

Tappy Cricket is a fun take on the popular sport of Cricket and is aimed primarily at the casual gamer. Gameplay involves tapping on the screen to keep Tappy the ball away from obstacles in typical social cricket settings, including the alleyway, beach and backyard. Runs are scored as the player progresses through the world and statistics kept that mirror the more formal game of cricket.

Tappy Cricket features both single player and multiplayer modes. In single player mode, players vie for the highest number of runs in the game's international leaderboard. In multiplayer mode, players can challenge family and friends to a variety of Cricket matches such as Twenty 20, One Day International and Test Matches.

Other special features include:

Basic Features

- Multiple game worlds with unique obstacles
- Customizable game profiles
- Achievements that can be shared online through social networks

Leaderboards

Tappy Cricket keeps track of each player's game statistics throughout the course of their careers. Logged statistics include:

- Total Games
- Total Runs
- Average Score
- Highest Score
- Number of scores above 50
- Number of scores above 100

Multiplayer Mode

Tappy Cricket allows players to hold matches against family and friends. Game modes include:

- Single inning-games
- Twenty20 games (5 games, total score wins)
- One-Day International (10 games, total score wins)
- Test Match (20 games, total score wins)

Future Features

Tappy Cricket will soon be launching several key features including:

- A new Tournament mode to coincide with the 2015 Cricket World Cup
- The development of over 50 new worlds
- A new rewards program that will allow players to upgrade the ball and unlock new worlds
- Multilingual functionality to feature new language support

Allan Bennetto, Founder of Fruitful Technologies and Tappy Cricket said: "Cricket is the world's second most popular sport behind football with an estimated 2.5 billion fans in the world. Many of these fans are located in Asia, where there is an perfect storm of cheap, powerful devices coinciding with new faster networks and data plans. And they love games.

With Tappy Cricket, we didn't just want to create another simulation style game. We wanted to gamify the whole social cricket experience so the anyone could play regardless of age. We wanted the Grandparents to be challenging the Grandkids.

So we ended up creating a game with a really simple games engine, but bolted on a sophisticated stats engine to record all player details, just like in professional cricket.

What you have now is a game that is really simple to play, but difficult to master. But like cricket, the longer you play, the better you get and the more 100s you score and the better your average is.”

Tran Cong Than, Chief Technical Architect of Fruitful Technologies said: “We’re thrilled to finally get Tappy Cricket out to the public. The game is the product of the many hours of hard-work from our development team here in Vietnam. Tappy Cricket may look simple to play, but a lot of work has gone into getting the stats engine right and syncing up scores from both iOS and Android so that players can seamlessly compete with each other. We’re just getting started too. We’ll be introducing new worlds and new game modes in the coming months. We hope the players enjoy the game as much as we did making it.”

Tappy Cricket is free to download and play. The game is available in the Apple App Store for iOS devices and Google Play for Android devices.

About Tappy Cricket

Tappy Cricket is a wacky and addictive take on the classic game of Cricket. Extremely easy to pick up and play, Tappy Cricket provides hours of fun for players of all genders and ages. Simply tap the screen and send Tappy the ball through various cricket worlds and obstacles and compare your runs, highest score and average against the best.

Tappy Cricket is available for free for iOS and Android devices.

For more information, visit www.tappycricket.com.

About Fruitful Technologies

Fruitful Technologies is a mobile application development company and a venture capital firm for start-ups wishing to enter into the competitive mobile arena. Fruitful Technologies takes pride with creating beautiful and immersive custom mobile applications for its clients based on their requirements.

Fruitful Technologies serves a worldwide audience and currently has offices in Melbourne, Sydney, Hong Kong, Hanoi, and Amsterdam.

For more information, visit www.fruitful.io.
Contact-Details: Allan Bennetto
howzat@tappycricket.com

MEDIA:

PHOTO:

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