

Source: Twiddly Studio

Press Release under embargo until, February 26th 2015

## Twiddly Studio releases SUM IDEA, a casual number puzzler for iOS

UK mobile game creator, Twiddly Studio, brings SUM IDEA, an intuitive sliding number puzzle, to iPhone and iPad with a original concept and uncomplicated colourful design to set it apart.

Players pit their mind against Professor Addkins, a cheery puzzle inventor, solving his number puzzles and progressing through his quizzical world of schematics, workshops and factory production lines. Along the way they will encounter a host of colourful characters, from Addkins' robotic assistants to his psychic puppy, Jolt.

Within each puzzle the player must strategically swap tiles to create the pattern Professor Addkins is thinking of in the limited amount of moves available.

Every move counts, and deeper strategy comes into play as some tiles have the ability to transform others by lowering or raising their value, or transforming them in other ways. What appears to be a simple mechanic serves up some fiendishly clever puzzles that can be solved in a variety of ways.

### Broad Appeal

SUM IDEA is designed to be readily accessible, whilst still providing a challenge to players of all ages.

Andrew Nicholls, Twiddly Studio's Art Director, elaborates:

*"We wanted to develop a casual and rewarding puzzle game experience where claiming victory over a level was down to the player's skill and use of strategy. Last year we showed prototypes of the game at GDC and Dare Protoplay where it was very well received. It was a real validation of our design to see whole families enjoying the game, from kids to grandparents. This accessibility also makes it the ideal game to fill those 5 minutes on the bus on the way to work."*

SUM IDEA presents a compelling challenge of mental dexterity to expand the mind through its initial 100 levels of addictive gameplay available at launch.

SUM IDEA brings together simple mechanics, stimulating puzzles and a spirited design style in an innovative puzzle game designed for all to play.

The game can be downloaded for free on the iTunes App Store - [https://  
itunes.apple.com/us/app/sum-idea/id816201906?mt=8](https://itunes.apple.com/us/app/sum-idea/id816201906?mt=8)

## More about Twiddly Studio

Twiddly Studio is an emerging British, creative games studio, founded in 2011 by Software Developer Andrew Noble and soon after joined by, Web Designer turned Graphic Artist, Andrew Nicholls.

The independently funded studio develop games displaying their own distinct, characterised brand and style with balanced gameplay on iOS platforms. Twiddly Studio's first game, 'Tilt & Sprout' was released in 2011 on the App Store for iPad and iPhone.

## Further Information

SUM IDEA is Free-to-play but you can buy some optional items within the game with real money, between £0.99 to £4.99 / \$0.99 to \$6.99.

For more information, please visit: <http://www.twiddly.co.uk/sumidea.html>

## Features

- Solve 100 number cracking puzzles in a variety of ways - with more to come!
- Intuitive puzzle mechanics
- Uniquely stylised aesthetic
- A colourful cast of characters
- Beat the scores of your Facebook friends
- A game that can be played by all ages
- Universal - for iPad, iPhone and iPod touch

## Video Trailer

Youtube: <http://youtu.be/Ks44UhRKvA0>

Vimeo: <http://vimeo.com/119044070>

## Links

SUM IDEA - iTunes: <https://itunes.apple.com/us/app/sum-idea/id816201906?mt=8>

Twitter: <http://twitter.com/twiddlystudio>

Facebook: <http://www.facebook.com/twiddly>

Google+: <http://plus.google.com/+TwiddlyCoUk>

## Created and Developed by:

Twiddly Studio - <http://www.twiddly.co.uk>

## Media Contact and Images

For additional information or visuals for SUM IDEA please view the [SUM IDEA presskit](#) or contact Andy Nicholls / Andrew Noble at [info@twiddly.co.uk](mailto:info@twiddly.co.uk)

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**ENDS**