

Rovio to launch new game after 'Angry Birds' success

May 11 2012



An image of the popular video game "Angry Birds" is displayed on an iPod Touch in 2011. Finnish entertainment media company Rovio, creator of the global hit game "Angry Birds", said Friday it will launch successor "Amazing Alex", a remake of an existing idea, this year.

Finnish entertainment media company Rovio, creator of the global hit game "Angry Birds", said Friday it will launch successor "Amazing Alex", a remake of an existing idea, this year.

The game will be an updated version of "Casey's Contraptions" for which Rovio acquired the rights from developers Snappy Touch and Mystery Coconut.

"We are launching a new game. It will be called 'Amazing Alex'. It will come out in spring, shortly before summer", Rovio's Ville Heijari told

AFP.

"In fact, we're redesigning and renaming" Casey's Contraptions, Heijari said.

The new game, like "Angry Birds", is to allow for various spin-offs.

"Angry [Birds](#)" reached more than one billion downloads this month according to Rovio, with sales hitting 75.4 million euros last year, 30 percent of which was for merchandising.

(c) 2012 AFP

Citation: Rovio to launch new game after 'Angry Birds' success (2012, May 11) retrieved 20 March 2024 from <https://phys.org/news/2012-05-rovio-game-angry-birds-success.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--