

Technology In Our Lives

A Smart Approach To Gaming On The Go

(NAPSA)—There is good news for game players who are on the lookout for a way to enjoy the latest games when they are away from their laptop or desktop computer.

You can now turn to your smartphone to extend that great gaming experience. And everyone's doing it. If you are a mobile user, then you're part of a growing trend of gamers.

Going Mobile

Increasingly, the gaming universe is becoming more mobile and "smarter." For example, according to eMarketer, this year, more than 50 percent of mobile customers in the U.S. will own a smartphone. At the same time, studies by Flurry Analytics indicate that 39 percent of mobile phone customers will use the device to play games, as will an estimated 67 percent of tablet users.

To respond to the needs of this segment of the gaming public, a company called WildTangent offers a unique mobile service that helps users easily discover and manage their gaming experience. Users can try full-version games for free, rent for a fraction of the cost or buy only those games they like.

"Polar Bowler 1st Frame"

A Hit

One of the more popular games available for the mobile



One of the more popular games available for the mobile format is called "Polar Bowler 1st Frame."

format is called "Polar Bowler 1st Frame."

In his signature sunglasses and red Hawaiian shirt, PB is a fun-loving polar bear who launches through an icy 10-pin bowling alley by using a slingshot to propel his inner tube into strikes and to pick up spares.

Players can steer PB down the lane and collect crates that contain boosts for a better bowling score.

It's an easy game to play and it's free for the iPhone, iPad and Android devices. Try "Polar Bowler 1st Frame" in the iTunes App Store or download the WildTangent Games App on your Android device.

To learn more, visit the website at www.wildtangent.com.