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Kukouri releases Pixel Worlds to iOS and Android

Finnish mobile game developer Kukouri has released a new massively multiplayer, social sandbox game called Pixel Worlds. The game is now globally available for both iOS and Android devices. According to the company the aim has been to build a game that overlaps onto social media in new ways.

- We view the game itself as 50% of the whole experience and the other 50% are the different social aspects, both ingame and in different social media. Players were creating thousands of Instagram posts and Youtube videos about the game already during the limited soft launch, says Kukouri CEO Kim Soares.

Pixel Worlds also has its own official Youtube and Twitch channels with weekly content created by Kukouri. In addition the company is working with influencers on different channels in new ways.

In the game itself, the most dedicated players can spend up to 10 hours a day.

- People who spend that much time ingame are not just playing it. They are chatting with their friends, making new friends from all over the world and hanging out with each other. Pixel Worlds is social in the truest sense of the word, Soares explains.

In Pixel Worlds players can create their own worlds with building blocks and different items that range from furniture to clothing items. Players also build platform levels for others to play, marketplaces for trading the ingame items and info worlds to help new players, among other things.

Kukouri Mobile Entertainment was founded in 2011 and currently employs 14 people. Kukouri's previous game series, Tiny Troopers, have over 25 million downloads on mobile platforms and is also available on Playstation and Xbox.

Additional information

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iOS version: <http://apple.co/2k6yMKi>

Android version: <http://bit.ly/2guCrjo>

Trailer

<https://www.youtube.com/watch?v=CUhp8RMTnYM>

Screenshots

<https://www.dropbox.com/sh/lyxbuc9a66b71a5/AAD9zAETzGrBN3neEVMCx5iva?dl=0>

Youtube

<https://www.youtube.com/channel/UCd-67MFSZ25qvE7ZBnRkXQg/featured>

Instagram

<https://www.instagram.com/pixelworldsgame/>

Twitter

<https://twitter.com/pixelworldsgame>

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www.kukouri.com