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easyJet has launched with Ocito (1000mercis Group) a new game application available on iPhone and Android
easyJet is one of the pioneers in Europe to launch a playful mobile application available both on iPhone and Android.

To test the geographical knowledge of mobile users

easyJet has many clients amongst the iPhone users in France, in the United Kingdom and in its other European destinations. Basing themselves on this fact and having recently had a huge success with its web game « Discover Europe » at the end of 2008, easyJet has asked Ocito, 1000mercis' mobile division, to launch the same game on the iPhone and the Android (the operating system of GooglePhone).

The objective of the game, renamed the "Traveller Challenge" is to ask the mobile users to place 30 European cities on a map and to be as precise as possible.

Available on iPhone and Android

The player simply downloads the « Traveller Challenge » application on the AppStore or Android market to install it and in one click has access to the game.

The integrated technology of the accelerometer enables him to shake his iPhone or Google Phone to draw the first city that he has to place on the map amongst the 30 European cities of the quiz. Then he has to place as precisely as possible and in a limited period of time all the cities on the map...and to challenge his friends to do better than him by inviting them by mobile email.

This game was launched in the United Kingdom, France, and the rest of the world. The technology developed by Ocito makes easyJet one of the pioneer advertiser to propose this type of application both on the iPhone and the Android in Europe and will most probably encounter a great success.

The application has been developed in 2 languages: French and in English.

Interesting conclusions

Up to now, men have been more knowledgeable in geography than women. Women have done 15% more mistakes than men during the first internet game; this new game is thus an opportunity for them to beat men!

easyJet.com **Traveller Challenge**

Become an ace in geography with easyJet.

Locate precisely and quickly the cities on the map !

easyJet

Play

Best scores

Tell a friend

How to play ?

Realisation 

How to contact us?

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