

Sony Ericsson Continues Trend of Pinball Games with New Facebook Application

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Sony Ericsson has a history of releasing pinball games on its mobile devices, allowing users to play pinball electronically, but now it has launched a free online pinball (<http://apps.facebook.com/sonyericssonpinball>) game, Emusicon Pinball, on Facebook.

This game continues a long line of pinball-related games which have been pre-installed many of Sony Ericsson's mobile phone handsets previously. Players would control the flippers using the number pad on their phone but with Emusicon Pinball, players now control the computer pinball (http://www.facebook.com/sonyericsson?v=app_10339498918&ref=ts) game with their keyboard.

One of the first versions of Sony Ericsson Pinball was released in 2003, on the T618 handset, aimed solely at the individual owning the handset. The game was in a 2D format, with a basic colour scheme, and offered the user no real diversity whilst playing the game.

Sony Ericsson has continued the release of such games on its mobile devices, each new game improving on the previous release, and its ongoing relationship with the arcade classic has now resulted in giving users the opportunity to play a socialised version of internet pinball (http://www.facebook.com/sonyericsson?v=app_10339498918&ref=ts). More colourful and vibrant than previous versions, this recent release offers the user much improved graphics and sounds. Emusicon Pinball allows users to challenge their friends through the social networking site, compete each other for a place on the leader board and boast about their high scores with a wall post. It is pinball for the twenty first century casual gamer.

Ben Padley, Head of Digital and CRM for Sony Ericsson, said: "Sony Ericsson has always wanted to keep users entertained and this arcade classic has been a popular game throughout our mobile phone history. Originating as simple game, Sony Ericsson is now attempting to engage with its fans through a range of mediums, including social environments like Facebook, to ensure users of our products are as well catered for as possible. We have progressed with the times and now brought pinball right into the twenty first century by making it a socialised game."

Sony Ericsson creates innovative, sophisticated and inspirational phones and accessories, designed with each individual's fun and entertainment in mind. Sony Ericsson seeks to help each user to see things differently, to be at the centre of countless everyday moments and make them extraordinary.

For more information, please visit www.sonyericsson.com.