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Press Release

# Anticipated game Blocksworld launched in Scandinavia today!

Today the long-awaited game Blocksworld is released. Blocksworld is an innovative iPad app at the intersection of games, learning and creativity. The LEAD-company Boldai has already received attention from several schools that want to use the game in their teaching.

- You use both sides of the brain when you play with Blocksworld, says Martin Magnusson, Product Manager at Boldai. Use the right side to imagine what you want to build, then the left side to figure out how to build it. That way, you develop your creative skills and learn how to build and program which is very interesting for schools.

Blocksworld is developed by the Swedish company Boldai, founded in 2010 with a vision to simplify creative creation on digital platforms.

- The goal is to become the leading platform for creative expressions, says Tomas Ahlström, Business Developer at Boldai. Shortly we will launch Blocksworld to iPhone and Android, then PC and Mac.

Blocksworld received international attention when it was demonstrated at the Game Developers Conference in San Francisco and a limited test version was released on the game show E3 in Los Angeles. The game has been praised for its originality and unique graphic style.

The game is, as of today, available for download in the App Store in the Nordic countries: Sweden, Finland, Norway and Denmark.

For more information, please contact:

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[www.blocksworld.com](http://www.blocksworld.com) / [www.facebook.com/blocksworld](http://www.facebook.com/blocksworld)

Boldai is a spinoff from the Linköping University with a mission to develop products that stimulate creativity and creation. Boldai's first product *Brain Builder* simplifies game development in the popular Unity3D game engine. With *Blocksworld* Boldai make game development accessible to all. [www.boldai.com](http://www.boldai.com)

Boldai is a LEAD-company. LEAD is a business incubator supporting the development of unique and innovative start-ups with high growth potential. Through a quality assured process, LEAD supports start-ups for a three year period. The process is lead by qualified business coaches that prepare the companies for sustainable growth. [www.leadincubator.se](http://www.leadincubator.se)