



Mobile Game Promises To Develop Cognitive Skills Of Players

For Immediate Release

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- New mobile game tests and improves reaction speed using neuroscience
- The company is partnering with the American Psychological Association
- Playing the game may improve reaction time and eye-hand coordination

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New Breed Games, LLC and Slightly Odd Games have launched a mobile game: “FlickBack: Redux” that promises to maintain casual fun, as well as to improve reaction time and eye-hand coordination in those who play for 10 hours a week or more. The game allows the user to swipe multicolored arrows on their phone’s screen, but they all last for different intervals of time and are worth more or less points reliant on their interval. This means the player has to think about which to swipe first, as 3-5 arrows may be on screen at any time.

The companies are partnering with the American Psychological Association, the American Neurological Association, and MENSA in an effort to both entertain, as well as to assist in other areas of work aside from video games (including but not limited to: psychological testing and research, occupational therapy, and the development of cognitive skills). There is no proof that this game will actually help on a medical or occupational level, but that is where the fun is. The studio(s) will be allowing users to opt into a research program where their accuracy and time is tracked, facilitating enquiry to take place and, hopefully, there will be proof that through entertainment and science, cognitive progress can be made.