

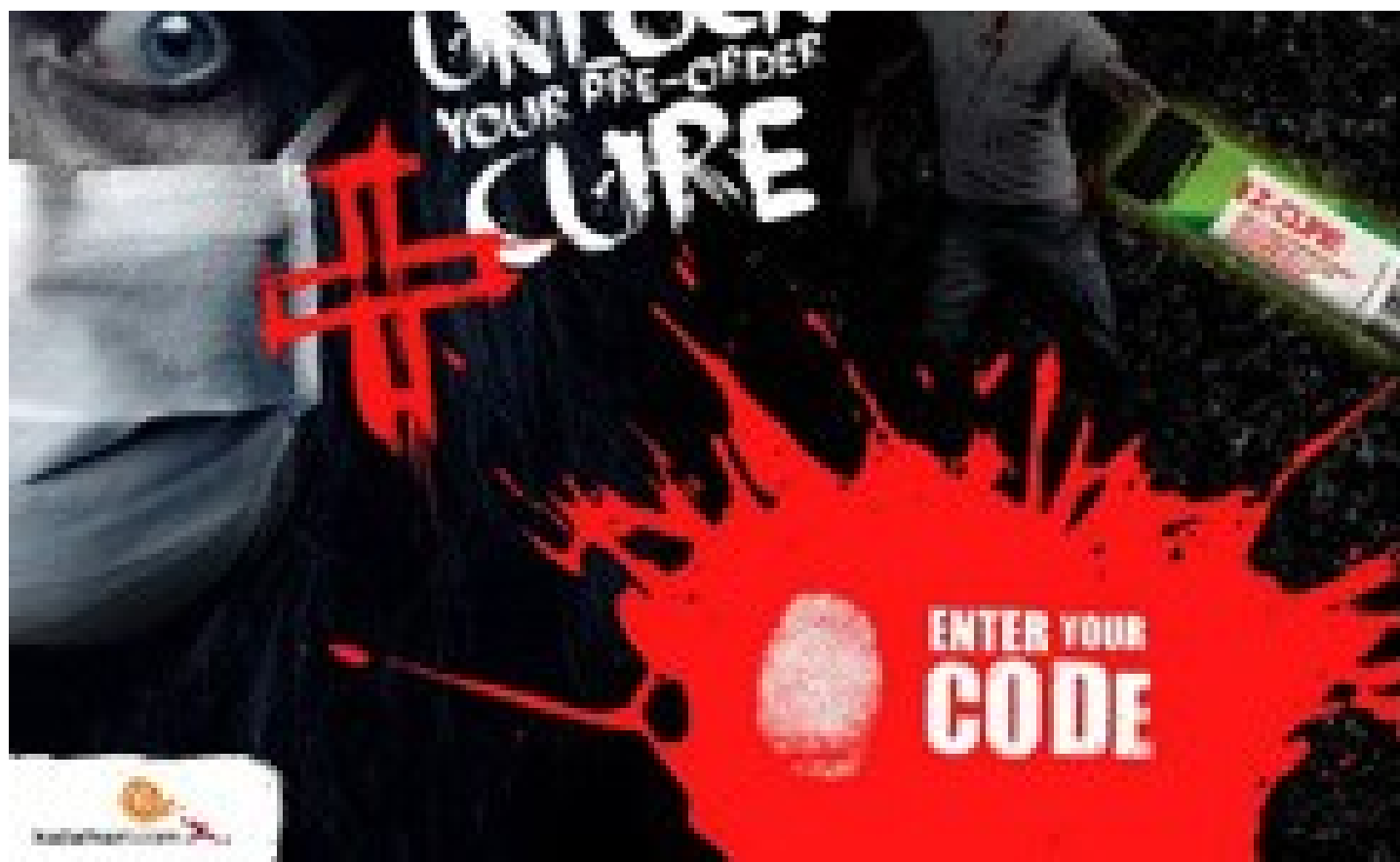
Zombies app takes over Cape Town

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Bluegrass Digital, an innovative Cape Town-based agency, has recently teamed up with Kalahari.com to create an exciting, new Zombie App for die hard gamers who've attended the rAge Expo.

Coded from the ground up to create a slick, "gameified" experience, the Zombie iPad app features a fully functional user interface with a gory, "Medical Zombies" theme. The app's SQLite database allows for form data capture and collection, which lets users enter the voucher codes they received at the expo. The vouchers can then be used towards pre-ordering some of the latest and most thrilling gaming titles from Kalahari.com.





The Zombie app has already resulted in a 20% uptake from vouchers distributed at the rAge Expo and this is not the first time Bluegrass Digital has had success in the world of app development.

In the past year Bluegrass have worked with partners like Photosound and King James to create numerous apps for international clients, across all platforms and using different specifications. To date, the most impressive being the app created for car giants, Honda. Launched at the Johannesburg Motor Show in October 2011, the Honda app acts as a virtual showroom showcasing their entire fleet of cars while setting new standards in South African app development.



Creative director of King James and Punk, Matt Ross says: "I cannot say enough good things about Bluegrass. They are, simply put, excellent. More rabbits have been pulled from more hats than I care to mention by Nick, Mark and their team. From unbelievably tight deadlines with the highest quality implementation, they have delivered time and time again. And if that wasn't enough, they are down-to-earth, lovely and solutions focused people. I continue to use them, and will do so for many years to come. I recommend any agency to do the same."

Press Contact

Andrew Ryan

Marketing Executive

Phone 021 671 1966

Mail andrew@bluegrassdigital.com

3rd Floor, Sunclare Building,
21 Dreyer Street, Claremont, 7708

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