

TVI.COM offers gamers \$50,000 monthly prize to promote IQ Jackpot app

By Peter Redford
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Saratoga, CA – TVI.COM announced today a new real money, massively multiplayer online game app and a contest to promote it. Called IQ Jackpot, the game teaches players encyclopedic knowledge and rewards their skill with a daily \$1,000 prize. Each month, the top promoter of the app is paid \$50,000.

IQ Jackpot is centered around an interactive 3D cube that acts as a visual browser of encyclopedic knowledge. Before competing for a cash prize, users can brush up on knowledge by rolling the cube through knowledge categories, such as "ASTRONOMY" and turning it through knowledge subcategories, such as the "black hole". For each subcategory, the cube displays a related image. A tap on an image plays a related video. To keep things interesting, images and videos don't repeat.

Every day at Noon PST, a live game show lets users test their knowledge by competing for a \$1,000 Jackpot. Tickets to the game show sell for \$0.99. To win, players must correctly answer 40 multiple choice questions.

Users who get a wrong answer can continue playing with an Extra Life. Extra Lives are earned by inviting new users who sign up and purchase a show ticket. Once a month the app pays \$50,000 to the user who earned the most Extra Lives.

Peter Redford, CEO of TVI.COM says that IQ Jackpot is the first social game that rewards learning with real money, Redford plans to gradually increase the size of the daily Jackpot to a million dollars or more as an increasing number of advertisers sponsor cube images, and videos. For example, the "automobile" subcategory can be owned by Ford. Redford expects that the monthly \$50,000 Extra Lives prize will be most easily won by app promotion agencies.

IQ Jackpot is similar to its main competitor, HQ Trivia, but there are some important differences. There is no live host, contest questions are automatically generated in real-time to prevent cheating, and most importantly, the game teaches users encyclopedic knowledge to help them win.

The iOS app is available worldwide and can be downloaded from www.iqjackpot.com.

About TVI.COM

TVI.COM is a Silicon Valley media technology company, founded in 1993 with funding from Intel Capital, Japan's NTT, Sega and Hasbro. The company is best known for inventing the Autoplay technology used in Microsoft Windows, Blu-ray players and video game consoles.

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

Contact

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