

MXP4 Partners with Mobile Roadie to Bring Bopler Games Social Music Gaming Apps to Mobile Devices

First Artist-Branded iPhone Game for David Guetta Available Now

Paris and Beverly Hills, Calif. – [MXP4](#), the leading social music gaming company, and [Mobile Roadie](#), the leading self-service mobile app platform, today announced a partnership that will integrate MXP4's [Bopler Games](#) social music games into Mobile Roadie artist apps.

Bopler Games for mobile debuts with a David Guetta-branded version of the popular “Pump it!” game embedded into David Guetta’s official iPhone app. The innovative social game allows fans to enjoy engaging game play that is deeply integrated with six popular tracks from the Grammy®-award winning DJ and producer. The David Guetta official app can be downloaded for free in the [iTunes store](#) or by visiting <http://road.ie/david-guetta>.

To offer fans the most engaging experience, the artist-branded Bopler Games will fully leverage the advanced social gaming functionality of Mobile Roadie apps. Building on Mobile Roadie’s gamification layer, users can increase their overall standing within the David Guetta app by scoring points in the integrated game and have the ability to win achievement badges and be featured in leaderboards. Apps for additional artists will be released on an ongoing basis.

“David Guetta is always looking for new platforms on which to offer his fans fun and engaging ways to interact with his music,” commented Jean Charles Carre, business manager of David Guetta. “As mobile phones become total entertainment devices, not just communication devices, we look forward to working with innovators like MXP4 and Mobile Roadie to develop more unique ways for fans to experience the music and connect with David.”

“Social networking and gaming are now two of the most popular activities on mobile devices, so developing a mobile version of Bopler Games was a high priority for MXP4,” said CEO Albin Serviant. “Mobile Roadie is the top provider of highly-customized, immersive artists-branded mobile apps, and we’re elated to be working with them to expand both of our offerings for music fans around the world.”

“Integrating social games into our app platform creates a more compelling mobile experience for users, while giving artists and labels increased monetization opportunities,” said Michael Schneider, CEO of Mobile Roadie. “Our expertise in providing music apps for on-the-go engagement with fans combined with MXP4’s experience with music social gaming makes this partnership a logical step that will create new opportunities for both companies.”

About Bopler Games

MXP4’s Bopler Games social music gaming application deeply integrates music and game-play, offering recording artists and labels the ability to engage fans, promote viral distribution and benefit from the micropayment economy. Currently available for Facebook, Bopler Games uniquely allows fans to combine the casual game with the song of their choice from a large selection of licensed content. Based in Los Angeles and Paris, the company is backed by Orkos Capital, Sofinnova Partners and Ventech.

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About Mobile Roadie

Mobile Roadie (www.mobileroadie.com) is a powerful self-service mobile app engagement platform that allows anyone to create a fully customizable iPhone or Android app in minutes. Apps created on the Mobile Roadie platform are professional, effective, and most importantly, drive fan engagement. Mobile Roadie powers over 2,000 apps with more than 15 million end users for brands worldwide including Katy Perry, Madonna, Taylor Swift, The Beatles, Linkin Park, Adele, P!nk, Bon Jovi, Avril Lavigne, Harvard Law School, Wynn Las Vegas, Dallas Mavericks, Washington Redskins, Miami Dolphins, San Diego Zoo, World Economic Forum and London's Tech City. Mobile Roadie is headquartered in Los Angeles with offices in London.