

LONDON and NEW YORK, Sept. 26, 2013 /PRNewswire/ -- Design pioneer Joe Doucet and Sirqul have partnered to launch

*AMU*

. An entertaining test of agility, coordination and spatial awareness –

[AMU](#)

is the app you play standing up with plenty of room around you!

Since launch, players have **scored over 713,242,794 points** and **played 84,678 levels** in total. Taking advantage of the game's video recording and sharing features,

*AMU*

gamers have

**captured over 3,569 videos**

sharing their personal and entertaining reactions.

*AMU* is a virtual game of catch, forcing players to physically move around in order to place the white ball within an empty circle. "The *AMU* experience lends itself to hilarious moments as we frantically move about," said Robert

Frederick

, founder and CTO Sirqul. "Activating the front-facing camera so players could record themselves playing

*AMU*

and

**share videos created the viral impact**

of

*AMU*

lending itself to reach the

**top 50 charts within Puzzle and Simulation**

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Download *AMU Free*: <http://bit.ly/1591o3G> or *AMU Paid* for \$.99: <http://bit.ly/14tobtV> .

Sirqul's platform enabled art and movement to take place on yet another medium – mobile. *AM*

Written by Australian Business

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leveraged nine out of the forty-four service components on the Sirqul Mobile EaaS (Engagement as a Service) platform including local and global leaderboards, social hooks to share hilarious videos, streamlined user sign-in with authentication, and analytics that provides detailed usage stats and demographics on audience.

**ABOUT AMU:** AMU is the world's first mobile game that not only takes place on your screen, but also takes place in the world around you. Created by [Joe Doucet Studio](#), AMU brings design to mobile.

**ABOUT SIRQUL:** [Sirqul](#), Inc. provides a Mobile EaaS (Engagement as a Service) Platform that empowers brands, agencies and developers with an app ecosystem that encompasses gamification, social, local, commerce, analytics, advertising and crowd sourcing to create an engaging consumer experience. Sirqul's extensible multi-OS technology is scalable from client to server with over 44 app modules and 14 brandable starter kit themes. Sirqul is headquartered in Seattle, WA. Visit [www.sirqul.com](http://www.sirqul.com)

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