

XacFAQ's Trivia Quiz App Turns Content Into Engaging Gameplay

Written by Australian Business

PARK CITY, Utah, Jan. 17, 2014 /PRNewswire/ -- SUNDANCE FILM FESTIVAL -- Late night chat-shows have proven effective in promoting upcoming TV shows, movies, music and events; now there is a digital equivalent - a "live" app for smartphones and tablets that highlights the latest in pop-culture in the USA -- part quiz-show and magazine, all in one. Like a late-night chat show, the game provides a way for consumers to discover what is new; unlike a chat-show the user gets to interact with the content on their mobile devices, which creates an opportunity for digital marketers.

"Connected consumers devour information, so we have devised an app that gets updated every day, and turns existing content into a fun and engaging experience for players," said Jon Dean, President of XacFAQ, "Let's say you have a new movie opening; we take all of your pre-existing assets and make entertaining quiz-style gameplay out of them. As our users play, they're learning about your movie, they're seeing your brilliant imagery, they're sharing with their friends, all building excitement around your launch. It's a seamless process for the consumer, part of our ever-changing content mix."

XacFAQ's live app is called Xac USA:2014™, a live trivia-quiz game about all things USA. It features daily-changing topics including movies, television, technology and sports, as well as "specials" that coincide with award shows, sporting events or holidays. The breadth of topics extends to include pets of the USA and the 50 states; it even allows you to try your hand at the US Civics test, which new immigrants need to pass as part of their naturalization.

"We're the most up-to-the minute game in town," added Farrell Edwards, VP Product Development, "In addition to new products and trending data, we can also use dynamic content creation with a partner's web-site or magazine back-end databases, bringing value to archives."

Xac USA:2014™ is being shown publicly for the first time this week at the Sundance Film Festival in Park City, Utah, where the company is in talks with film & TV studios, film makers and print magazines about providing additional content for the live app, which will be available to download for free on iTunes, Google Play and Amazon app stores next month.

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If you would like more information about this topic, screenshots or to schedule an interview, please contact Jon Dean at 801-558-9627 or [email](#) . Press materials may be found at www.xacfaq.com/press

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