



## **Go clubbing on Facebook**

**Clubbox brings the club life into the virtual world and connects social gaming with music sharing for the first time – The new game from Berlin start-up Basilbox.**

For those who are tired of planting crops or digging for treasures on Facebook, Basilbox have created the opportunity to build and run a club as well as go clubbing online. Clubbox, the company's first social game, enables users to create the coolest club on Facebook.

### **Clubbox – Social Game**

Clubbox is set in the year 2081, when the central government prohibits all clubs. Users are leaving behind planet earth in a space ship to reach the legendary party planet Clubbox. The space ship also serves as a nightclub and players can equip it with DJ stages, dance floors, bars, visual screens and laser lights. Aliens who are up for partying enter the club via a teleporter. These aliens originate from different planets and differ in looks and characteristics.

To increase the club's popularity, users have to take care of their visitors and manage their club: restock bars, hire friends as bartenders and bouncers, kick out aggressive aliens, fire off lighting effects, serve drinks and much more.

### **Clubbox – Music Sharing**

Similar to real club life, music plays a major role in Clubbox and is the focus of the overall gaming experience. Users can add their favorite songs to their club through an integrated music player accessing YouTube. Thus, Clubbox serves as a music platform, where users listen to all kinds of music while hopping into other players' clubs with their avatars. For the first time in social gaming users do not only set themselves apart visually, but also aurally.

Users can create the club of their dreams: techno clubs, hip hop party, rock venue – everything is possible. Moreover, users can directly suggest songs to others. As a consequence, they can introduce others to their music while playing the game. For DJs and musicians in particular it can serve as an effective tool to promote their art.

### **Clubbox – Social Interaction**

Besides managing your own club, social interaction and communication plays an important role in Clubbox. While visiting other clubs users can send drinks, hit the dance floor, get to know others, flirt or send messages. "Clubbox connects users like no social game before. Right now the communication is asynchronous, but in the very near future users will be able to connect live with each other, chat, listen to music and party together!" says co-founder Andreas Erker about Clubbox's future.

The idea for this future scenario was born one club night in the middle of Berlin. The three Austrian founders of Basilbox were overwhelmed by the city's club scene and came to realize that Berlin without its clubs wouldn't be the same. What if a government suddenly shut down all nightclubs? Co-founder Philipp Budiman is convinced that "No one could ever stop Berlin's citizens from partying!"



Clubbox is available on <http://apps.facebook.com/clubbox> and free to use. Alternatively, Clubbox can also be accessed via [www.basilbox.com](http://www.basilbox.com).

### **About Basilbox**

Basilbox is a dynamic and innovative social games developer and publisher from Europe. Founded in March 2011, the three co-founders Philipp Budiman, Andreas Erker and Anton Kahr located their company in Berlin, one of the world's top creative hubs. Their first social game Clubbox is now available on Facebook.

Basilbox's aim is to facilitate interconnectivity between its users and create the ultimate gaming experience by uniquely merging the virtual world and reality. Social games from Basilbox are characterized by innovative game design, strong interconnectivity between its users and deep integration of music.

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