



Mobile Game Promises To Develop Cognitive Skills Of Players

For Immediate Release

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- New mobile game tests and improves reaction speed using neuroscience
- The company is partnering with multiple organizations in psychology
- Playing the game will improve reaction time and build eye-hand coordination

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New Breed Games, LLC will be releasing a mobile game that uses mental chronometry (the study of reaction time) to improve the relay speed and coordination of the player, allowing them to keep track of their average reaction time by swiping arrows that appear on-screen at random intervals. The game will be releasing itself on June 7th, 2019 on both the Apple App Store and Google Play. FlickBack is a completely re-envisioned take on the classic game that was released in 2014 under the same name (the game has been redesigned completely).

The game is being marketed through a number of outlets, but it promises to enhance the cognitive development of children, teens and adults worldwide. With categorization as a “brain training game,” FlickBack has been submitted to organizations such as the American Psychological Association, MENSA, and the Neurological Association of America in order to promote partnerships with possible research outlets. The game will be utilized as a unique effort to progress the mental functioning of individuals by improving cognitive abilities.

“FlickBack” allows the user to swipe arrows on their mobile device, and measures the average speed that the player swipes in milliseconds – the standard measure for reaction time. It is a very underdeveloped field in the realm of psychology, and the game hopes to advance on research in other areas such as neuroscience and occupational therapy.

Visit us at www.NBreedGaming.com, call us at (305)714-9965, or email us at Ryan@NBreedGaming.com. The partnership opportunity is open for submissions.