

2013 Mobile Portfolio





Are you looking for an engaging, powerful, immersive app or website for your brand? Let us help you deliver the results you desire. **Call us: 617.903.0763**

About PixelBit

PixelBit is a creative studio specializing in Web, Mobile and Desktop solutions, located in Framingham, Massachusetts. We've had the pleasure of working with clients ranging from startups to Fortune 100 global brands. Over the years the PixelBit team has established a professional workflow that we continue to refine. While the company name may be new the experience and results have been advancing for over 10 years.

We know words only go so far and invite you to look over a work showcase to see the solutions we've provided to brands of all sizes. Whether its a quick micro-site or a full marketing campaign, the PixelBit team can deliver every time.

Project: [Cayman Code](#)
Client: [MetaJive / CK](#)
Date: [May, 2013](#)

The Highlights

Goal: Deliver an engaging and brand-aware mobile app to existing Porsche Cayman owners.

Solution: The PixelBit team developed an iOS app that allowed users to experience



Project Description

The Cayman code app gives the user the ability to experience two types of events often found at the race track. The first is skill-based which includes Slalom, Braking and Autocross. The second event type is run challenges (g-force and time scoring). Both event types allow the user to compete against other users and battle for the top spot on the world-wide leaderboard. The app utilizes location data and other metrics to map the users run and display an overview with relevant data points (time, number of curves, etc.). In addition to the events found within the app there is also a section devoted to explaining more about the 2013 Porsche Cayman and the TV show that is currently airing on SpeedTV.

Challenges

This project contained many interesting challenges around location-aware data and mapping technologies. In addition the client needed a method to keep elements of the app easily updatable without the need for an app update.

Are you looking for an engaging, powerful, immersive app or website for your brand? Let us help you!

Call us: 617.903.0763

Project: [Happy Peg Mobile](#)
Client: [Happy Peg](#)
Date: [June, 2011](#)

The Highlights

Goal: Create a digital version of the popular table game found in restaurants and bars throughout the world.

Solution: The PixelBit team developed an iOS app utilizing the existing Flash graphics and UI elements. The result was a free and engaging game for the world to enjoy.



Project Description

Happy Peg is a remake of the classic peg game found in many restaurants. We took that original game concept and added a few special features, such as: Timers, Continue Game and Hints. Originally developed as a Flash web game and later developed as an iOS and Android app. The app was featured in various “top app” charts after its release and is currently available on the App store as a free download. Recently the PixelBit team started releasing the source code as open source for others to share and learn from.

Challenges

The primary goal of this app was to develop the same ease-of-use and simple gameplay while introducing a few unique digital elements. In addition the PixelBit team was tasked with working with the existing Flash graphic elements and optimized them for mobile delivery.

Are you looking for an engaging, powerful, immersive app or website for your brand? Let us help you!

Call us: 617.903.0763

Project: [Four Stack Mobile](#)
Client: [GoGoGames](#)
Date: [January, 2012](#)

The Highlights

Goal: Create a digital version of a proprietary card game that is both engaging and not overly complex.

Solution: The PixelBit team developed an iOS application that allowed users to easily play a game that held true to core gameplay and card logic. We took the gameplay and developed it into an evolving algorithm with varying levels of difficulty to keep the user entertained.



Project Description

This project was reborn from a Flash (web) implementation that was developed a year or so before. GoGoGames once again came to PixelBit to develop an engaging and fun mobile version of the game which could be monetized with ads and provide a one-time pay version. Once the Flash edition was ported to native-iOS code the graphics were given a fresh coat of paint and reformed for the mobile space. The end result was a smooth, engaging and inviting app for the world to play. This is an evolving project in the sense the team is now expanding the local stats view to include social elements and provide support for additional devices.

Challenges

Throughout this project the primary focus was keeping with the original game concept and not attempt to insert complex and unnecessary steps in order to play. After much initial work by the team we focused our efforts on the mobile experience and ensured the game stayed fun. Utilizing standard mobile layout concepts with matching graphics the end result was a major success.

Are you looking for an engaging, powerful, immersive app or website for your brand? Let us help you!

Call us: 617.903.0763

Client: [dwinQ / Lexus](#)
Date: [October, 2012](#)

The Highlights

Goal: Create an engaging and brand-matching mobile experience for attendees of the 2012 Lexus Americas Cup sailing event in San Francisco.

Solution: The PixelBit team developed a mobile application and on-site kiosk implementation alongside dwinQ that allowed attendees to predict race results, win prizes and stay connected to the event. In addition to the mobile app a kiosk web-app was developed to allow the non-mobile users to engage in all the same ways.



Project Description

In September dwinQ came to PixelBit looking to build a mobile and on-site solution for the Lexus Americas Cup. After the initial meeting the team started to wireframe the mobile flow and put pixels together to create a complete prototype. Soon after the team refined the mobile app and started working on connectivity. Utilizing jQuery the PixelBit team was able to develop a flexible framework that was easily ported to the kiosk implementation. The final deliverable was an engaging and professionally designed mobile application that allowed Americas Cup attendees to vote and interact with the events onsite.

Challenges

One of the complexities in this project was interfacing with the proprietary AC API. The dwinQ team provided a middle-tier server implementation that enabled the PixelBit team to integrate in the front-end using jQuery and REST services with a json response. A redundant caching model was implemented to limit downtime to the app even in the rare cases when the backend services were offline or updating the race results. This allowed the user a seamless result minimizing friction with the voting and event process.

Are you looking for an engaging, powerful, immersive app or website for your brand? Let us help you!

Call us: 617.903.0763