

MOTOROLA TEXT MATCH KIOSK



KIDS V. ADULTS. NOTHING LESS MOMENTOUS

than a war of the ages was what Motorola was after when they asked Fibre to design a game for the ICA digital festival, 'What Do You Want To Do With It?'

Fibre came up with Text Match, based on the idea that kids are far more proficient at text messaging than their parents. The game, a texting Space Invaders, requires players to translate a word from standard English to text speak (or text to txt) before it reaches the bottom of the screen. It starts off simply, transforming 'queue' to 'q', for instance, but gradually gets more difficult.

Played on-line or on a kiosk, the game makes the texting phenom accessible by revealing the correct text spelling of a missed word. Motorola plans to roll out the kiosks globally, and the ICA hated to lose the game at the end of the festival. No wonder Text Match was nominated for a 2002 D&AD Award.

'FCKNG GR8'

Simon Pope – Motorola



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