

Universal Jigsaw Puzzle

demo url <http://content.uclick.com/content/uj.html>



feature type

interactive Shockwave puzzle

frequency

7x weekly

delivery methods

FTP, Uclick®

target audience

Wide appeal; all ages

Online gamers:

52% male

63% between ages 25 and 44

88% have some college education

40% have household incomes of at least \$60,000

The percentage of game-players among total online users was 38% in 1999 and is projected to be 43% by 2003.

The jigsaw puzzle has come a long way from the first one made in 1760 by John Silsbury when he mounted a map on a piece of wood and cut it into pieces with a saw. The Universal Jigsaw Puzzle takes this old family favorite into the 21st century with this interactive Shockwave implementation. Each day, a new image will be turned into a puzzle, including landscapes, people, places – the possibilities are limitless. And just think, you don't need to find room on a table or worry about losing any pieces. What more could you want?

Feature highlights:

- **Shockwave Penetration Continues to Grow:** More than 50 percent of computer users have Shockwave installed on their computers. For these players, there are no plug-in downloads required. For the others, a quick one-time download is all that's needed to enjoy this daily feature. Currently, more than 270 million Web users have the Shockwave player installed. The player is preinstalled on all new PCs and Macs. According to Macromedia's Shockwave whitepaper, Pacific Bell has stated: "Users spend 300 percent more time interacting with pages that feature Shockwave content than those that include text and graphics only."
- **Choose Your Difficulty Level:** Choose between an easy, medium or hard puzzle.
- **Save your Puzzle:** Don't have time to finish your puzzle in one sitting? That's OK, save it in progress and finish it later in the day.
- **Puzzle Preview:** Don't remember what the completed puzzle looks like? Preview it at any time. Resize, move it, keep it on screen or hide it.
- **Dual Mode – Straight or Rotate Pieces:** Play with all the pieces oriented properly or, for an extra challenge, choose the Rotate Pieces option for a more real-world puzzle experience.
- **Move Pieces:** Select this feature to move groups of pieces at a time to clear room for your puzzle.
- **Show Only Edges:** Isolate the edge pieces with ease!
- **Change the Background:** Choose a background that fits your mood. There are several to choose from.
- **Solve Puzzle:** Give up? This option puts the puzzle together for you!
- **Mix Up Puzzle:** If once is not enough, the puzzle is mixed up differently each time you play. Do it faster this time!
- **Puzzle Variety:** The Universal Jigsaw keeps your users on their toes! Not only will the pictures vary from day to day, the number of pieces and shape of the puzzle (round, square, landscape, portrait) will also vary!

About the Creator:

Jim Collins has been designing and programming interactive media content since the early 1980s when he fell in love with his first personal computer, an Atari 800. After 10 years as a civil engineer for the department of transportation, and a brief stint at Apple Computer, he started working as a free-lance media developer under the company name of Smoke & Mirrors. Since then he has been the lead designer and/or programmer on several cutting-edge media products including "Meet Mediaband," with Canter Technology and "Haight Ashbury in the Sixties" with Rockument. He currently develops Shockwave games for clients like RollingStone.com and shockwave.com.



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