

WordSense

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



Build word power! A fast game for word nuts and beginners!

If you like crosswords, board games and little wooden tiles, you won't be able to resist WordSense. Of course, this variation has several interesting twists! For one thing, you only get to "throw back" five tiles per game. This may not seem like a big deal, but did we mention that any given tile will self-destruct if it spends too much time on your rack? Since the goal of the game is to score points by using as many of the 40 tiles as possible, you probably don't want to lose too many this way. High scores can be posted for all to see, so play those letters before they pop!

Feature Highlights

- Until scored, each tile has a time bomb that counts down. As time runs out, it glows red. It blinks to warn you to play the tile immediately!
- Drag a tile to the Tile Dispenser's recycle chute if you can't play it. Up to five tiles can be recycled.
- Score double for the first word played and words landing on WordSense tiles.
- Add your name to the daily and weekly high score lists.

feature type

Shockwave® game

frequency

7x / week

delivery methods

UClick® delivery only

target audience

Online gamers:

52% male

63% between ages 25 and 44

88% have some college education

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

About the Creator

Adveractive is one of the world's leading developers of branded Shockwave® and Flash® entertainment content. Adveractive games attract millions of visitors to their clients' Web sites every month. The company entered the Internet entertainment business in early 1996 and has produced more than 100 top-quality branded Advergams for international corporations and Web entertainment ventures.

The creative team at Adveractive includes some of the most talented Internet multimedia professionals in the industry. Numerous full-time programmers, artists, animators and 3-D specialists are on-staff – ensuring that projects are completed with the highest possible quality.

As Macromedia's Shockwave® and Flash® technologies reach their seventh birthday in 2003, Adveractive celebrates its seventh year of consistently delivering some of the most innovative and challenging Web entertainment ever created with these multimedia tools.



4520 Main Street, Suite 500
Kansas City, MO 64111-7700

voice: 816 300 6500

fax: 816 300 6504

email: sales@uclick.com

www.uclick.com

 An Andrews McMeel Universal Company