



## APP USES GAMING TO PROMOTE AND SELL MUSEUM-QUALITY ART

 PUBLISHING & MEDIA

**dabball is a free game from Oregon-based ecopop that allows players to purchase featured art directly from their iPhone, iPad or iPod touch.**

If gaming can be used to [promote healthy eating habits](#) and [public transport](#), then why not museum-quality art? That, indeed, is precisely the premise behind [dabball](#), a free game from Oregon-based [ecopop](#) that allows players to purchase featured art directly from their iPhone, iPad or iPod touch. [dabball](#) bills itself as a mobile art gallery that showcases the work of artists from around the world. Users can not only browse the art digitally and buy museum-quality prints, they can also play dexterity games with more than 400 pieces of art. Specifically, by using the accelerometer and tilting their device, gamers can race against the clock and try to overcome hazards as they roll virtual steel balls into corresponding holes on the game-board art. There are 52 individual artists and compilation game packs available for in-app purchase, with pricing set at USD 0.99 or USD 2.99 per game. Alternatively, the whole package of more than 400 games and downloadable wallpapers is available for USD 5.99. Launched just a few weeks ago, [dabball](#) is now available in the [iTunes store](#). An innovative model to apply to the promotion of other art forms, industries or niches? Spotted by:

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