

# Bird BnB

*A Free to Play mobile AR game bringing you magical moments of connection with nature*

*Bird BnB* is a casual free to play game where you design a bed and breakfast to attract and care for cute and quirky birds!

Players enter a beautiful, natural environment where they design their own B&B tree, meet and nurture quirky bird guests and try to achieve an elusive 5 star B&B rating. The core gameplay is rooted in strong free to play mechanics, based on Runaway Play's experience developing iconic games like [Flutter: Butterfly Sanctuary](#) and [Furistas Cat Cafe](#). The addition of AR provides a unique opportunity to introduce magical moments and a feeling of 'connection' with birds, resulting in emotional reactions for players.

With Runaway's expertise in relaxing games full of creatures that you connect with, AR is a great fit for the studio. *Bird BnB* was created with Unity with ARFoundation, which connects with both ARKit and ARCore. The game will be one of the first in the world to launch with recently released ARKit 3, including People Occlusion.

*Bird BnB* can be played entirely in AR, or can be played completely without AR - allowing maximum gameplay opportunities for all players, while offering a strong incentive to try AR through magical moments that add value to core gameplay. The AR gameplay has been designed for accessibility - the tree can be placed on any surface, and scaled from large to small with the tap of a finger. The tree can then be rotated, so players can access all AR gameplay regardless of physical ability or limitations (ie the game can be played in AR by someone in a bed or wheelchair with just the use of their finger).

*Bird BnB*'s casual gameplay and design gives it a particular appeal for 'casual' and 'Tend and Befriend' gamers, an audience group (predominantly women) who haven't had a wealth of content available in AR games. *Bird BnB* provides an opportunity to introduce AR to this demographic, to further develop adoption of a technology that is quickly developing pace in the mobile market.

*Bird BnB* will be available to download on the Apple App Store and Google Play Store from 30th January 2020 (PST).

## Bird BnB Gameplay

*Have you ever dreamed of owning your own Bed and Breakfast?* Get crafting, design your B&B, nurture quirky guests and earn 5 star ratings!

In Bird BnB, you'll meet Pepper and Mango, your charismatic guides to the BnB business! Both could literally use some hands turning an empty old tree into a hotel destination for tiny world travelers.

### Game Highlights

- Build your own Bird B&B in a peaceful tree environment
- Design your tree by crafting your choice of bird houses, nests, and other furniture.
- Decorate your tree with what guests need - working your way towards that elusive 5 star rating.
- The higher your rating, the more quirky characters will fly in for you to collect!
- All birds are real species from all over the world, and include real bird songs.
- Meet V.I.B.s (very important birds) with unique names and funny backstories.
- This game is built with AR! If you want to experience a magical moment of connection with your bird friends, switch to AR mode.

## Bird Influencers!

Runaway has a history of connecting with real world companies, charities and known personalities. Runaway has previously worked with organisations like World Wildlife Fund and Animal League America, the world's largest no-kill animal rescue and adoption organization.

For *Bird BnB*, Runaway has taken their real world connections a step further, and has partnered with "[Bird Influencer](#)" [Petra the African Grey](#). Petra is known as the "Smartest most conversational Parrot in the world", and her online videos have over five million views. She has been covered by Good Morning America, CBS, Bird Talk Magazine, Animal Planet and Ripleys Believe it or Not.

Runaway reached out to Petra, and asked if she could learn to say some new phrases to help announce the launch of *Bird BnB*...[this video is the outcome](#)! Petra will also appear as a "VIB" (Very Important Bird guest) in the game!

## General Info - Runaway Play

Runaway Play ([www.runawayplay.com](http://www.runawayplay.com)) is a games developer and publisher based in Dunedin, New Zealand. They build beautifully-designed games inspired by the natural world.

Founded in 2010, Runaway began as the games division of world renowned factual television production company Natural History New Zealand. Their first game was Flutter: Butterfly Sanctuary, originally released for Facebook before they moved to producing mobile games. In 2015 the studio transitioned to being a self publisher.

Runaway have five popular casual mobile games — Furistas Cat Cafe, Flutter: Butterfly Sanctuary, Flutter: Starlight, Splash: Ocean Sanctuary and now *Bird BnB* - all follow the theme of collecting nature-based creatures in a relaxing gameplay environment.

Contact [Zoe@RunawayPlay.com](mailto:Zoe@RunawayPlay.com) to request a link for demo play and visit [www.runawayplaymedia.com](http://www.runawayplaymedia.com) for screenshots and videos.