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[Aniboom and I-Play Create Animated Series for Mobile Devices](#)

Based on popular casual games such as "Turbo Subs"



Aniboom, the premiere independent animation network, and [I-play](#), a multi-platform casual game publisher, have partnered to create animated serial content for distribution across all possible platforms based on the game publisher's extensive roster of top casual games.

The first series under development through the partnership is based on I-play's popular game, "Turbo Subs", which has achieved millions of downloads since it debuted at the beginning of 2008 as the sequel to the international casual game hit, "[Turbo Pizza](#)".

"Turbo Subs" finds "[Turbo Pizza](#)" characters Rebecca and Robert continuing their pursuit of building the greatest restaurant franchise in town, except now they find themselves in the much bigger town of New York City. I-play will provide Aniboom with all raw material including characters, game story and all related background, and the series will then be produced by Aniboom for mobile, online and television platforms by teaming up with animators from the network's global community of independent creators it connects with through Aniboom.com.

"Character development and great stories are an important part of our approach to game development, so we knew how important it was to find a great partner to translate them into an animated series", said Don Ryan, senior vice president of publishing for Oberon Media (I-Play). "Aniboom's community of independent creators allows us to connect with the best animators and writers across the globe, and to get our content out to existing and new fans wherever they want to enjoy it through Aniboom's array of cross-platform partnerships."

Aniboom has brought in Chris Brown to serve as the writer of the Turbo Subs series. Brown has written for the hit television series "Friends" including the critically-acclaimed Year One season finale, "The One Where Rachel Finds Out", and for popular animated series such as "What's New, Scooby Doo?" and "Johnny Test". [I-play](#) and Aniboom will collaborate closely on both the creation and the distribution of the new animated series.