

WordBase Voted as No. 1 Word Game in the US App Store

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Two Danes have done the impossible. Their app has made it big internationally, and is elected as one of the "Best New Games" by Apple.

Wordbase is a duel on words. Two players fighting over who will be the first to touch the other's base in a highly strategic word game. The popularity of the game has got a hold on so many players, that it is the [most downloaded mobile Wordgame](#) in the USA.

Back in 2013, when the 19-year old twins Andreas and Rune Mehlsen, first got the idea for Wordbase in collaboration with their father, they didn't have any idea of the difficulties ahead of them. According to App Reviewer at the TV version of The Morning Newspaper "The Jutland Post", "JP.TV", Thomas Bigum, the competition amongst app-developers is fierce: *"The number of apps developed is overwhelming, and they are all screaming and fighting for our attention"*, Bigum says about the marketplace for apps today.

The largest obstacle facing the boys was how to distribute their unique game, preferably all over the world. Then Aller Media, leading publisher of magazines and newspapers in the Nordic, came forward to help. Director of Innovation, Pernille Aalund welcomed the boys' idea: *"As a modern media business Aller Media is a company, preoccupied with supporting and facilitating the best possible conditions for young talents"*. In this case Aller Media can be especially proud, that they were able to find exactly those talents, whose idea brought great joy and entertainment to millions of people. In conjunction with the software developer house Robocat, Wordbase became a nicely executed reality.

The game combines strategic elements from classic board games like Chess and Checkers with internationally well-known word puzzles like Wordfeud and Scrabble. Wordbase is the game that is easy to learn, but hard to master. The game has a broad appeal, from the teenager with the catchy language, to the 60-year-old with the extensive vocabulary.

With 350.000 downloads, 2 million completed games and a staggering 30 million played words, WordBase has won a faithful fan base and the full American breakthrough is just around the corner.

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