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"Beat The Kanji" JPOP Music Rhythm Game Kickstarter Makes Learning the Kanji of the Japanese Language Fun
iOS App Provides Creative Way to Learn Kanji through Japanese Song Lyrics

SAN JOSE, CA - November 14, 2014 - "Beat the Kanji", a JPOP music rhythm game for learning Japanese, has launched on Kickstarter. Creatively combining the fun of playing a game and listening to music with the educational value of exposure to kanji through Japanese song lyrics, "Beat The Kanji" provides an entertaining and motivational way to learn the kanji.

Gameplay of "Beat The Kanji" follows the proven fun of a traditional music game where players tap on-screen targets in time with music. What sets "Beat the Kanji" apart is that players get to know the Japanese kanji through the lyrics of the songs as they play. The game contains professionally produced songs with Japanese lyrics designed to provide exposure to the kanji. All songs are written and sung by native Japanese for an authentic learning experience.

Learning the over 2000 kanji characters that an educated Japanese adult is expected to know is not an easy task. Staying motivated long term to study the kanji can be a challenge. "Beat the Kanji" aims to help people stick with it by providing the motivation to jump into a learning game regularly the same way they do for their favorite mobile apps. Mastering the kanji is all about repeated exposure, so even just playing a little each day will go a long way toward getting to know the kanji.

Experienced game developer Scott Holman is hoping to bring kanji learning fun to iOS devices everywhere. Holman's own experience with studying kanji led him to think about ways to make the study process more fun and easier to keep going. "Beat the Kanji" is his answer. The game is designed to be helpful for complete beginners through advanced learners.

Currently running as a Kickstarter, "Beat the Kanji" is planned for release on iOS if the Kickstarter project reaches its goal of $15,000. The music and stages of the game are contained in "song packs". Holman and his team plan to have song packs available on app release and then release new song packs on a monthly basis thereafter. The more funding they receive from Kickstarter backers, the more music they will be able to create.

Normally, song packs will be an in-app purchase, but project backers have the unique opportunity to receive a Kickstarter backer exclusive reward of an "All Access Pass" allowing them to receive all song packs available on game release plus all future song packs ever added to the game.

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"Beat the Kanji" is on its way to becoming a reality. A working prototype of "Beat the Kanji" is shown running on an iPad on the Kickstarter project page. The promotional video shows off gameplay with the game's music. With help from backers on Kickstarter, "Beat the Kanji" will be a fun game with lots of great music through which players can move forward in their journey to "Beat the Kanji!"

ABOUT SCOTT HOLMAN: With 20 years of experience, Scott Holman is a software developer with a passion for games and interactive media. Holman started the company "Snowy Penguin" and is the creator of "iNattou", the iPhone's (and possibly world's) first virtual experience of mixing and playing with the unique Japanese food "nattou" (sticky, strong smelling fermented soy beans). Early in his career, Holman was a member of the team behind "Chex Quest", the first CD-ROM game ever given away as the free prize in a box of breakfast cereal. It was distributed in millions of Chex cereal boxes. Holman's own experience of studying the Japanese kanji led him to make his Kickstarter project "Beat The Kanji", a JPOP music rhythm game that gives players exposure to the Japanese kanji through song lyrics while playing.

"Beat The Kanji" Kickstarter
URL: https://www.kickstarter.com/projects/1783078906/beat-the-kanji
Kickstarter End Date: Thu, Dec 11 2014 1:34 a.m. PST
Platform: iOS - iPhone, iPad, and iPod Touch

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For more details about "Beat the Kanji" or to schedule an interview with Scott Holman, please e-mail kickstarter@snowypenguin.com

Title graphics, screenshots and other support materials available on the "Beat The Kanji" Media Kit at: www.beatthekanji.com/press

Information about Scott Holman's past projects can be viewed at www.snowypenguin.com