



## VIDEO GAMES AND MARKETING

If you've been an active gamer for the past few years, you'd know what disappointment is like. Devs show us incredible technical showcases at E3, Gamescom and what not; only to fall short when they actually release the game. Our expectations go down the drain as we notice the absence of all the graphical bells and whistles we were promised at the Video Game shows. There are also innovative game mechanics which don't make it into the final product. It makes me wonder, has video game marketing deviated so much that it now relies on false promises to encourage sales? If that is the case, I fear such video game developers will not survive in the long run. Consumers are always disgruntled by unethical marketing practices. Developers and publishers need to up their game or be more truthful about what they will give us. After all, it is our money that they are fighting for come release day.

- Shahrukh Ikhtear, Sub-editor, SHOUT.

## THIS WEEK'S HORRORSCOPE

**ARIES**  
 Roses are red, no more single bed.



**TAURUS**  
 Take 50mg painkiller before asking her out.



**GEMINI**  
 No makeup, no Jaan.



**CANCER**  
 If he is not responsive enough, start wearing linen.



**LEO**  
 Find a girl who believes in "Ekta saree, ekta bari".



**VIRGO**  
 Set your caller tune to "Hello, is it me you are looking for?"



**LIBRA**  
 Its not mandatory to accept Valentine's Day gifts, unless it's a diamond ring ;-P



**SCORPIO**  
 Jupiter will be in your favour this year; five breakups mean five new loves.



**SAGITTARIUS**  
 Moon lovers, you have only 41% chance to go for a date.



**CAPRICORN**  
 Clash of Clans or dating plans?



**AQUARIUS**  
 Don't let him know that you prefer wealth to him.

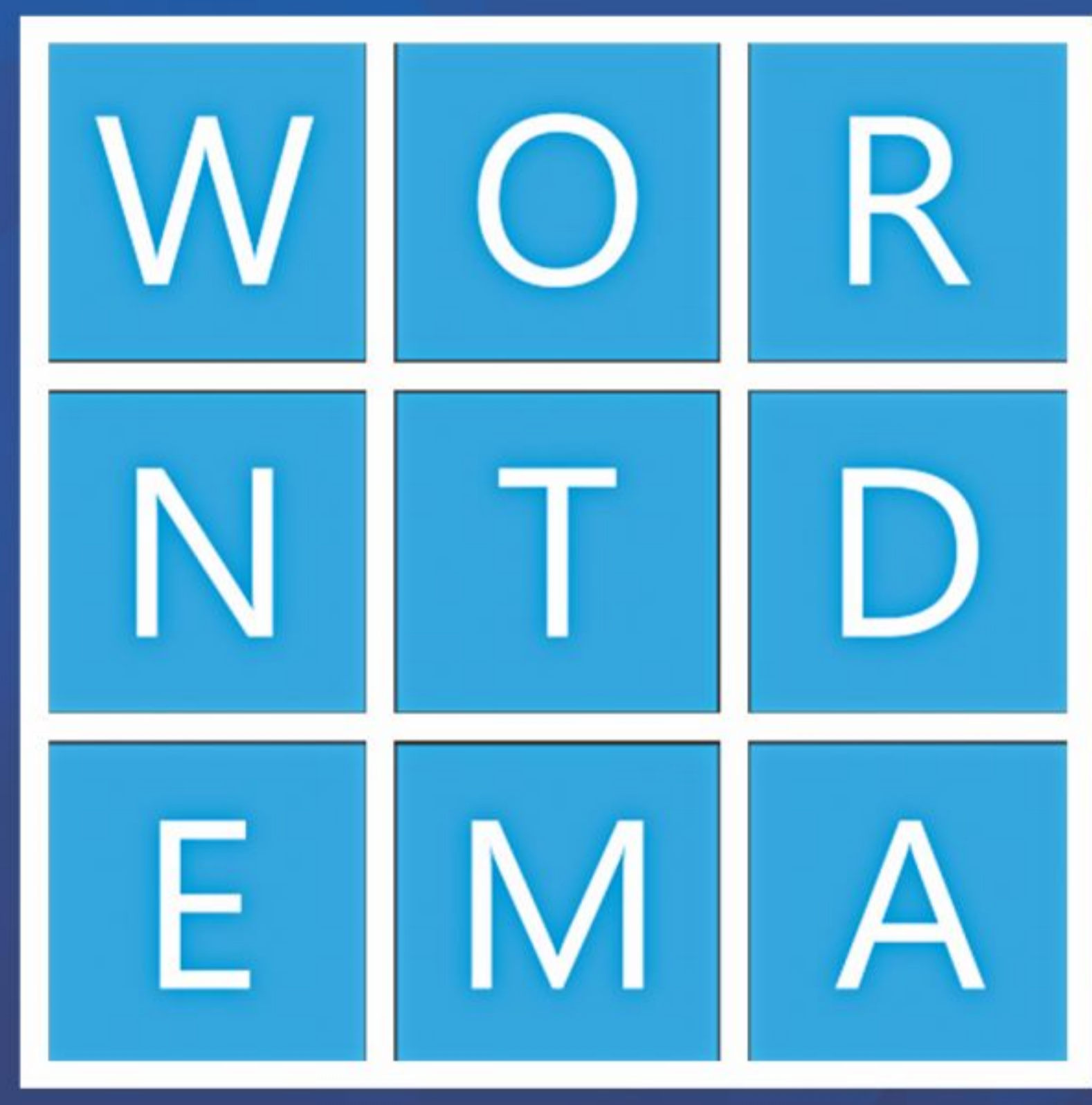


**PISCES**  
 Yes, "ex" stands for "expired".



### APP REVIEW

## WORDAMENT®



**FATIUL HUQ SUJOY**

Platform: Android, Windows, iOS

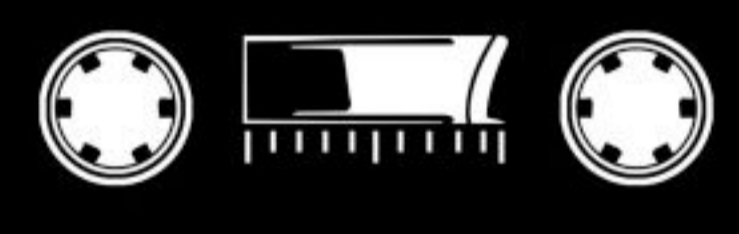
Microsoft takes the classic word spelling game and makes it fully online. *Wordament* is a tournament where the mission is to find as many words in the given 4x4 grids as possible within 2 minutes. Unlike *Scrabbles*, *Wordament* is not turn-based, but is a massive online multiplayer game where thousands of players around the world compete at the same time. This cancels out the tedious wait for your online opponent to respond.

The given letters in the 4x4 board have different points to it. Words are spelled out by swiping through

adjacent tiles. Almost every round has a special mission to it such as, double letters, corner letters, and themes.

After the two-minute game, a window shows which words you missed and which you didn't. Then the score sheet is shown where you can see the top ten and your relative position.

The other cool feature is the addition of Xbox Live Achievements where you can compete with your Xbox Live friends. There's also a 'Frenemies' feature that records the scores of the day of all your friends in case everyone isn't online at the same time. If you don't have an Xbox Live account, you can always sign up with Facebook or as a guest.



## MIXTAPE

### ANTI-VALENTINE

**Kanye West**  
 Heartless

**Bullet for My Valentine**  
 All These Things I Hate

**Taylor Swift**  
 We Are Never Ever Getting Back Together

**Cake**  
 I Will Survive

**Bon Jovi**  
 You Give Love A Bad Name

**10CC**  
 I'm Not in Love