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Halfbrick Studios is no stranger to making addictive games that are simple and affordable for casual fans that own iPhones and iPads. Their tradition of success shows and also continues with Jetpack Joyride for iOS platforms.

Jetpack Joyride isn't complicated by any means and that's possibly one of its most addicting characteristics. Unlike a lot of simple titles on the iPhone however, the novel gameplay lasts beyond a few minutes.

Playing as Barry Steakfries, man you have to love that name, you travel through a giant military science lab using your weaponized jetpack fly and blast your way through anything in your path. Things grow more challenging as you progress with everything from electric fences to missiles standing between you and your goal. Things also get progressively tougher as the game's speed continually increases which throw obstacles and weapons at you faster and faster.

In what seems like a matter of minutes, things go from cute cartoony and casual fun to fast-paced twitch shooter action. As a person who has never been very good at shooters like Raiden, I can tell you that Jetpack Joyride makes it work and provides the euphoria you hear so much about when players "get in the zone" with shooters.

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