

## “You can’t beat a bit of Bully!” UK’s leading games retailer launches brand-new at-home App game & in-venue AR darts offering

- Home Leisure Direct have **today** launched their brand-new Bullseye app, engaging a whole new generation with the much-loved Sunday night TV game show which is available to play via Apple or Android Store
- Bringing Bullseye to life in a way that’s not been seen before, the fully licensed game allows players to get interactively immersed in the nation’s favourite Sunday night quiz show
- The premier games room retailer, Home Leisure Direct, have also launched their brand-new AR Bullseye Darts game, appearing in venues up and down the country – with true-to-life darts and trivia rounds



### It’s a Bullseye!

UK’s leading games room retailer Home Leisure Direct ([www.homeleisuredirect.com](http://www.homeleisuredirect.com)) are bringing Bullseye to the general public in a double whammy of formats: an at-home mobile app game and in-venue Augmented Reality darts.

The mobile game app is available to download via the Apple and Android store, while the Augmented Reality version will be appearing in over 48 locations up and down the country, including pubs, bars and bowling alleys.

### Bullseye: The Nation’s Favourite Sunday Quiz Show

Bullseye is a household name: first hitting UK TVs in 1981 and running until 1995, before being revived in 2006. It’s now part of ITV’s Epic Games Shows hosted by the fabulous Alan Carr, with the darts world’s very own Richard Ashdown to keep score. This new format brings Bullseye to life in a way not seen before, with true to life darts and trivia rounds - and not forgetting, Bully’s famous Star Prize Board.

### PLAY AT HOME with the App

Home Leisure Direct’s brand new Bullseye Game App has now officially launched and is ready for darts and trivia fans to enjoy. Available to download and play from both the Apple and Android Store, the team are set to welcome in a whole new generation to the world of Bullseye, one tap at a time.

The Bullseye Game App allows users to play the entire game show from the comfort of their own home with family and friends. There's no need for a fancy projector set up, just a regular dartboard and the app. Each round allows players to throw their darts and enter their scores into the app using the on-screen scoring options.

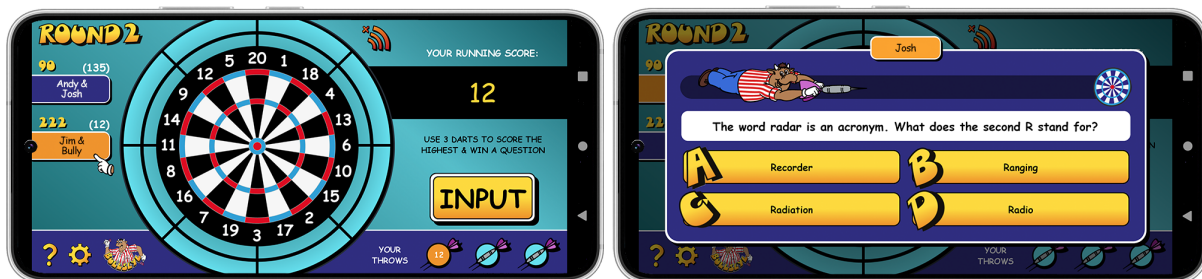


### Smart Dartboard

For those who want to really immerse themselves, even at home, the app is also designed to work with a Unicorn Smartboard. Using the included magnetiser, you can turn any regular dart into a 'smart' dart, capable of being tracked as it enters the Unicorn Smartboard's bristles. The dartboard then registers the score with the app in real time, meaning players can hear Bully's "moooo" and Ashdown's scoring straight away! These retail for just £174.99 from Home Leisure Direct, including free delivery.

### The Gameplay

Pair up into teams of 'Knowers' and 'Throwers' as the app mimics the gameplay of the highly recognisable game show. In round 1, Throwers try to line up a question from their Knower's chosen category by hitting the highlighted spot on the dartboard, and the Knower does their best to answer the question for even more points. Round 2 sees Throwers competing head to head to win a general knowledge trivia question for their Knower. The winning team then goes onto Bully's Star Prize Board, where players can win virtual, much-loved retro greats including a speedboat, caravan or a luxury holiday. These prizes are all converted into points leading to a huge scoring total for the winning team, logged into the game's local scoreboard.





The app costs just £2.99 per month to play the game on a subscription basis. What's more, the team are looking to roll out online play as a free upgrade where users can play against friends and online competitors to reach the top of the Bully scoreboard. Sign up now for a free trial!

Apple:

<https://apps.apple.com/gb/app/bullseye-official/id1624494318>

Android:

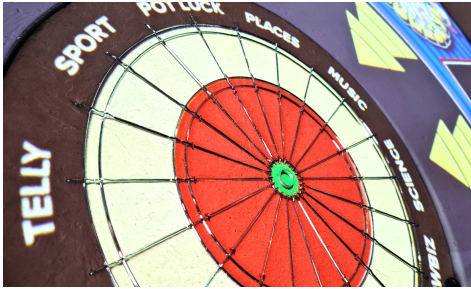
<https://play.google.com/store/apps/details?id=com.nrm.bullseye&gl=GB>

### **Bundles and Bullseye Merchandise**

The [Bullseye Jigsaw Surround Home Center package](#) is an officially licensed Bullseye product and has everything you need for a game of darts, and it's perfect to relive the fun of the iconic TV show in the comfort of your own home – as an added bonus, it also comes with free delivery. The package itself is currently listed at £82.99. Included in this package is a high-quality Round-Wire Bullseye Dartboard branded with the Bullseye logo and the show's infamous catchphrase "You can't beat a bit of Bully!" plus hanging fittings, two-sets of Bullseye Brass Darts, with loads of spare stems and Bullseye logo flights (38 pieces in total), a blue Jigsaw surround to protect the area around the dartboard, without additional fixings and a branded Bullseye Throwline oche to ensure a fair game!

The [Unicorn Smartboard package](#) is the premium offering fit for the biggest Bullseye fans across the land. The package is currently discounted at £259 - a saving of £35 off the normal price for a limited time. Built with the latest dartboard technology to automatically detect where the darts have landed on the board. Results are then instantly calculated and displayed on your mobile or tablet via Bluetooth using either the ScoreBuddy or Bullseye Official app. The package also includes a pack of 3 Bullseye Tungsten Steel Tip Darts, along with spare flights & tip covers displaying that iconic Bullseye logo - all tucked away in a Bullseye Branded darts pouch, an officially licensed Bullseye Dartboard Surround to protect the area around the dartboard and a branded Bullseye Oche Carpet Darts Mat with all the official tournament specification oche measurements.

## PLAY AT A VENUE - Augmented Reality Darts



Home Leisure Direct's fully licensed Bullseye Augmented Reality darts game for venues enables teams of players to play through every level of the nation's favourite Sunday night quiz show. Using a projector on a bespoke white Smart dartboard, the game dynamically responds to the players' throws. Players can see and hear in real time what they've scored, who's up next, whether they've got a question right and more! The graphics and sounds will have the nostalgia flowing - especially when hitting Bully's Star Prize Board - where a classic caravan, mini metro or speedboat is up for grabs!

Hilary Cutler, Marketing Director at [www.homeleisuredirect.com](http://www.homeleisuredirect.com), commented:

"We're delighted to announce both the roll-out of our brand-new 'play at home' app alongside the recently launched AR darts offering in entertainment spaces across the UK. Our brand-new Bullseye App makes this iconic IP and game accessible for everyone to play via their phones, tablets and iPads - creating both a game and an experience, it's not only about reliving nostalgic moments from Bullseye but also we want to engage with a whole new audience through their love of darts. What better way to do so than with the most recognisable icon in the sport – Bully from Bullseye!?"

"Our AR darts is already appearing in commercial venues up and down the country, the AR experience gives players the chance to engage with the nation's favourite TV game show on a whole new level – with voiceovers in the same much loved style as the original show, trivia rounds and Bully's famous star prize board. They'll feel like they're in the show themselves! For those who want to play, you can find the available locations on our Interactive AR Darts Map – we're at 48 venues and counting. The Bullseye game itself went through its final round of testing at the latest PDC event to resounding success - we are just incredibly excited for the rest of the UK to get a chance their chance to 'stay out of the black and into the red, Nothing in this game for two in a bed!'"

### Home Leisure Direct raises over £7000 for MIND at the PDC



Home Leisure Direct were delighted to host an exclusive press preview of their brand-new Augmented Reality Bullseye darts game and Bullseye app at their Bullseye Launch Event at the PDC World Darts Championships. Visitors and professional players alike had the chance to play the officially licensed game themselves.

Not only is playing the game serious fun, but it also gave attendees the chance to throw some flights outside of viewing the competition. Plus, by playing, they were able to help Home Leisure Direct raise money for their charity partner, Mind. Home Leisure Direct

is aiming to raise £10,000 through events like this to help the charity make a huge difference in the lives of those suffering from mental health and mental wellbeing issues.

Playing the Augmented Reality darts game in the Fan Zone cost them just £2, or a larger charity donation of their choice, towards Mind. Paying attendees took a crack at beating Bully's Star Prize Board by scoring 101 or more with just six darts in order to win an instant prize such as a classic mini Bendy Bully, a Bullseye keyring or even a mini speedboat. Plus, all winners were then entered into a prize draw to win a full Home Smart Darts Bundle from Home Leisure Direct. Worth over £700, the bundle consisted of a Unicorn Bluetooth Smartboard dartboard, a Bullseye surround sound system, a 40" Samsung TV, a Samsung Galaxy A7 tablet, 2 sets of Bully Darts, a Bullseye Oche Mat AND a free subscription for the soon to be launched Bullseye Mobile Game App for 12 months – what smashing prizes! The final tally for the event found that Home Leisure Direct raised £7478 for MIND.

**See what happened at the event here:**

<https://youtu.be/Sh7wg6jwFZ0>

**For more information on Bullseye App, AR Darts and Merchandise please visit:**

<https://www.bullseyegame.co.uk/>

**ENDS**

### **Bullseye licensor notes**

Created and owned by Andrew J Wood, Bullseye is one of the UK's best-loved game shows of all time.

Members of the public, 'punters', would appear on the show. A 'knower' would answer questions in order to accumulate points which a 'thrower' would turn into prizes by scoring points on a dart board or hitting specified segments on Bully's Special Prize Board. Well known darts celebrities would also compete in the Bronze Bully Charity Round.

The show became known for its fun, its prizes of questionable functionality and the brilliant catch phrases which have become part of the UK vernacular. Players would never go home empty handed as they would always get their, 'BFH, your bus fare home'. On Bully's Prize Board it was important not to hit the same segment twice as there was 'nothing in this game for two in a bed' – a phrase which remains popular on the Bullseye apparel and gifting ranges!

First aired in 1981, the darts quiz show aired continuously on ITV until 1995, regularly achieving an audience of over 13m and peaking at 19.8m on Boxing Day 1989 (for context, only 15m watched England win the Rugby World Cup against Australia).

The popular show has featured regularly on ITV1 in recent years as one of the key components in Ant and Dec's Gameshow Marathon, later hosted by Vernon Kay, and is now a staple of Alan Carr's Epic Game Show bringing in millions of viewers at Saturday primetime.

Challenge TV is the home of classic episodes of Bullseye where the show tops the ratings charts and the Bullseye team regularly interact with more than 70,000 fans via the brand's active social media channels.

The launch of the new game from Home Leisure Direct is the latest in a series of popular consumer product releases which include games, gifting, apparel and hugely popular quiz books.