

Support your favourite artist with new premium Zippo app!

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After 19 months in the iTunes App Store, the Virtual Zippo Lighter, developed by skyrocket, is ubiquitous with iPhone & iPod users -- recently surpassing 10 million downloads. To commemorate this, and the Virtual Zippo Lighter's position as most popular branded app to date, Zippo and skyrocket are introducing exciting new features for the app. Users can now purchase premium, licensed skins in app as well as a host of additional upgrades.

Since its introduction into the iTunes App Store, the Virtual Zippo Lighter, which brings the look and feel of Zippo's iconic lighter to the iPhone, has remained in the Top 10 Free Lifestyle apps.

Judging by the Zippo lighter's storied history in the world of music, it is quite clear that this electronic flame is no one-hit wonder. Recently, the rock band Maroon 5 interrupted their concert mid-song to invite a young girl on stage where she proudly raised her iPhone into the air and waved her Virtual Zippo Lighter to an enraptured audience. "Do you see? She has a flame, she has a lighter but it's on her iPhone," affirmed lead singer Adam Levine to the crowds below. A video of the endearing cameo can be found here [YouTube - Maroon 5 @ Sacred Heart, Adam & Lena](#).

The Virtual Zippo Lighter is popular around the globe, ranking in the Top 20 iPhone apps of all time, according to Comscore, and has been profiled in publications including AdAge, Wired and MediaPost. It opens with a flick of the wrist and lights with a turn of the flint wheel and the truly windproof flame sways as the device is moved back and forth. For those moments when the iconic Zippo lighter isn't accessible, the Virtual Zippo Lighter allows fans to experience the famous "Zippo Moment" for free, by holding their cell phones aloft and swaying to power ballads at concerts.

New app offers 100s of designs

New features in this release include:

- New Free Skins
- In-app Purchasing of Premium Skins (Def Leppard, Harley Davidson and others)
- Improved Animation
- Lid-Lock Option to Ensure Continuous Ignition
- Date-My-Zippo Function to Interpret Unique Date Codes on Zippo Lighters

“For owners of the Zippo windproof lighter, one important attribute is ‘what the lighter says about me’ and, for more than 75 years, Zippo has continually offered new designs, logos, and brands,” said David Warfel, Director of Global Marketing. “We’re thrilled to be able to extend those selections to the virtual Zippo lighter as well.”

Download the new app (or the original version) on iTunes, or learn more at [Skyrocket](#) and [Zippo Manufacturing Company](#). Nokia users can download the original Virtual Zippo Lighter through the Ovi store.

In a further link to the Zippo’s rock heritage, the music-centric site [ZippoEncore.com](#) is the place where fans can download free tracks, catch concert news and connect to the Zippo community. Zippo manufactures an average of 10 million windproof pocket lighters each year, and 450 million since the first lighter was created in 1932.

About Zippo

For 78 years, Zippo, maker of the world-famous windproof lighter, has developed new and unique products that solidify the brand as the name in flame. Zippo is based in Bradford, Pennsylvania and distributed in more than 160 countries worldwide. The incomparable Zippo lifetime guarantee is synonymous with American-made quality and craftsmanship.

About skyrocket, a Bellrock Media Company

skyrocket (formerly Moderati) is an award-winning full-service mobile entertainment agency connecting brands with consumers through engaging experiences. The agency is a subsidiary of Japan's leading branded entertainment shop, Bellrock Media. skyrocket is headquartered in San Francisco, CA.