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## The tale of banned iPhone game 'Phone Story'

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By **Brett Molina**, USA TODAY

Updated 2011-09-15 11:37 AM

It's not often players come across a mobile game that targets the platform it's running on, but such is the case with the recently launched *Phone Story*.

According to a [description on developer Molleindustria's website](#), the game "attempts to provoke a critical reflection on its own technological platform."

Judging from images and descriptions of the game, *Phone Story* seemed to aim most of its criticisms at Apple.

As [blog TechCrunch notes](#), one stage called Suicides requires players to try and catch workers jumping from a building. Readers may recall Foxconn, a factory in China that makes Apple products, which made news for a series of worker suicides.

In another level called Obsolescence, players must lure consumers into a store with a pear-shaped logo to purchase their latest gadget.

Two other levels called Coltan and eWaste delve into mining in the Congo and the disposal of electronic waste in Pakistan.

In a [statement posted on their website](#), Molleindustria says the app was quickly yanked by Apple, citing the following guideline



CAPTION Molleindustria

### About Mike Snider

Mike Snider began covering the video game industry during the Super Nintendo- Sega Genesis clash in 1992. An original pinball wizard, he eventually was seduced by *Robotron: 2084* and *Tempest*. These days he is a fan of action/shooters and lives out his Keith Moon fantasies playing a mean drum kit on music games. [More about Mike.](#)



### About Brett Molina

Brett Molina has been writing about video games for USA TODAY since 2005. He is well-versed in *Madden NFL*, the fighting genre and first-person shooters. The first video game he played was *Asteroids* at a local arcade. He has been hooked ever since. [More about Brett.](#)



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violations:

-- Apps that depict violence or abuse of children will be rejected

-- Apps that present excessively objectionable or crude content will be rejected

-- Apps that include the ability to make donations to recognized charitable organizations must be free

-- The collection of donations must be done via a website in Safari or an SMS

Molleindustria contests the last two violations, saying any revenue earned from purchases of the game would go to non-profit organizations.

An Apple spokesman [confirmed to \*The New York Times\*](#) that *Phone Story* was removed for violating guidelines, but did not offer additional details.

The game has since made its way [on to the Android Market](#).

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