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Incubus Takes on Music Pirates With New Game

- 6- Webographie -

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Music pirates : They're the scourge of many a band, especially when it comes to a new album release. They're also the villains in Incubus's new retrostyle game, *Incubattle*.

[Incubattle](#), recalling cartridge games of old, launches Thursday to promote the [band](#)'s new album, *If Not Now, When ?*.

The plot is simple : Stop a bunch of thuggish pirates from stealing your new album by engaging in good old-fashioned fisticuffs. Just choose a band member avatar to get started on your mission, which is scored with tracks from Incubus's new album (in chiptunes style).

Any fans of retro gaming will certainly enjoy this diversion. It's similar in style to Das Racist's 8-byte music video for ["Who's That Brown ?"](#)

The game is just another piece of Incubus's social media-flavored album release campaign, which included an [interactive live stream](#), a partnership with video-sharing app [Viddy](#) and a [stint on Formspring](#), among another initiatives.

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