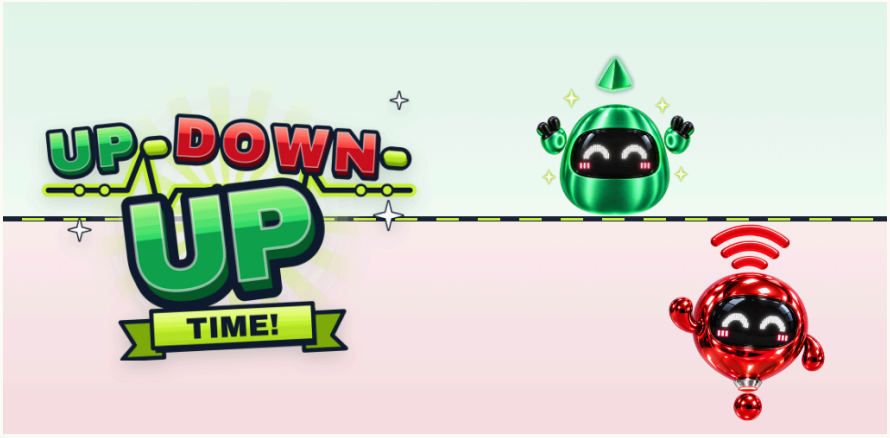
SID Monitor

Facing an Outage Again? There's Now a Video Game Designed to Help You Kill Downtime

After a week in which Microsoft Outlook, the FAA, JPMorgan Chase and Apple all suffered major outages, outage tracker Status Is Down has launched Up-Down-Up Time!, a free one-tap arcade game starring its new mascots, Sid and Siu. It plays in the browser in 20 languages and on Android, where it doesn't need an internet connection.

19 November 2026



Sid (red) and Siu (green), the stars of Up-Down-Up Time!. Image: Status Is Down.

SINGAPORE, 19 November 2026 — It has been a week of outages. Last Thursday, Microsoft Outlook went down, and millions of people lost access to their email. On Friday, the FAA issued a nationwide ground stop that held flights across the United States for more than four hours. On Monday, a software bug disrupted transactions for JPMorgan Chase customers. On Tuesday, an internal update knocked out Apple services, including iCloud and Apple Pay. CNBC counted four major system problems in four consecutive business days.

Each time, millions of people went through the same routine. Refresh. Check whether it's just you. Wait. Status Is Down, the website people use to check whether a service is down, now has something for those minutes. Its parent company, SID Monitor, has launched **Up-Down-Up Time!**, a free arcade game designed to help people kill downtime. As of today, it's available in 20 languages. The goal is simple: stay UP for as long as you can.

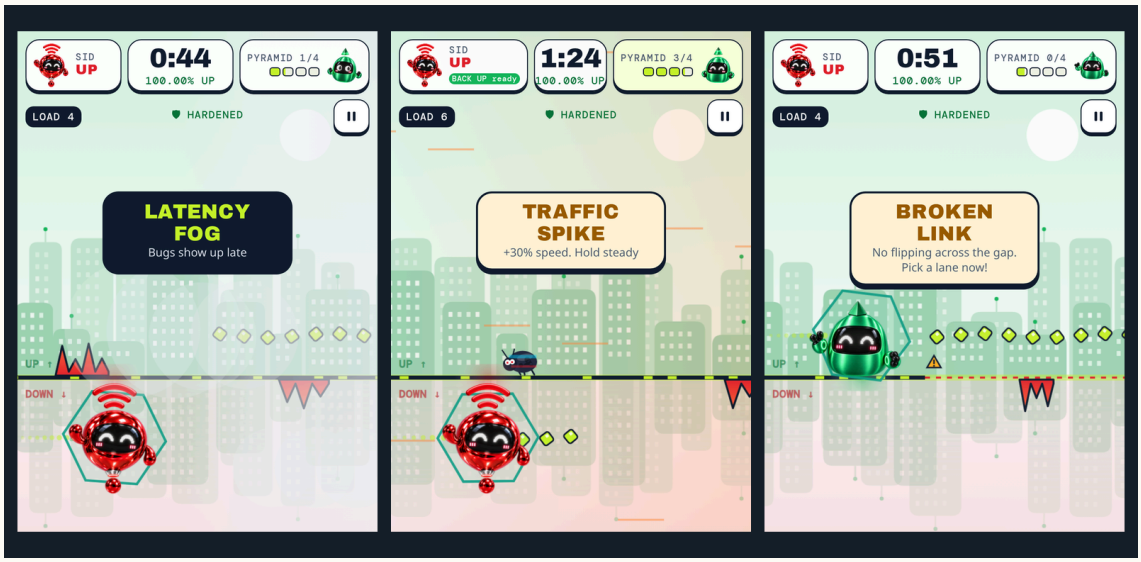
A week of outages, and none of them were attacks

The week's disruptions had ordinary causes. Microsoft blamed a bug that had gone undetected since July. JPMorgan pointed to a software bug in on-premises hardware, and Apple to an internal update. The FAA said data flooding its telecommunications network made legacy equipment unstable, so it issued the ground stop at about 3:30 p.m. ET on 13 November. Air traffic resumed at 8:15 p.m. Companies and officials have said the incidents were not linked to cyberattacks, Reuters reported.

Up-Down-Up Time! won't get a flight off the ground or a payment through. But it turns the language of weeks like this into a game.

Outage jargon, turned into obstacles

One tap flips the game's two heroes between an UP lane and a DOWN lane. Players dodge bugs, grab uptime packets and try to keep a fictional town called Packet City online. The obstacles are named after real causes of downtime, and the game explains each one as it arrives. Latency fog rolls in, and bugs show up late. A traffic spike adds 30% speed. A broken link leaves a gap that players can't flip across. DDoS swarms (floods of fake traffic) and flapping links join in as the load rises, and the longer a run lasts, the faster they come. The score isn't points. It's an uptime percentage, the number engineers watch on their dashboards. Every service, bug and outage in Packet City is fictional.

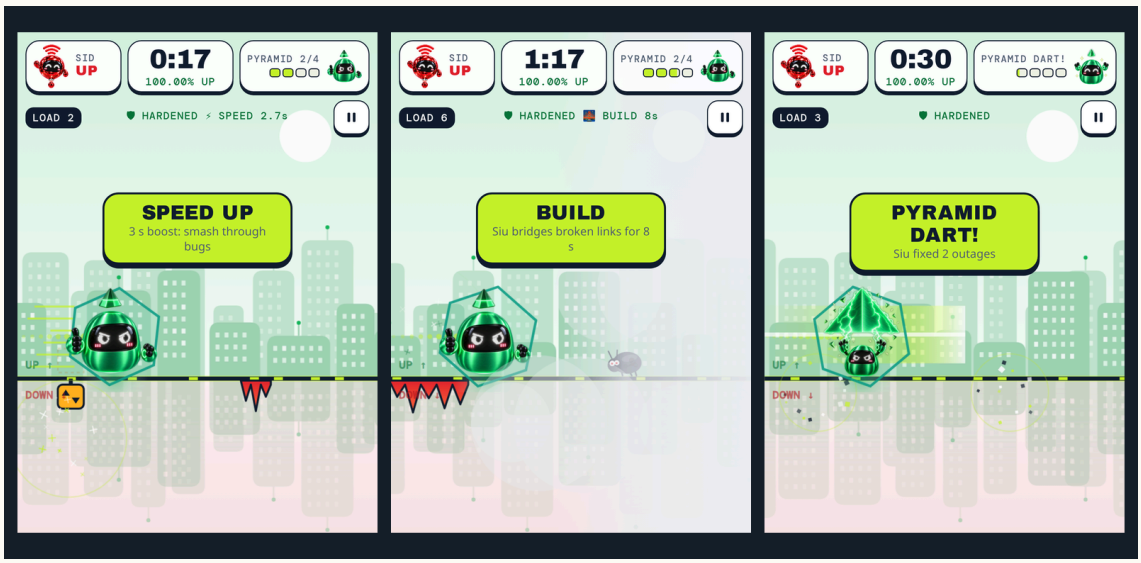


Latency fog, a traffic spike and a broken link in Packet City. Screenshots from the game: Status Is Down.

Meet Sid and Siu, introduced three days ago

The game's stars are brand new. Status Is Down introduced them on 16 November. Sid is the red mascot of Status Is Down. Three signal arcs float above his head, like a Wi-Fi symbol. When he goes down, the arcs turn grey and he melts into a puddle. Siu is the green mascot of Status Is UP, SID Monitor's sister platform, which helps website owners keep their sites running. A small pyramid floats above his head, pointing up.

Siu's four moves mirror the four things Status Is UP helps website owners do. Harden raises a shield, Speed Up smashes through bugs, Build bridges a broken link and Recover brings Sid back UP after he goes down. Uptime packets fill Siu's pyramid meter, and a full meter fires a Pyramid Dart that clears the outages ahead. Sid has a move of his own, the Drip Bomb, which clears every bug from his lane.

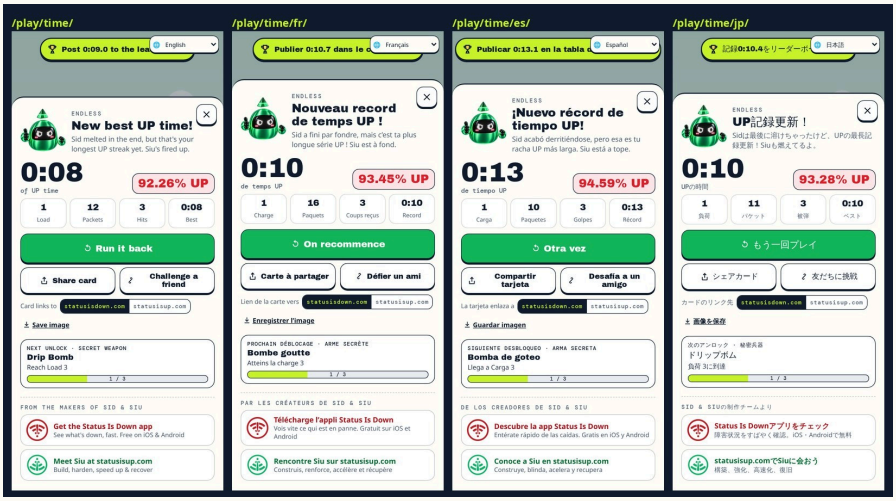


Siu's Speed Up, Build and Pyramid Dart moves in action. Screenshots from the game: Status Is Down.

Made for the minutes you spend waiting

A run can be over in seconds, so it fits between refreshes. The game is free, with no purchases. Every day brings a new Daily Uptime Window, the same 60-second course for every player. Your first run counts, and the rest are practice. Players can send a friend the exact course they just played, share their result as a card, and post their best runs to a public web leaderboard with a free SID account.

The web version needs no download and is available in 20 languages, including Arabic, which reads right to left. On Android, the whole game is stored on the phone, so it plays without an internet connection, even when the Wi-Fi is the thing that's down.



The results screen in English, French, Spanish and Japanese, four of the game's 20 languages. Screenshots: Status Is Down.

A security company's game, made for fun

Security companies have made games before, usually as training tools that teach people to spot phishing or respond to an attack. Up-Down-Up Time! isn't a training module. It's an arcade game made for fun, from a company whose day job is outage intelligence and uptime.

"Nobody enjoys an outage. You refresh, you wait, you refresh again," said Alex Goh of SID Monitor. "Status Is Down is there to tell people what's going on when something breaks. With Up-Down-Up Time!, we wanted to give them something fun to do while they wait, and to give downtime and uptime two characters people actually like."

The game is the latest in a run of launches from SID Monitor since October 2026. They include the Status Is Down MCP, which brings outage intelligence into AI tools such as ChatGPT, Claude and Cursor; a self-serve advertising platform; the Status Is UP app; and the Sid and Siu mascots, with daily puzzles, stickers and an animated series.

Play Up-Down-Up Time!

Play free at statusisdown.com/play/time, or download the game for Android on Google Play.

Play now · Get it on Google Play

Fact sheet

- **Game:** Up-Down-Up Time!
- **Developer:** SID Monitor Pte Ltd, Singapore
- **Price:** free, with no purchases
- **Where to play:** in the browser at statusisdown.com/play/time, and on Android through Google Play
- **Languages (web):** 20 — English, Arabic, Bengali, Chinese (Simplified), Dutch, Filipino, French, German, Hindi, Indonesian, Italian, Japanese, Korean, Polish, Portuguese (Brazil), Russian, Spanish, Swahili, Turkish and Vietnamese
- **Modes:** Endless, the Daily Uptime Window, and Challenge a friend
- **Leaderboard:** optional, on the web, with a free SID account; leaderboard names and scores are public
- **Timeline:** Sid and Siu introduced on 16 November 2026; game launched on 16 November, with the leaderboard added on 18 November and 20 languages on 19 November
- **Characters:** Sid (Status Is Down) and Siu (Status Is UP)

About SID Monitor

SID Monitor owns Status Is Down, which provides differentiated outage intelligence through service-status and community-signal context. Its sister platform, Status Is Up, supports Uptime Enablement through recognition of steady uptime and verified recovery performance. Together, the products help teams understand disruption signals and work toward more reliable digital services.

Further information

Meet the characters: Meet Sid · Meet Siu

Earlier release: Sid and Siu mascots, daily puzzles, stickers and animated series

Images for media: the four images in this release can be downloaded in full resolution from this page.

Download full-resolution images: Title artwork (PNG, 1024 × 500) · Outage obstacles (PNG, 1600 × 780) · Siu's moves (PNG, 1600 × 780) · Four-language results (JPG, 1640 × 906)

Media inquiries: contact SID Monitor through the secure company form.

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