

# APHA World Championship First Horse Show to Launch Mobile Progressive Web App with InspireHUB Technologies

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## PENY TEKST

FORT WORTH, Texas, Sept. 18, 2017 /PRNewswire/ -- The American Paint Horse Association (APHA) is one of the first premier equine organizations to leverage Progressive Web App (PWA) technology in North America as it launches the IHUBApp for the 2017 APHA World Championship Show (September 20 - October 1) held at the Will Rogers Memorial Center in Fort Worth, Texas.

"The IHUBApp really shines with events and conferences because of its ability to be personalized by attendees and its frictionless access," explains Karolyn Hart, Co-Founder and COO of InspireHUB Technologies. "Unlike old app technology that requires a download to access, PWA technology only requires a browser. It's quite revolutionary."

The APHA World Show IHUBApp can be personalized by its users and will provide quick access to key show information such as show schedule, entries, show services, show results and more.

"We're always looking for ways to better engage with our members and Paint Horse fans," said APHA Executive Director Billy Smith. "What initially got our attention with the IHUBApp was how simple it was to create channels that would serve our attendees specific interests. For example, if someone is interested in the ACHA Cowtown Cutting and our World of Color Gift Show, they can join those channels, and their IHUBApp home screen will immediately update to reflect their preference. We think that's far more effective than forcing people to sort through content they don't find relevant."

The APHA World Show IHUBApp can be accessed by texting the word APHA to 28748 or directly at <http://2017paintworldapp.com>.

About APHA: The American Paint Horse Association is the world's second-largest equine breed association, registering more than a million horses in 59 nations and territories since it was founded in 1962. Its mission is to inspire, nurture, promote and provide meaningful experiences to generations interested in preserving the versatile Paint Horse. For more information visit <http://apha.com/>.

About InspireHUB Technologies Inc. - InspireHUB Technologies offers custom-branded enterprise-grade progressive web apps that provide a suite of tools to increase engagement for all audiences (using unlimited content channels) on mobile and tablet devices. InspireHUB can be found on the web at [www.inspirehub.com](http://www.inspirehub.com).

For more information please contact: Sue Braiden, Communications Manager Tel: 855.355.IHUB (4482) Email: [media@inspirehub.com](mailto:media@inspirehub.com)

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