

# appMobi & Mashery Connect HTML5 Mobile Developers with APIs in a Big Way

## *appMobi XDK is Mashery's first Developer Power Tool*

San Francisco, Calif. – October 24, 2011 – HTML5 development powerhouse appMobi ([www.appmobi.com](http://www.appmobi.com)) today announced that its integrated HTML5 mobile app development tool, the appMobi XDK, has been selected by Mashery as the company's initial featured "Developer Power Tool." Mashery ([www.Mashery.com](http://www.Mashery.com)) is the world's leading API management and strategy services company, helping more than 100 top brands connect with customers and partners across devices through application programming interfaces (APIs). This relationship allows mobile app developers programming in HTML5 to quickly and easily extend the reach and depth of their apps by connecting them to any of Mashery's hundreds of managed APIs, including WeatherBug, Quova, Klout, Rotten Tomatoes, and Qwerly .

"The best mobile apps deliver information and content to the user when and where they need it, and Mashery makes it easy to add the power of hundreds of data and content suppliers to your app," said Dave Kennedy, appMobi's CEO. "By combining appMobi's tools and cloud services with Mashery's managed APIs, we've created a very compelling environment for HTML5 mobile app developers. The combination of the appMobi XDK and Mashery's library of APIs gives developers all the tools needed to build, test, and monetize incredible mobile apps, along with the integrated content and services that drive the ultimate user engagement."

The appMobi XDK provides a world-class IDE, with simulated mobile devices, great debugging and cross platform build tools. Registered Mashery users can get the appMobi XDK free by visiting the Mashery power tools page ([www.developer.mashery.com/power\\_tools](http://www.developer.mashery.com/power_tools)) or by visiting appMobi at <http://www.appmobi.com/mashery> . Full documentation, quick start educational videos and sample mobile apps that illustrate the use of Mashery APIs are included. Mobile apps created with Mashery and the appMobi XDK can be built for iOS and Android native app stores, or deployed as Web apps.

appMobi provides cloud-based services including push messaging, in-app payments, user authentication and analytics, filling in features that are missing in HTML5, allowing it to truly compete as a valid mobile platform on par with iOS and Android. The XDK runs on Mac, PC and Linux platforms. There is no charge for the appMobi XDK, and it is available today at [www.appmobi.com/mashery](http://www.appmobi.com/mashery).

### **About appMobi**

appMobi's development tools and cloud-based services build on HTML5, CSS and JavaScript, creating a unified, open ecosystem that competes favorably with "walled gardens" offered by Apple and Google. appMobi's tools allow mobile app developers to create one code base, to deploy and service their apps on multiple platforms, including the open Web. For more information visit <http://www.appmobi.com>.

### **About Mashery**

Mashery, the world's leading API management and strategy services company, helps more than 100 leading brands—including Best Buy, Netflix, and The New York Times—connect with customers and partners across devices, markets and the Web. Mashery takes a holistic approach to APIs—from crafting platform strategy and setting business objectives, to managing API delivery and facilitating relationships with a network of over 128,000 developers. Mashery's tools and services transform our customers into true digital platforms, so they can open new distribution channels, speed time-to-market, and spur innovation. Mashery was founded in 2006. For more information, visit [www.mashery.com](http://www.mashery.com)

appMobi is a trademark of appMobi Inc. All other trademarks and trade names are the property of their respective owners.

# # #

### **Press Contact**

Melissa Burns

Mobility Public Relations

+1 208 850 5939

[appmobi@mobilitypr.com](mailto:appmobi@mobilitypr.com)

Press Kit: <http://appmobi.mobilitypr.com>