appMobi Invites Heroku Developers to Join the HTML5 Hybrid App Party with openBuild

Free, Unlimited Builds for iOS, Android, Amazon, Nook, Chrome, Facebook, Mozilla, and Intel AppUp Platforms, Directly from the Heroku Environment

San Francisco - July 30, 2012 – appMobi (www.appmobi.com) today announced openBuild, a free cloud service that allows any developer to compile HTML5 code into a distributable "hybrid" app. Many of today's most popular apps, like Netflix, the New York Times, and Facebook, are actually hybrid apps, developed with HTML5, and deployed in a thin native "wrapper" so that they can be distributed in various app stores. openBuild creates ready-to-sell binary apps for a plethora of app stores, including mobile app stores like the Apple App Store, Google Play (Android), Amazon, and Barnes & Noble Nook. OpenBuild also supports desktop app stores; Facebook, Chrome Web Store, Mozilla Market, and Intel AppUp.

With openBuild, appMobi initiates its support for the popular Heroku cloud application platform. Using the openBuild packaged Ruby library (called a "gem"), developers can create completely scripted cross platform app builds from within Ruby-based environments like Heroku and EngineYard, or even from their own computer. Unlike other hybrid app build services like Adobe's PhoneGap:Build, openBuild is completely free, and there is no limit to the number of apps that developers can build or publish. A fully featured Heroku add-on that integrates appMobi's web services into Heroku's platform is under development as well.

openBuild supports all HTML5 and JavaScript frameworks, giving developers who use jQuery, jqMobi, Enyo, Meteor, Sencha Touch or any other mobile-ready framework a free tool for compiling and packaging their HTML5 code into store-ready hybrid apps. Until now, appMobi's cross platform build and packaging services were only available through appHub, appMobi's app control center. With this release, OpenBuild and all of appMobi's other cloud services are available to developers as web services.

Heroku developers can get openBuild at http://www.appmobi.com/openBuild

About appMobi

With over 50,000 active developers creating mobile and desktop apps, appMobi is the market leader in tools and services that support mobile app development and deployment using HTML5. appMobi's technology allows mobile app developers to support HTML5 and native app platforms with just one code base, and to deploy and service their apps on multiple platforms, including the Open Web. In 2011, the company released several of its core technologies as open source, including its cross platform mobile device API, mobiUs Web browser, the jqMobi app framework and directCanvas HTML5 game acceleration. appMobi was named "Most Promising Tech Company for 2012" by ReadWriteWeb and earned a spot on the SDTimes 100 list this year. For more information, visit http://www.appmobi.com.

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