



## **FOR IMMEDIATE RELEASE**

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Lexues Inc.  
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### **Lexues Has Made An Agency Agreement With U.S. appMobi Inc. For The First Time In Japan More Efficient Smart Phone Application Development Using HTML 5**

Uruma City, Okinawa, Japan. (August 15, 2011) Lexues Inc. (President: Takashi Hiyane, hereinafter "Lexues") has entered an agency agreement with U.S. appMobi (Headquarters: Lancaster, Pennsylvania. CEO: Dave Kennedy, hereinafter "appMobi Inc.") to provide "appMobi" (hereinafter "appMobi Platform") throughout Japan, the Cloud platform to develop smart phone applications more efficiently.

#### **1. About the appMobi Platform**

The appMobi Platform is a Cloud platform that makes application development of smart phone and tablet applications more efficient by using the next generation Web technology HTML 5. This Cloud platform provides various original solutions such as "appMobi XDK", which allows you to develop applications for iOS/Android OS using one source, and the "1 Touch Digital Wallet", which allows you to embed a credit card payment feature. More than 25000 users worldwide, in broadcasting and xxx companies, have enjoyed using this platform since the start of the service in 2009. In addition, this platform is fully compatible with PhoneGap, a multi-platform development tool for smart phones.

**The main features of the appMobi platform as of August 15, 2011**



### - appMobi XDK

This is a Web-integrated application development environment. Applications for smart phones and tablet devices can be developed and controlled through the Cloud. The descriptive languages are HTML 5 and JavaScript. Various features that are embedded in smart phones and tablet devices, such as GPS, cameras, acceleration sensors, etc. can be operated from application. No application fee is required. In addition, the following appMobi specific solutions can be used. Device simulators of iPhone, iPad, Android, etc. are also implemented.

appMobi XDK

### - 1 Touch Digital Wallet

A secure credit card payment feature can be easily added to the application.

### - Live Update

The contents can be modified without recompiling the application.

### - StatMobi

The status of application utilization can be easily monitored and analyzed.

### - PushMobi

Narrow down the delivery targeted users and send them push notifications.

## 2. About the Agency Agreement

Lexues provides technical support for appMobi Platform developers, and localizes Web contents, etc. according to the agency agreement with appMobi. In addition, we support the domestic market development of the appMobi Platform by providing original plug-ins optimized for the Japanese smart phone market.

Lexues places appMobi Platform in the competitive application development tool and actively supports large vendors in smart phone application development fields.

### **3. Market Background and Meaning of appMobi**

In general, developers need to learn development techniques of iOS and Android OS during the application development process for smart phone and tablet devices. In addition, it is necessary to be aware of the characteristics of each Android device, such as the screen size, etc.

Moreover, one needs to have an Apple computer to start developing an iOS application. There are overburden to developing applications for various smart phone and tablet devices, and developers have had to accept the conditions.

However, you can develop and manage iOS and Android applications on Cloud by using the appMobi Platform, JavaScript, and next generation Web technology HTML 5 as descriptive languages. In addition, you can implement fine application operations such as credit card payments and conduct research into the status of application utilization by users, etc. This allows you to realize much greater efficiency in application development, and developers can provide applications with minimum cost and effort in the domestic smart phone and tablet device markets in which significant growth is expected in the future.

Our goal is to become the best partner of domestic smart phone application developers, and we consider the appMobi Platform will be a powerful tool to support vendors. We have a well-organized structure with full-time sales staff, technical experts and support engineers, and we promote the domestic business deployment of appMobi. We also provide our own original plug-ins for overseas, and our own Cloud service and smart phone- related solutions through the appMobi Platform.

#### **4. About appMobi Inc.**

Headquarters: 35-37 East Orange St. Lancaster, PA, 17602 USA

Sales office in U.S.: 1686 Second St #215. Livermore, CA, 94550 USA

Establishment: 2006

Description of business: Provides a smart phone application development platform

Clients: More than 25000 users worldwide

URL: <http://appmobi.com>

#### **5. About Lexues**

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TEL: 098-921-3800 FAX: 098-921-3802

Ginowan office: Ginoza Village Server Farm, 1443 Azamatsuda, Ginoza-son, Kunigami-gun, Okinawa, Japan Zip Code: 904-1301

TEL: 098-983-2170 FAX: 098-983-2171

Description of business:

1. Development, sales and operation of original Internet applications
2. Server maintenance of the data center "Lexues iDC"
3. Planning, development and sales of iOS/Android applications
4. Web design and building Web services
5. Planning, development and operation of official mobile phone content for carriers

URL: <http://www.lexues.co.jp>

#### **6. Contact**

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