

appMobi Adds Windows 8 and Windows Phone 8 Support to Its Cross Platform HTML5 Dev Tools

New Visual Studio Plugin and Project Templates Allow Web Developers to Easily Build Mobile and Desktop Apps

SAN FRANCISCO – October 30, 2012 – appMobi (www.appMobi.com) today announced the addition of Windows 8 and Windows Phone 8 to its list of supported mobile and desktop platforms. appMobi provides industry-leading tools and services that support massively cross platform app development using JavaScript and HTML5. With the addition of Microsoft's platforms to appMobi's arsenal, app developers who use JavaScript and HTML5 can create and deploy desktop or mobile apps to all major app stores and devices from a single JavaScript code base.

Dave Kennedy, appMobi CEO said, "The benefits of adding Windows 8 and Windows Phone 8 to appMobi's supported platforms run both ways : hundreds of thousands of developers who use appMobi to build apps with JavaScript and HTML5 can now port them to the Windows 8 and Windows Phone 8 with a simple rebuild. Conversely, developers using Visual Studio can now leverage appMobi's cross platform ecosystem to address iOS, Android, Windows 8 and Windows Phone 8 platforms without recoding in native languages. Adding major market presence without major effort is a big win for all developers."

"It's important to minimize the friction for developers to build great apps for Windows Phone 8 and Windows 8. By integrating their tools into Visual Studio, appMobi made it easy for developers to reuse their HTML5 and JavaScript skills," said Jean-Christophe Cimetiere, director of Windows Phone partner & developer programs at Microsoft Corp.

These new app templates provide developers with code for supporting generic apps, Web apps, accelerated games, and Facebook apps. Developers can use these templates to create cross platform apps immediately by visiting <http://goo.gl/L3V0Q>.

appMobi has also integrated support for Windows 8 and Windows Phone 8 into its appHub cross platform build tool. With appHub, a single JavaScript/HTML5 app can be built into app store-ready binary files for iOS, Android, Facebook, Windows Phone, Amazon, Barnes & Noble and Mozilla app stores. Developers can access appHub at <http://apphub.appmobi.com>.

More information on appMobi's Windows 8 and Windows Phone 8 support is available at http://www.appmobi.com/?page_id=453.

About appMobi

With over 130,000 active developers creating mobile and desktop apps with its paid and open source tools, appMobi is the market leader supporting mobile app development and deployment using HTML5. appMobi's technology allows mobile app developers to easily deploy and service their apps on multiple platforms, including the open Web. appMobi's cloud services provide cross platform authentication, in-app purchasing, push messaging, social badges and leaderboards, and user analytics to all supported platforms. Much of appMobi's technology has been released as open source. 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>.

appMobi is a registered trademark of appMobi Inc. All other trademarks and trade names are the property of their respective owners including: Microsoft, Visual Studio, Amazon, Apple, Barnes & Noble, Mozilla, FaceBook, Google and PhoneGap.

#

Press Contact

Melissa Burns

Mobility Public Relations

+1 208 850 5939

appmobi@mobilitypr.com

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