FlyCast

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FLYCAST ANNOUNCES APPMOBI CROSS-PLATFORM
MOBILE APP ECOSYSTEM

Write once, deploy to iPhone, Android, BlackBerry, Windows Mobile, Symbian

Las Vegas – January 7, 2010 – FlyCast today announced its new mobile application development ecosystem, called "appMobi", which will allow web developers to create rich native iPhone and Android applications simply by using familiar tools like Adobe DreamWeaver™ and Microsoft Visual Studio™. Primarily known for its FlyCast mobile entertainment apps on smartphones, FlyCast is opening up its internal tools to the developer community for cross-platform application creation, deployment and monetization. The appMobi ecosystem offers developers of content-rich applications a "write once, deploy everywhere" capability. appMobi will be offered to developers at no charge.

appMobi tools can be used to create applications for iPhone, Android, BlackBerry, Windows Mobile, and Symbian devices. appMobi apps are created with common HTML and Javascript, using the open source PhoneGap tools, which include development libraries and a cross platform emulator. appMobi augments PhoneGap with FlyCast's proven content management system, advertising (targeting, insertion and tracking), cloud services, realtime updating, reporting and payment and subscription tools to allow developers to quickly create, deploy and monetize highly interactive applications that address all popular smartphone platforms. FlyCast will also provide enhanced certification, QA, and support around the PhoneGap-based APIs.

The appMobi preview will be released to select developers on January 22, and will be released generally on March 1, 2010. Developers interested in participating in the preview can sign up at the appMobi website at http://www.appmobi.com.

"We want to enable all developers to participate on mobile devices. While open source libraries like PhoneGap form a basis for that movement, building such libraries into an executable for each smartphone is still a daunting task. We want the process to be as simple as Adobe's Print-to-PDF functionality: write the HTML code, print to appMobi, get your app on multiple platforms," said Sam Abadir, FlyCast founder & CTO. "In our own FlyCast apps, we've been working closely with ad networks like Google to enhance ROI - we're putting that know-how into appMobi so that all app developers can start making money from mobile advertising immediately. The content management, monetization, advertising and reporting tools we offer with appMobi will dramatically shorten time-to-revenue for all mobile application developers."

FlyCast will be demonstrating Droid and iPhone versions of their consumer entertainment app, built on the appMobi platform, at ShowStoppers@CES on Thursday evening, January 7, 2010.

About FlyCast
FlyCast was among the first to deliver streamed entertainment to the iPhone platform shortly after its inception, and continues to lead the way as a top ten application on multiple smartphone platforms, delivering over 2000 channels of entertainment to millions of users worldwide. FlyCast's unique delivery architecture has been created to serve the needs of both consumers and content owners. appMobi represents the first public disclosure of FlyCast's open mobile content distribution technology.

EDITOR'S NOTE:
FlyCast and appMobi logos are available at www.flycast.fm/press/.