

## appMobi Closes \$6 Million Series B Financing

***New funds will be used to accelerate growth in engineering, research and development and marketing of its Platform as a Service mobile application technology suite***

LANCASTER, Penn. – January 25, 2011 – appMobi® ([www.appmobi.com](http://www.appmobi.com)) today announced the closing of a \$6 million Series B equity financing round. Proceeds, , raised entirely from angel investors, will be used to strengthen the company's engineering staff and increase marketing and promotion efforts for its cloud-based mobile application development and distribution technology. Since its release in October 2010, the appMobi XDK is being used by more than 8,000 developers to easily create and distribute cross platform mobile apps for iOS and Android devices, including some by leading consumer brands such as the Robitussin® and Fox News Radio.

appMobi provides platform-as-a-service (PaaS) mobile application tools for mobile operators, device manufacturers, brands and large content providers. appMobi's mobile application development suite allows these companies to rapidly build functional mobile application ecosystems that include standards-based app development, monetization, engagement, distribution and analytics tools.

**appMobi's technology suite includes:**

- **Cross-Platform HTML5-based App Development** - The appMobi XDK allow Web developers of all skill levels to use familiar tools and programming languages to create robust, fully customized mobile applications that take advantage of all the native features available on smartphone and tablet platforms. The XDK tools include **app•lab** – The first mobile app test environment that allows developers to test their apps instantly on target smartphones located anywhere in the world.
- **Cloud-Based App Build/Deploy/Update Services** - appMobi offers a patent-pending cloud build service for creating finished apps for iOS, Android (and soon, BlackBerry and Windows Phone 7) platforms. appMobi also enables Over-The-Air updates of deployed apps using high performance edge-cached servers.
- **Services to Support Deployed Apps - mCommerce, Push Messaging, Analytics** – These Cloud-based tools provide much-needed capabilities to installed apps such as in-app one tap purchasing, detailed app usage analytics, and targetable multimedia push notifications for all supported operating systems.

appMobi delivers to its customers an integrated superset of the same disparate tools that allowed Apple to gain its early leadership position in mobile apps. appMobi will preview important enhancements to its appMobi mobile application technology suite in booth 2.1D50 at Mobile World Congress in Barcelona, held February 14-17, 2011. To make an appointment to meet with appMobi executives, contact [mwc@appmobi.com](mailto:mwc@appmobi.com).

## **About appMobi**

appMobi® provides integrated tools and services for creating complete mobile application ecosystems and supporting large-scale developer communities. At the core of appMobi's technology are its revolutionary cloud-based development, deployment and monetization tools that let millions of Web developers of all skill levels quickly build and test mobile apps with full native functionality for multiple smartphone and tablet devices and operating systems. appMobi's turnkey, white label platform-as-a-service offering enables device manufacturers, network operators or any business to establish wide-reaching mobile app ecosystems and fully featured app stores under their own brand. For more information visit [www.appmobi.com](http://www.appmobi.com).

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