

appMobi Introduces storeView: A Free Cross Platform App Store Analytics Service for HTML5 and PhoneGap developers

Delivers real time visibility into sales and app activity on Apple, Android, Facebook, Amazon, Chrome, Mozilla, Barnes & Noble, and other app stores

San Francisco - July 23, 2012 – HTML5 powerhouse appMobi (www.appMobi.com) today announced storeView, a new, free, cloud-based reporting service for PhoneGap and hybrid HTML5 app developers that aggregates and displays detailed app analytics across all the most popular app stores in a single dashboard.

With the explosion of new cross platform app development, developers are increasingly posting their apps to multiple app stores. Each of the app stores uses a different method to report sales and activity, creating massive fragmentation. This “App Store Fragmentation” issue prevents developers from understanding app performance and trends information that every developer needs to achieve maximum profitability. With the release of storeView, appMobi has stepped up to provide a completely free service that solves this issue for PhoneGap and HTML5 hybrid app developers.

“As game and app developers have begun to leverage HTML5’s ‘write once, deploy everywhere’ power, the issue of app store fragmentation has emerged as these apps have become successful across multiple stores and platforms,” said Sam Abadir, appMobi CTO. “We experienced this issue ourselves with Boom Town, the first massively cross platform HTML5 game, currently available in 7 different app stores. We also realized just how little information is provided by many of the app stores. For example, the only analytic provided by Apple’s App Store and Google Play is download count – that’s all they can tell you about your app! We created storeView for internal use and found it to be an invaluable tool. Now we’re giving it away for anyone who’s using HTML5 to create apps.”

storeView is a completely free cloud service. There will never be any charge for setting up an account, for adding apps to the system, nor for the number of users a particular app has. Adding storeView analytics to any HTML5-based app is extremely easy, with the addition of a single include file and just one line of JavaScript code. storeView provides deep, granular insight into the performance and activity of developers’ apps in each of today’s leading app stores, including Apple, Android (Google Play), Facebook, Amazon, Chrome, Mozilla and Barnes & Noble.

To view storeView analytics, developers simply log into their account and select from a variety of reports. The available reports include monthly uniques on all platforms, iOS starts by device, Android starts by device, app starts by platform, and 30 day uniques vs. app starts. Armed with this important data, developers can make informed decisions on allocating development and marketing resources, uncover unseen relationships between devices and platforms, and most importantly, optimize app store profits.

PhoneGap and HTML5 Developers can sign up for storeView free at <http://www.appmobi.com/storeView>

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Editors: High resolution screen shots of storeView reports are available at www.appmobi.mobilitypr.com.

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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