

FeedHenry Announces Development Environment for Cross-platform apps to Run across iPhone, iPad, Android, Web and Social Media Sites

Applications are built once and run across Web, Social Media Sites, and across JIL, Betavine, Nokia Web Runtime, iPhone and Android

Barcelona, Spain - Mobile World Congress – February 17, 2010 – FeedHenry, the cloud-based Platform-as-a-service solution for cross-platform apps, announced that its Hosted Development Environment enables users to build and run the same application across iPhone, Android, Symbian and Blackberry smartphones, and also across Web and social media sites including Facebook and MySpace. It solves the problem enterprise content providers and developers have in building different versions of complex apps for multiple environments.

FeedHenry provides a Platform-as-a-service (PaaS), one-stop shop to build, deploy and operate applications that look and perform consistently across different devices. FeedHenry's platform significantly reduces the cost and complexity of developing multiple versions of an application providing an efficient way to extend apps across mobile, web and desktop environments. Developers of iPhone and iPad applications now have a technology baked into their apps that will enable them to react quickly to changing market demands and reuse apps for multiple devices.

FeedHenry's solution is built on a cloud-based application-hosting environment. It provides productivity benefits because developers don't have to reconfigure databases and servers. Development can be performed online with no set-up and installation, which cuts down on operational procedures. Unlike other software development environments, application analytics are directly integrated into the online interface.

FeedHenry has joined forces with [AskMoby™](#) to launch a complex interactive weather application that offers users custom weather reports. It is available, not only as a mobile application for iPhone, iPad and for Vodafone 360, but also as a social web application.

“The big challenge for the market is to take the iPhone application experience and make it available across many different devices,” said Barry Downes, founder and president, FeedHenry. “As the smartphone market grows, end users will demand apps that can work across Android, Symbian, Nokia and all the other platforms out there. FeedHenry’s solution will enable any company developing applications to capitalize on the market today and be ready to draw revenue as the market changes.”

“Now developers can develop iPhone and iPad apps using standardized web technology using HTML, Java script and CSS. Nobody provides this level of seamless integration between the differing environments,” said Richard Rodger, CTO, FeedHenry. For companies with a large number of applications who need to publish apps across many stores, it cuts out a huge amount of work finding developers who can reconfigure applications to run across all platforms. FeedHenry saves users the bother of going out and sourcing iPhone, Android and Facebook developers which is costly and provides inconsistent delivery.”

“AskMoby’s weather app provides weather forecasts within an interactive map for weather information specifically tailored to users’ hobbies, and is designed for both web and mobile web browsing,” said Mark White, CEO, AskMoby. “Working with FeedHenry now brings the benefits of this innovative service out to end users who can integrate it into their social content.”

Resources

<http://mywidgets.o2online.ie>

<http://widgets.eircom.net>

About FeedHenry

FeedHenry offers a cloud-based platform-as-a-service (PaaS) solution to ISV’s, enterprise customers, and telecoms operators enabling users to build cross-platform business applications with standards-based web technology. Cross-platform apps can be deployed quickly and cost-effectively across all smartphones, desktop and social media sites and run as native apps. FeedHenry’s solution mitigates the need to learn new programming languages and enables customers to reach out across mobile and social channels to users with new and compelling applications. FeedHenry has offices

in Silicon Valley, Boston and Ireland, and is one of the Telecommunications Software and Systems Group's (TSSG) start-up companies. For more information visit: www.feedhenry.com, www.tssg.org.

About AskMoby

[AskMoby™](#) provides accurate, local weather forecasts within an interactive map, specific to users' outdoor activity. The site is designed for both web and mobile web browsing. The service delivers the very latest and very best location-based hour-by-hour forecasts.

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