New Shareable App platform opens up
fresh opportunities for businesses

-Aussie firm set to shake up $27bn app market-

Sydney, November 14, 2013 – A highly disruptive new app development and distribution platform, Shareable Apps, has been launched to provide a much needed alternative to the costly and convoluted processes associated with developing apps via existing platforms.

The Shareable Apps platform allows users to access an online portal to build and share their own apps in just minutes, without any technical knowledge required. The apps are then shareable across all popular mobile operating systems, helping businesses and content owners reach the most mobile users and foster better communication.

By using a unique combination of network technologies, cross-platform compatible Shareable Apps can now be instantly created, shared, tracked and dynamically updated seamlessly in the cloud. Despite launching only three weeks ago, more than 500 Shareable Apps have been created for a wide range of businesses, products and services around the world. Current clients include government, high-profile brands and charities. The system is now available for everyone to use.

"The traditional way of developing apps uncovered a range of problems including long, expensive development cycles, app store approval delays and incompatible device, all hindering a businesses' digital strategy.

"Shareable Apps eliminates a whole raft of problems and expenses faced by real businesses, making it a game-changing approach to app creation and sharing. It provides a much-needed simple solution to help businesses create and send apps to their customers and staff, no matter what device they're on, said Adam Friedman, Founder and CEO of Shareable Apps.

The unique Adapptr™ platform, which powers Shareable Apps, allows users to integrate with powerful third party products and features. This enables new forms of effective marketing activity and a two-way communication portal for relevant products, services, special offers and strategic advice. Once created, the apps can then be used and shared across all operating platforms and shared directly (peer-to-peer) via text, email and all social media platforms.

"To reach a wide audience, you need to be cross-platform, and you need to be able to send apps directly and easily. Our patented technology allows this to happen via the touch of a button, allowing your apps to reach your audience en-masse instantly." Adam said.

Shareable Apps can be created for free and published for just $99 per month, which also includes a range of analytics, marketing and measuring tools and a private dashboard for brand management.

Other high-profile clients who have already used Shareable Apps include Clearasil, Channel 4 UK, The Mushroom Group, The Olivia Newton John Wellness Centre, and numerous others across a wide range of industries.

Shareable Apps are free to create and try on your phone and you can make one yourself easily in minutes - For more information, visit: www.shareableapps.com

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Notes to Editor

The $27bn valuation of the global App market is based on research from ABI Research and is quoted in Australian Dollars.

Boilerplate:

Shareable Apps was created by Amplifier, an Australian app development start-up. The unique platform allows users to build and share their own apps to all devices in just minutes and mitigates the need for complex development and long lead cycles.

Powered by Adapptr™, a brand new content adapting system, which makes a wide range of content available simultaneously for all operating systems on all devices without the traditional App Store application processes, delays, inefficiencies and costs.

Media Kit

We've put our Media Kit in a Shareable App, which we're happy to share with you (regardless of what device you're on!) Just visit http://media.shareableapps.com/ and install the Shareable App.

To download a hard copy of the media kit go to the Shareable Apps Media page.

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