All-in-One, Performance Oriented Mobile Platform

Appscend's Key Benefits Product Sheet

A different approach on mobility

Appscend is the world's first **performance oriented** mobile application platform that combines Rapid cross-platform development tools, Mobile Content Management, Smart Push Notifications, Mobile Analytics, User Demographics and In-App Purchases into one robust and scalable cloud based infrastructure. The Appscend platform offers complete services for the entire Mobile App Lifecycle.

- ✓ Appscend apps have over 250 mobile deployments throughout the App Store, Google Play or closed enterprise environments
- ✓ Our apps reach over half of million end users worldwide, and these users interact with our apps 5 million times each month

Customer proven

- ✓ Thousands of companies rely on Appscend's mobile technology to build a solid and result driven mobile presence on all key mobile devices.
- ✓ Telco operators, media, automotive & insurance as well as large software providers have used Appscend's technology to create stunning apps.

Focused on our partner ecosystem

- ✓ White label partners, using Appscend under their own brand & identity
- ✓ Integration partners working together with our team
- ✓ Referral partners working together with Appscend to reach new markets and customers.

Best in class services

- ✓ Custom application development and on demand integration with 3rd party software systems, seamlessly done by our team of experts.
- ✓ Dedicated Training sessions, Webinars and an extensive resource base.
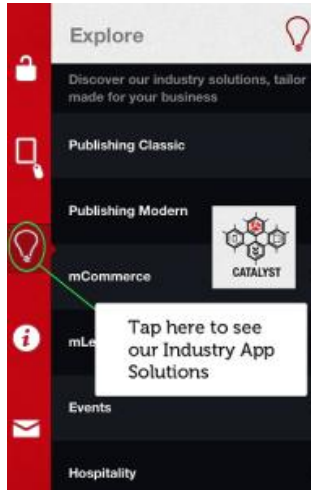- ✓ Premium support (email & phone), dedicated account executives matching the customer's time zone.

How we Help Developers

Keeping in mind the current state of Platform & Device fragmentation, it's safe to say that developing cross platform mobile apps is one of the hardest challenges a developer will have to face.

Key benefits of using Appscend's cross platform development tools

- ✓ 100 % native mobile apps covering key platforms: iOS & Android from a single code base.
- ✓ Use your existing skills to develop apps using Appscend's unique PHP framework, Ignite Markup or our Visual Code free studio.
- ✓ Reduce the time to market up to 5X.
- ✓ Pre-built industry solutions, ready to customize and deploy, covering 10 industry verticals such as: Digital Publishing, mCommerce, mLearning, Hospitality, Events, Automotive, Insurance, Real-Estate & Media.
- ✓ Connect your app to any data-source and easily exchange information using our built in Mobile Services API

Key benefits of using Appscend's testing and debugging tools

- ✓ Test and experience the app you are developing – instantly, on your device via the dedicated testing app, Catalyst (available in the Apple App Store and Google Play Store)
- ✓ Share the app with co-workers, clients or stakeholders while tracking progress
- ✓ Experience Appscend's industry's solutions first hand, straight on your tablet or smartphone

Key benefits of using Appscend's pre-built industry solutions

- ✓ Stunning apps, pre-build and ready to run for consumers and enterprises alike.
- ✓ Proven and relevant functionality, built into a beautiful user experience regardless of the device it is accessed from.
- ✓ Easy to customize using Appscend's PHP framework and code free visual designer

How we Help Businesses

Appscend's application management tools and premium services empower businesses worldwide to further advance their marketing strategy, creating a unique connection between their apps and their customers, while boosting engagement and retention.

In enterprise environments our Over The Air distribution and extended security will prove a powerful ally in your organization's mobile strategy in the long run.

Key benefits of deploying Appscend apps

- ✓ Proven industry functionality and cross platform deployment allow you to reach all of your customers and engage them in the long run.
- ✓ Scalable and secure backend for all your data & information
- ✓ Future proof your investment - apps built on Appscend are always up to date with the latest mobile OS versions and devices.
- ✓ Streamlined Over the Air distribution for B2E & B2B apps.
- ✓ Secure communications between the app and Appscend's backend, via an Industry-standard HTTPS connection
- ✓ Protect your sensitive enterprise data by encrypted server-client protocols and local storage

Key benefits of Appscend's Cloud Content Management System

- ✓ Scalable and secure backend for all your data & information
- ✓ Flexible data structure to match your industry's needs
- ✓ Easily update your application's information in minutes
- ✓ Deploy all across the world with our scalable Content Delivery Network
- ✓ App data is safely stored in the Amazon cloud so you are always safe from server crashes or system outages.

Key benefits of using Appscend's Smart Push Notification Platform

- ✓ Targetable Push Notifications enable business to keep their apps in the spotlight and their users coming back for more, each time
- ✓ Segment your audience based on the criteria you need (Age, Gender, Location)
- ✓ Increase loyalty of your user base by engaging them on a personal level.
- ✓ Ad interactivity and boost marketing results by connecting your audience with videos and specially designed landing pages with the help of our Smart Notification system

Key benefits of using Appscend's powerful mobile analytics tools

- ✓ A complete overview about your app's performance, including number of users, sessions, number of page views and average session time.
- ✓ Simple to understand graphic insights about downloads, updates and archives
- ✓ Direct connectors to Apple's App Store and Google's Play Store reporting services
- ✓ Geographic distribution of your app's downloads and users

Key benefits of using Appscend's monetization tools

- ✓ The Integrated AdServer will enable you to monetize your apps.
- ✓ Pre-integrated top Ad Networks: iAd, AdMob, Millenial Media, InMobi, JumpTap.
- ✓ Run your very own house ads from your company's proprietary ad-server.
- ✓ In-App Purchases are the easiest way to pay for virtual goods inside your application, without having to input any card information.
- ✓ Subscriptions will enable you to create a stable revenue channel and a great way of delivering premium content within the mobile app.

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Fees, packs and premium services

✓ Monthly packs starting as low as USD 99 - build as many apps as you need.

✓ Additional discounts available for upfront 1 year payment.

✓ Dedicated training sessions with development teams starting as low as USD 99 / h

✓ Custom application development, integration & deployment starting at USD 55 / h

✓ Secure gateway for all your online payments

✓ Pay as you grow, easy to update from a lower account to a higher version

The White Label Pack

Partnering with Appscend will enable you to provide your customers with top mobile solutions and open up a new scalable revenue stream for your business.

✓ Extra value for your customers by adding mobile to their marketing mix

✓ Simple integration with your current digital offering

✓ Branded dashboard & URL with your company's logo and visual identity

✓ Own business model and pricing policies for your accounts

✓ Dedicated Training & Premium support

Referral/Reseller Partners

✓ Commission on all converted leads

✓ Partner's logo

Supported Platforms & Devices

iOS 4.0 + : iPod Touch starting from 4, iPhone 3GS, 4, 4S, 5, iPad & iPad mini
Android 2.2 + : Android Phones and Table

Resources & Miscellaneous

Online Technical Support for documentation and FAQ

Latest news about Appscend technology and about mobile trends

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