Have content to share? Apmato makes it possible for anybody to become a mobile app creator.

First public showing in the United States of the online app creation service that will help web agencies, designers and programmers at the Global Mobile Internet Conference (GMIC).

Global Mobile Internet Conference (GMIC) 2013, San Francisco – October 22, 2013: Apmato, an online service that allows anyone to build native multi-platform applications, will be showcasing its solution for the first time in the United States at GMIC. This service empowers users to create, manage and publish mobile applications without any programming knowledge and will allow businesses to have their own white-labeled mobile presence at a much lower cost.

With Apmato it is possible to create a wide variety of content-based apps such as conference guides, city guides, hotel and restaurant information, mobile portfolios, apps for museums as well as apps for sports clubs or other associations, to name a few. Apmato creates real native apps for iOS and the Android platform without the need to code. A highlight of the service is *Apmato uptodate*, which allows users to update their app's content at any time after the app has been published. At launch time, the app connects to the Apmato server and downloads the update. After that, the app is again usable completely without an internet connection.

The Apmato design interface is web-based and offers two views, depending on the user's role: The designer view allows the user to set up an all-new app design and prepare the app's structure and features; the author view is focused on inserting and changing content without influencing the app's design.

The service provides a clickable HTML preview of the app that gives immediate feedback during editing. In addition, users can download the free Apmato Tester app from the iTunes AppStore to easily test the new app on iOS before uploading it to the stores.

Pricing for the Apmato package is based on a subscription-based model, and ranges from a free test account to a premium version, depending on the number of apps to be created. Users can download the store-ready archives (.ipa and .apk) and publish the app within their own developer account at the Apple and Google stores or purchase the one-time publishing service.

Apmato will be launched shortly after GMIC with a special introductory offer. The website (www.apmato.com) has an email drop service for those who want to be notified when the service goes online.

Apmato representatives will be giving live presentations at GMIC 2013, 22 - 23 October, 2013. You can find them in the exhibition area at **Booth T60**.

About Apmato

APMATO | CMS for Apps – Everybody with an idea and the drive can create and maintain apps for mobile devices quickly and at a low price. Berlin-based software development company TouchingCode GmbH introduces Apmato, a new online service for the next round of high-class generative mobile app creation. The Apmato engine builds native, multi-platform apps without the need to code. Apmato is flexible, extendible, surprisingly modest and has the potential to

become a professional tool for designers, web agencies and developers.
Website: http://www.apmato.com
Twitter: http://twitter.com/ApmatoTX

About TouchingCode GmbH

TouchingCode offers mobile application development as well as classical software development with a sound background of more than two decades of business in the software industry. Our specialty is carrying out complex and innovative tasks in the field of international business, where multi-faceted technical expertise and integration within the IT environment are paramount. Our portfolio includes applications such as EneMene, PhotoPrint, Kreuz und Quer, Fingerspiele and StylePark.
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