

## **Etisalat and hSenid's pioneering Mobile Application Eco-System launches the “AppZone Mobile Applications Competition”.**

Etisalat and hSenid's groundbreaking Mobile Application Eco-System, the AppZone will kick start its AppZone mobile applications competition on the 28<sup>th</sup> of September; giving University students one month to submit applications and compete in one of the most rewarding competitions to ever hit the Sri Lankan mobile sphere. Since Etisalat partnered with hSenid Mobile in launching the country's first Mobile Application platform, users were able to browse and download applications, in addition to significantly creating the opportunity for non-professional Sri-Lankan mobile application developers to create, test and sell their own unique applications. As a following phase to this unique setting of the stage for all budding Sri-Lankan Mobile software developers to experience rapid development and commercialization of their Mobile applications, teams from Etisalat and hSenid have held seminars and workshops in all leading graduate institutes in Sri Lanka, including the University of Colombo, Moratuwa, Kelaniya, Peradeniya, SLIIT and APIIT. The sessions focusing on explaining the procedures, prospect and potential in terms of opportunity and revenue have seen impressive response with a better than expected turn out. It is indeed a unique business proposal as it opens up a new breed of entrepreneurs amongst local application developers enhancing their presence in the region while enabling them to earn substantial revenues off their applications.

The AppZone mobile applications competition is two faced, targeting IT students as well as the IT savvy general public. The University level contest will see an Internal Competition in the respective universities where the top three performers will win cash prizes, winner t-shirts and certificates. The internal winners are then eligible for the all island inter-university competition for a sensational grand prize of an *Apple i-pad*. In addition to trophies and certificates, the top three application designers will take home to their respective universities a significant library fund, courtesy Etisalat and hSenid. Meanwhile, the general public competition aimed at getting the non-professional applications developer on board will see five content winners walking away with a victorious trophy, certificate and a Blackberry device each. Developers can formulate within the categories; news, sports, games, information and fun.

Etisalat CEO, Dumindra Ratnayaka expressed excitement at the prospects offered by this competition, “with hSenid Mobile providing the technology platform for the developer portal, Etisalat invites all Sri Lankan application developers to join this “App Revolution”, by creating and submitting their mobile applications to the Etisalat-hSenid Mobile Application Developer Portal, as it paves the way for taking creations from one's home to the global platform. This competition is a motivator for you to be a part this trailblazer applications revolution.” CEO of hSenid Dinesh Saparamadu said, “this eco-system is one which provides incredible revenue prospects for University students as well as anyone who is interested in application development and we are on our way to creating the first Mobile Applications Millionaire!” He added, “We look forward to the innovation and invention that a platform of this nature enables.”

Application developers can visit the Etisalat Mobile App Forum ([www.appzone.lk](http://www.appzone.lk)), use the development kits provided to develop application, test it with the simulators provided and submit it for approval and commercialization. Etisalat will share a significant portion of the revenue share obtained through selling these applications with the developer. The developer will also get the chance to share the application nationally and internationally there by having the chance to build a reputation for him or herself.

