



Easy as 1-2-3; AppZone applications developers speak out.

Etisalat and hSenid's pioneering Mobile Application Eco-System, the AppZone is currently underway, with eager application developers experimenting their way to becoming the next best thing in Sri Lanka's mobile applications platform. Developers are 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. This unique project sets the stage for all budding Sri-Lankan Mobile software developers to experience rapid development and commercialization of their SMS based Mobile applications, developed by user-friendly development tools.

The five member mCabs team which submitted the first sample application for the AppZone were able to develop their applications in a mere matter of two weeks. They developed an innovative SMS based application which the team found effortlessly in-complex due the systems in place by the AppZone platform. The utilitarian application enables users to locate all of Sri Lanka's cab service phone numbers . mCabs member Gayan Withanage said “we developed our application on the Aventura Platform within two weekends! The process was elementary since Aventura handled all the technicalities such as security, packaging and so on.” mCabs member Dinidu Silave added, “it is not rocket science! It was just a matter of brainstorming for a functional idea, registering on www.appzone.lk, downloading the sample applications, simulator and other related documents, developing on the provided platform and testing it. Mcabs member Givantha Kalanasuriya agreed with the others that the excitement on receiving confirmation of their very own application was ineffable, “ the feeling is indescribable. It was pretty 'wow'!” mCabs member Rahul Ramanathan confirmed that this is a great opportunity for all the developers as it “ lays the groundwork for technological experience, learning and most importantly revenue generation since we are entitled to a significant portion of the profits rendered by our application.” Mcabs member Krishan Fernando encouraged prospective SMS based mobile application developers to join the SMS App revolution, “This was a new experience for us and we gained tremendous knowledge on technologies and rapid development. It was not hard at all. It’s simply a matter of coming up with good ideas. For all the professional/student developers out there, think of this as a great opportunity to become an entrepreneur and earn an extra income at the end of the month.”

Meanwhile, Asanka Gayan Ishara, a fourth year Computer Science student from the University of Perdeniya has developed an SMS based application enabling users to access island wide train time-route schedules as per the Railway department. He identified the need for easy access to information pertaining to train travel without having to call or visit the railway station. “Once the idea was in place, the execution was immensely simple- all I had to do was gather the technical back ground from the on line AppZone forum and follow instructions” he said. He added,“having learn t of this opportunity from the AppZone team that visited our University, I was able to stay in touch with them via face-book, thereby receiving constant guidance,” He added, “ I was motivated by the challenge of developing an application as well as the revenue incentive ! I have no doubt that this experience will be a stepping stone for my future ambition of making it big in the industry.”

Application developers can be a part of Sri Lanka's Largest Developer Community Base on www.appzone.lk, where development kits are provided to develop applications, test them with the simulators provided and submit them for approval and commercialization. Etisalat will share a significant portion of the revenue 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. Therefore Etisalat and hSenid Mobile invite all Sri Lankan developers to come and join their Developer Community and feel the exhilaration of Mobile App Revolution!