



### **Etisalat and hSenid Mobile pioneer Sri-Lanka's Mobile Application Eco-System.**

Within the last decade the mobile phone has come a long way. Now not only does the mobile phone provide its user with the basic functions such as making calls and sending sms but it also provides heaps of other value added services. Most of these value added services are now delivered to the end consumer using a mobile application. However due to the complexity of development of applications, application development was limited to a few professionals.

In keeping with the Etisalat brand promise "it's about you" Etisalat Lanka partners with hSenid Mobile in launching the country's first Mobile Application platform- not only allowing users to browse and download applications, but significantly creating the opportunity for Sri-Lankan mobile application developers to create, test & sell their own unique applications. For the first time in Sri Lanka the development of mobile applications will not be restricted to a professional few. The stage has been set for all budding Sri-Lankan Mobile software developers to experience rapid development and commercialization of their Mobile applications. School kids, university students, free lancers, professionals & software development companies all now will get the opportunity to develop and sell mobile applications on this platform. This opens up a new breed of entrepreneurs amongst Local Application developers enhancing their presence in the region. Together 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 to take creations from ones home to the global platform. In yet another pioneering move Etisalat Lanka will open the 'APP ZONE,' the first application store launched in Sri Lanka by a network operator. This will allow consumers to browse and download from a versatile variety of applications, accessible to all Etisalat subscribers and compatible with all handsets.

Application developers will need to visit the Etisalat Mobile App Forum ([www.appzone.lk](http://www.appzone.lk)) powered by hSenid Mobile, 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 application 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 himself .

Etisalat CEO, Dumindra Ratnayaka agreed that most of today's highly penetrated value added services are offered on mobile applications, therefore creating immense potential for applications ranging from very simple to complex ones. "We strongly believe that application development should be promoted by opening the door to anyone interested in

that sphere. This is the first step in taking Sri Lanka to the global mobile application development stage.”

Members of Etisalat and hSenid Mobile’s technical team will visit some of Sri-Lanka’s foremost IT institutions with the hope of educating and enrolling potential talent to join them in revolutionizing the market. They will also host a workshop at the mBillionth South Asian Conference and Workshop (10 to 12 June 2010) on Mobile Content and Application Development for which both Etisalat and hSenid Mobile are strategic partners. Mr. Ratnayake said in this regard, “We have come forward as the strategic partner for the regions first mobile content award mBillionth award and the regions very first conference on mobile content and applications as we consider this an ideal platform to promote Mobile application development for the first time in Sri Lanka. We want to go beyond the few professional who have monopolized the sphere thus far and create opportunity for all...we mean university students, free lance developers, professionals, software development companies etc”

Dinesh Sapmramadu CEO of hSenid Mobile says, “ We are excited about the launch of the Etisalat-hSenid Developer Portal and we expect this to be a great step forward in creating a vibrant Mobile Developer community in Sri-Lanka “ . He emphasised that “hSenid Mobile has always taken a strategic interest in providing creative technological solutions and is actively contributing to this event because it serves an important national and an international need.”

Be it a game, a media player, an alarm, a thought, a quote or anything else you can muster on a mobile platform- Etisalat would like to hear from you. For more information, visit [www.appzone.lk](http://www.appzone.lk)