



# **PRESS RELEASE**

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## **FOR IMMEDIATE RELEASE**

### **Exadel Announces Tiggr Mobile Apps Builder**

*Cloud-based application builder enables rapid cross-platform, multi-device development of native and mobile Web applications*

**CONCORD, CALIF., September 26, 2011**– Exadel™, a leading global software engineering company that provides services, solutions, and technology, today announced the general availability of Tiggr Mobile Apps Builder. Tiggr enables users to rapidly create, test, and deploy applications that run on any mobile device. Tiggr is a cloud-based application with nothing to download or install. Now, Tiggr Mobile Apps Builder is available at a promotional price of \$45 per month for the life of the subscription. Promotional pricing will be offered through December 31, 2011. Details on available subscription options are available at [www.gotiggr.com](http://www.gotiggr.com).

“We started using Tiggr in our mobile development projects. We’re able to significantly reduce development efforts and time to delivery. Tiggr is a real time-saver” said the chief architect of a leading online, educational services company.

“One of the greatest challenges in developing mobile applications today is the growing number of mobile devices that need to be supported,” said Fima Katz, CEO of Exadel, “and the number of APIs that are available is increasing much faster. Tiggr makes application development more accessible than ever to the 'citizen developer' (Gartner). Tiggr’s MPA (Mobile Plug-in Architecture), allows developers to easily consume cloud services and create rich interactive mobile applications across multiple platforms, in a fraction of the time it would take coding by hand.”

Tiggr provides a complete end-to-end mobile application builder that streamlines the process, making it possible to create and deploy sophisticated mobile applications in 5 easy steps. jQuery Mobile components and Tiggr's easy-to-use visual editor enable the rapid creation of custom user interfaces using drag-and-drop techniques. REST services are defined and mapped to UI components. Developers can take advantage of the built-in JavaScript framework to add custom JavaScript to extend the capabilities of their applications without leaving the Tiggr development environment. Tiggr applications can be instantly tested via any desktop browser or mobile device.

Tiggr offers the flexibility to create high-performance apps that are available to the largest possible audience. Users can instantly create native apps that run on any device since Tiggr leverages PhoneGap. Tiggr will auto-generate the necessary output so users can immediately publish to app stores. Users also have the option to export their source code as HTML5 or as an APK file, giving them full control and ownership of their applications.

Real-time collaboration during every stage of development is another one of Tiggr's unique, time-saving features. Built-in chat and the option to invite any number of users to edit, view, and provide feedback enables remote teams and all project stakeholders to be actively involved throughout the development process. Users can also create an app test link and share it with anyone via e-mail, Twitter, Facebook, etc.

Tiggr's architecture leverages best-of-breed open source technologies. And, it is deployed on Amazon EC2 (NASDAQ: AMZN), giving users increased performance, automated scaling, and better security.

Tiggr enthusiasts can follow ongoing developments via Twitter [@gotiggr](#), [Facebook](#), and the [Tiggr Blog](#). They can also view a 3-part "quick start" video introduction on Exadel's [YouTube channel](#) (subscribing to the channel delivers notifications of new videos as they appear).

### **About Exadel**

Founded in 1998, Exadel is privately owned with headquarters in the San Francisco Bay Area, sales and support offices in New York, Chicago, and development centers in Belarus, Russia and Ukraine. For more information, go to <http://www.exadel.com> or call 1.888.4EXADEL

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