Launch Of AppZone

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Etisalat and hSenid Mobile announced the commercialisation of their Mobile Application Eco-Systems 'App Zone', enabling all Etisalat users to download applications that are useful and important for them in day to day information sourcing and entertainment. The AppZone portal that was launched initially to local developers to start developing mobile phone applications is now accessible for commercial purposes. Mobile applications ranging from train schedules, horoscope predictions to games or sports updates can be obtained. There is a listing of applications and the most significant factor is all these have been developed by local technocrats to suit local requirements.

Dumindra Ratnayaka, CEO of Etisalat, said, "what commenced as a pilot project in application development has today become a general service to Etisalat customers. AppZone will enable our customers to access an array of applications, be it searching for bus routes, checking for rahu kalaya or checking for a cab listing." Ratnayake further stated that since there is very highly evolved techno-culture woven around the mobile phone, it was important that service providers introduce more and more value added services to their

customers. "In order to substantiate the entrepreneurial angle of this project we will be sharing 70 percent of revenue with respective applications developed," Ratnayaka added.

AppZone is based on the Cloud Telco Application Portal (Cloud TAP) developed by hSenid Mobile based on open standards and technologies, end to end service creation and rapid time to market Telco Applications. "The state of the art Telco developer portal helps to create opportunities from simple to enterprise applications that can be developed with minimum effort," said Dinesh Saparamadu, CEO, hSenid Mobile. "AppZone is Sri Lanka's first ever Telco App Store. We believe this is the beginning of taking our developers to a global Telco application platform powered by hSenid Mobile," he added.

Encouraged by the success of the inter-university competition, Etisalat and hSenid has now opened this competition to the technology savvy general public as well.