

Etisalat and hSenid Mobile pioneer Sri Lanka's mobile application eco-system

Etisalat Lanka partners with hSenid Mobile in launching the country's first mobile application platform. This initiative will not only allow users to browse and download applications, but also create the opportunity for Sri Lankan mobile application developers to create, test and 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. School kids, university students, freelancers, professionals and software development companies all will now get the opportunity to develop and sell mobile applications on this platform. Opening up a new breed of entrepreneur amongst local application developers and enhancing their presence in the region, Etisalat together with hSenid Mobile is providing a technology platform inviting 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, it'll pave the way for developers to take their creations from home to the global platform.

Etisalat Lanka will also 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.

"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," said Etisalat CEO, Dumindra Ratnayaka, while Dinesh Saparamadu CEO of hSenid Mobile adds, "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."