Microsoft Selects Motivity Labs to Accelerate New Applications on Windows Phone Marketplace

Motivity Labs Experts Provide Rapid Prototyping and Development to Microsoft-Selected Companies at Global Mobile Acceleration Week Events

Motivity Labs, the leading mobile application development and certification company, announced that it has been selected by Microsoft (MSFT) to support its Mobile Acceleration Week events this year for the third consecutive year.

Mobile Acceleration Week (MAW) are invitation-only events designed to accelerate the development of mobile applications on the Microsoft Windows Phone 7 platform. Motivity Labs will provide user interface design, rapid prototyping, application development, and training to participants, who represent some of the leading enterprises and mobile application startups.

“As we conclude a successful Mobile Acceleration Week Helsinki, we wanted to share our success at previous events in San Francisco, New York and Israel, where we had the opportunity to support exciting new mobile applications,” said Srini Chandupatla, Executive VP of Global Delivery at Motivity Labs.

Motivity Labs was selected as a third-party partner for Microsoft’s Mobile Acceleration Week based on its successful participation in similar events in previous years and its extensive partnership with Microsoft in multiple areas. The Motivity Labs team has strong development expertise in Windows Phone and other mobile platforms and the infrastructure to test and certify applications and devices from its Global Testing Center of Excellence. “We are excited to continue our partnership with Motivity Labs based on their expertise and past implementations,” said Brian Hoskins, Director at Microsoft’s Emerging Business Team.

Promising mobile application developers and phone manufacturers will be able to see the innovative process in action at future Mobile Acceleration Week events in Moscow, Bangalore, Berlin, London and Shanghai in 2012.

Customer Success Stories
At past MAW events, Motivity Labs has worked with a variety of companies with promising technologies and delivered excellent results to satisfied startup leaders such as:

• "We are very pleased with our partnership with Motivity Labs. They gave us excellent support after the MAW in San Francisco. At Rodax Software, we're developing Skedi Family Calendar for multiple devices and platforms. We've found Motivity's expertise in mobile app development to be invaluable and look forward to continuing to work with them in the future." John Boyer, President and Founder,

Rodax Software.

• "We met Motivity through MAW and were so pleased with our collaborative WP7 App development, that we immediately asked Motivity to help us build out additional backend development to enhance our product. We've been thrilled with the competency and professionalism of Motivity, as well as their affordability and range of services. I only wish we had met sooner." Dan Tashman, CEO Get-A-Game

• “Motivity Labs supported Play My Tone through the Mobile Acceleration Week in Tel Aviv. Their development team worked directly with my Sr. Developer allowing him to focus on the pressing issues while they took care of certain features that allowed us to keep up our aggressive schedule towards release. Their WP7 Team trouble shot platform-specific issues and engineered good solutions.” Ohad Sheffer, Founder/CEO at Play My Tone.

• “At Mobile Acceleration Week Israel, our close encounter with Motivity Labs, who are Microsoft specialists, gave us the ability and confidence to build a better Windows Phone tool. We came up with an idea of the application and after consulting with them, changed the tool upside down, using most of Windows Phone technology for the better. We were able to focus on main logic problems, while the offsite team provided to us helped in developing parts that would have taken us a long time to learn and implement. It was the best and productive week we've ever experienced.” Joe Arnon, Vice President of Research & Development at Babylon.

www.motivitylabs.com [1]

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