Microsoft OneApp Unlocks the Potential of Feature Mobile Phones in Emerging Markets

REDMOND, Wash. /PRNewswire-FirstCall/ -- Microsoft Corporation announces Microsoft OneApp, a new software application that enables feature phones -- commonly found in emerging markets -- to access mobile apps such as Facebook, Twitter, Windows Live Messenger, and other popular apps and games. The result is a better mobile experience for the many people around the world who want to do more with the phones they already own.

OneApp complements Microsoft's existing mobile strategy by bringing mobile apps and services to feature phones in emerging markets. Launching first with Blue Label Telecoms in South Africa, OneApp will be used as part of the new and upcoming release of its mibli consumer mobile service. As a result of a strategic relationship with Blue Label Telecoms, mibli, powered by Microsoft OneApp, will ship with more than a dozen new mobile applications. Additional applications will be available in the future, focusing on areas such as healthcare. Consumers in South Africa can download and install mibli for free.

OneApp was designed from the ground up to enable mobile apps to be accessed by feature phones with limited memory and processing capability. For customers, OneApp appears on their phone as a single application where they can then easily access all of their mobile applications.

"With a GPRS-enabled cell phone, consumers can now be part of the app experience, which is taking the world by storm," said Mark Levy, joint CEO of Blue Label Telecoms. "While this opens up a whole new world of opportunity for any and all users, advertisers and developers, we're particularly excited by the technology's capacity to transform nearly any cell phone into a highly sophisticated, cost-effective and user-friendly transactional device."

Microsoft OneApp will begin to be offered through partners worldwide. Software developers can write new apps for OneApp using industry standards such as JavaScript and XML. The OneApp software developer kit is expected to be available for developers by the end of 2009.

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