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KiwiTech Collaborates with Perseus and The Daily Beast on App for BookExpo America *App Allows Users to Pick Top Titles at BookExpo using Crowdsourcing Technology*

Washington, May 26, 2010 --- KiwiTech, a leading technology firm that develops ebook readers and other apps for smartphones has developed a mobile application that will allow attendees of BookExpo America (BEA) to vote for their favorite titles using their mobile devices.

This free app will allow thousands of BEA attendees to vote for their favorite books in several categories and will simplify the tabulation process during the show, which will be held at the Jacob K. Javits Convention Center in New York City. The voting app, called BEA 10x10, is available in the [iTune App Store](#) as well as at www.bea10x10.com and can be used on any device with internet access.

Rakesh Gupta, KiwiTech's chief executive officer, said the app represents a major milestone for KiwiTech because it will be used by thousands of conference attendees to give immediate feedback on titles as they walk the exhibition floor. "We are extremely pleased to have developed this cutting-edge app for BEA because it will enhance the overall conference experience for attendees and provide real-time information on the most popular titles," Gupta said.

Gupta said the app will allow a tally of votes as the show progresses so that results can be released in much less time compared to paper-based voting. "This app is just one example of what can be accomplished with a mobile device. People are now using books on their mobile phones to not only read books, but to also enhance their business and personal productivity as well as for pure entertainment."

Publishers and booksellers are dealing with a variety of emerging mobile technologies. This voting app showcases the new technologies that are now available to the book industry. Mobile apps, such as those created from cookbooks, travel guides, word games, and classic titles, now play an even more significant role in the user's day-to-day life as the demand for apps increases exponentially.

KiwiTech's innovative ebook readers and related apps have been featured in a variety of publications, including [BusinessWeek](#) and [Publisher's Weekly](#).

About KiwiTech

KiwiTech is a mobile app company with an emphasis on publishing and has developed apps for iPhone, BlackBerry, Android and Nokia platforms. KiwiTech develops state-of-the-art mobile app technologies and provides mobile app development services. With over 150 apps developed, KiwiTech is fast gaining recognition as a premier mobile app company. Our apps have been featured in BusinessWeek, Wiley's Dummies series and other publications. Also, KiwiTech apps have achieved top rankings in app stores in Brazil, France, Germany, Spain, U.K. and U.S.A. An innovative, new-age company, KiwiTech is reaching its fast growing list of followers through [FaceBook](#) and [Twitter](#) as well as other social mediums.
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