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KiwiTech Offers New Range of Publishing Services

High-end composition and ePub conversion added to service offering

Washington, July 12, 2010 --- KiwiTech, a leading mobile technology firm that develops ebook apps for a variety of platforms, is pleased to announce a full range of services for publishers who want to capitalize on the growing demand for new content specifically for mobile devices.

Rakesh Gupta, KiwiTech's chief executive officer, said the company's expertise in the mobile app sector has steadily grown as the company releases new ebooks. KiwiTech now has more than 200 apps available on the iTunes™ Store.

KiwiTech's management team, which includes co-founders Anita Gupta (president), Neal Gupta (chief financial officer) and Gurvinder Batra (chief technology officer), was the founding team of Aptara, the world's leading provider of knowledge process outsourcing services for the publishing industry. Aptara has more than 4,000 employees across the globe. That experience has enabled KiwiTech to now offer a true end-to-end solution to publishers which addresses mobile content requirements. This end-to-end solution includes the following:

- Composition services
- Digital conversion services
- Mobile app development

Rakesh Gupta explained that publishers are looking for technology innovators who can bridge the technology gap between printed books and ebooks. In the 1990's, publishers needed to accommodate the growing need for books on the internet, they now need to incorporate the mobile platform into their plans from the day of manuscript submission. KiwiTech is ideally suited to help publishers interested in making their content available on multiple platforms because of its management's background and expertise.

KiwiTech's expertise in these areas has been recognized in publications such as *Incredible iPhone Apps for Dummies*. Bob LeVitus, the book's author, named KiwiTech's e-reader app Classics2Go as one of the 10 best books apps in the iTunes Store. He specifically cited the app's "elegant typography and thoughtful page layout" as two of the main reasons for his enthusiasm about Classics2Go.

KiwiTech's attention to detail has made its apps among the top 5 in the books category in many countries, including Brazil, France, Germany, Italy and Spain. A recent diagnostic app for American Psychiatric Publishing reached the #5 position for a top grossing medical app. The company has more than 100 apps ranked in the top 10 in numerous countries. "That demand shows we have an innate understanding of what consumers are looking for as they become more comfortable with viewing content on mobile devices," Rakesh Gupta added.

The demand for mobile apps is expected to grow exponentially in the next five years, according to a recent study from Juniper Research. The study predicted the mobile app market will be worth \$32 billion by 2015.

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 200 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](#).

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