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Korwe Launches *The Core* at GITEX to Power a New Generation of Mobile Sites

International debut of a flexible, extensible Mobile Enterprise Application Platform to allow developers to create powerful and interactive mobi sites that just work

Korwe Software, based in Cape Town, South Africa, has chosen GITEX, the Middle East's leading technology showcase event, to launch its first commercial product, *The Core*. This product is a powerful and flexible Mobile Enterprise Application Platforms (MEAP), the foundation for businesses and digital development agencies that want to deliver interactive, secure information services and online applications to mobile phone users.

To demonstrate the power of *The Core*, a number of live demos have been created specifically for GITEX, including a mobi email client that can connect to address books and calendars in the cloud, and redirect mails to SMS and other message channels. Korwe is also demonstrating a mobi multimedia content publishing system, and mobi forms display, a vital tool to display lengthy, correctly tabulated forms such as account statements to let mobi users check accounts online from their phones.

"Right now we're in the second Web gold-rush, land-grab and space-race. Fifteen years after the World Wide Web revolutionised the world, the mobile Web will do the same. But, like in the first wave of Internet development, a lot of lessons will be learned – sometimes hard lessons," says Nithia Govender, CEO of Korwe Software. "The mobile Web is similar to the World Wide Web we're so familiar with, but there are very fundamental differences technically, and many developers of mobile sites will realise too late that interacting with mobile phones is not as easy as they think."

The Core is the result of years of fundamental research and development work, funded in part by the Department of Trade and Industry's Support Programme for Industrial Innovation (SPII) fund. It is a MEAP, a new class of server-side software technology that takes care of all complexities when delivering cloud-based mobile applications and mobi sites. Key functions include integrating mobile development with other enterprise information and business intelligence systems, supporting operational deployment and reporting, and managing social networks, payment gateways, infrastructure gateways, and more.

The Core powers mobi sites, allowing fast and cost-effective creation of interactive online information sites accessed via mobile phones. These sites can offer multimedia content, information and entertainment to users in a way similar to if they install an application on their handset... but without the hassle or compatibility niggles. Unlike apps specifically created for the iPhone, Android or other smartphones, a mobi site is device-independent – it can be used by almost any modern phone that has a Web browser. Clever techniques in delivering sites via mobile phone browser means mobile developers can deliver the same (or better) user experience, but faster, more cheaply and more flexibly than through apps.

Korwe is a pioneer in "context" technology, a mixture of geo-location and (more importantly) social context, allowing seamless filtering, security and other important services, as well as automatic personalisation to enhance the mobi site user's experience.

Korwe is a software engineering startup founded by Dr David Hislop and Nithia Govender, veterans of the mobile and software development industry in the UK and South Africa.

"We're very excited to be launching this product in Dubai at GITEX. This is a major technology show that will reach a huge number of influential business people and technology entrepreneurs across the Middle East, India and the world," says Govender.

The Core is aimed at Web development and interactive digital agencies, as well as enterprise IT managers that need a business-class platform on which to base their mobi sites. It scales horizontally as you add users, and vertically as you add services. It incorporates a unique state based pattern to allow integration based on SCXML.

A suite of plug-ins includes Business Intelligence, operational reporting, context engine, recommendation engine, fallout handling and backend services (e.g. IMAP for mail, SyncML for diary and contacts), SMS, XMPP (presence and IM), oAuth, Transaction Servers and more. Back-end services are written in C#, Java and C++, and the host operating system can be Centos, Ubuntu or MS Server 2008. The front end is currently .php, aspx or .jsp. Typically it would be used for pure dotmobi, but it can also plug in J2ME and others.

Sign up at www.korwe.com to find out more, view our demos and download the open source version of The Core.

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About Korwe Software

Korwe is a software engineering company that has pioneered a number of mobile technologies and techniques to make interaction via mobile faster, easier and more intuitive for users, based on the concept of "Just the Right Information". It is based in Cape Town, SA, with an office in London, UK.

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Note to editors:

According to Gartner, "Mobile Enterprise Application Platforms (MEAPs) provide tools and client/server middleware for mobile (targeting any sort of mobile application) and multichannel (highly device/OS- and network-adaptive) thick (offline) enterprise Application Development."

Gartner says, "We believe that more than 95% of organizations will be choosing MEAP or packaged mobile application vendors as their primary mobile development platforms through 2012

Magic Quadrant for Mobile Enterprise Application Platforms, Publication Date: 16 December 2009, by William Clark and Michael J. King, ID Number: G00172728.