SMARTAPP.IO

FOR IMMEDIATE RELEASE   **October 17, 2015**

Groundbreaking New Front-end Development Platform To Launch At TechWorld Disrupt 2015:

<smartapp.io> company innovates multi-faceted application tool that combines FORM I/O and API creation in one easy action-- no coding required

AUSTIN, Texas – The Web is changing. Applications are no longer being built to cater to human interaction only, but must also be adept at handling machine-to-machine interfaces as well. This paradigm shift to Web 3.0 integration has led to a dramatic emphasis on API development which can often overshadow the applications themselves.

Great apps now power the modern world, but designing their corresponding APIs can be a difficult process. Builds are time-consuming, require a comprehensive development approach between front and back-end programmers and frequently lead to inconsistent results.

Created to assist front-end developers, **<smartapp.io>** is a breakthrough resource that frees APP designers from the constraints of traditional API creation. The first-to-market Open-source platform based on the natural connection between FORMs and APIs. Front-end developers now have an unprecedented level of autonomy in creating the apps of the future. Because with **<smartapp.io>,** the APPs *are* the APIs.

"As an API platform that reaches out of the API community-- <smartapp.io> puts the power of APIs into the hands of the average business user. I see this platform has the potential to be the next Dropbox or Salesforce, in relation to Web 3.0 application design."

- Jeff Wills (API Strategist)

 <smartapp.io> also purports tremendous flexibility and ease of use - including drap and drop technology - to satisfy everyone from the individual hobbyist to the corporate enterprise. Features not found on any other platform include:

- "Dynamically Updateable FORMs" which can be changed on the fly without having to recompile and reissue the application software itself.
- Trademarked **<smartapp.io>** HTML tags to seamlessly inject and render dynamic forms directly into applications allowing limitless theme and design choices.
- Multiple Hosting options to address data security control, firewall and other considerations.

Even Microsoft® Executives are interested in the platforms ability to create applications that seamlessly integrate their forms and Office 365 services. This powerful new **<smartapp.io>** technology will be featured in upcoming podcasts and on the Microsoft Channel 9 dev show.

According to **<smartapp.io>** CEO and Co-founder Shaun Summers, the technology *"is not just a proxy of other 3rd party API's, but a comprehensive, multi-faceted, Open-source application I/O workflow solution that abstracts APIs away from the developer. As such, it achieves the greatest goal of all software tools, to simplify programming for developers..."*

Shaun is joined at **<smartapp.io>** by co-founders Rich Sidberg (CTO) and Kathy Jones (CBDO) who each bring a unique perspective to the leadership team. Their complementary strengths include expertise in software and web development, technology operations and financial management, and sales, marketing and business development.

CTO Rich Sidberg will be leading the formal product launch at **TechWorld Disrupt Los Angeles on October 21,** 2015**. TechWorld Disrupt** is the world's leading authority in debuting revolutionary startups, introducing game-changing technologies, and discussing what's top of mind for the tech industry's key innovators.

About <smartapp.io>:
<smartapp.io> was founded on the principle of Open-source software development and is committed to serving the Open-source community. Their mission is to provide developers' innovative tools and strategies to address the emerging requirements of Web 3.0 application design - the new industry standard for combined FORM and API platforms.

To learn more about the numerous benefits of the **<smartapp.io>** platform visit https://smartapp.io/.

Contact: Kathy Jones -CBDO & Co-Founder
kathy@smartapp.io or 512-216-1440

###