



iGenapps™

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**Backgrounder**

# The App Generation Just Began Are You In?

***iGenApps to Launch New Product for iOS and Android  
at SXSW 2014 from Booth #1235, Austin Convention Center***

**AUSTIN, TX (March 4, 2014)** – When iGenApps, Inc. introduces their revolutionary, patented new product this week at **South by Southwest (SXSW)**, anybody, anywhere, will have the immediate ability to create mobile Apps, quickly and easily, simply by using their mobile device.

The question that comes to mind is probably “Why Mobile?” The query is posed by Norman Ortiz, founder and CEO of iGenApps, who feels that the benefits of a mobile application are actually superior to the process of using a website or a software-based program.

“Not so long ago, people thought of websites as a product only developers and tech gurus could create; they never really considered the possibility of creating websites from other websites. Today, that’s precisely how such companies as GoDaddy, Microsoft, WordPress, Strikingly and others operate,” he says. “The conventional thinking was that the only way to do create websites was to pay for and download software to a PC as opposed to producing the entire product online by using Software as a Service or SaaS. Now with mobile technology, it is pretty much the same story.”

According to Ortiz, this new philosophy is part of the mobile revolution and the embracement of DIY tools that could empower them. More people are now looking for ways to jump into the mobile app world and not finding a simple and affordable way to do it.

“Through the years, we have all seen how people tend to resist changes but, once the benefits become readily apparent, they quickly embrace it,” he says. “When cell phones first arrived, the public resisted because most people didn’t want to be reached by anyone aside from their home or office. Of course, with Smartphones, we not only stay in touch with everyone 24/7 but we pretty much can’t live without it anymore.”

iGenApps is bridging the gap of mobile App creation for non-technical users by empowering them through their smartphones and tablet devices. “The truth is, computers are no longer the necessity they once were,” Ortiz says. “Today, there is pretty much an App for everything you want to do. The only exception was an App that allows users to develop their own codeless apps entirely from their mobile devices.

“Next month, iGenApps will check off that box.”

Immediately prior to SXSW, iGenApps will introduce its new product for **iOS** on Wednesday, March 4, followed by the launch of the **Android** version on Sunday, March 9. The company will unveil both products at **SXSW Booth #1235** with a release version for **Windows Phones and Tablets**, set for the second quarter of the year.

The company has also been recently selected by RevTech Labs, an accelerator and incubator program based in Charlotte, who helps startups raise an initial round of funding.

For additional information please visit [www.igenapps.com](http://www.igenapps.com).

**About iGenApps, Inc.:**

iGenApps, Inc. is a leading company in the process of mobile app development and code automation from mobile devices. This Delaware Company was capable of reaching out to fifteen thousand downloads in a single day from users around the world with their beta release on December 31, 2013. They have been awarded in venues such as the International CTIA Wireless, Distilled Intelligence, Silicon Valley DEMO, and the Founder Showcase among other events. They are currently offering investment opportunities to accredited investors only.

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To schedule an interview with iGenApps Inc., please contact Norman at 787-526-4836 or via email at [norman@igenapps.com](mailto:norman@igenapps.com). For more information please visit [www.igenapps.com](http://www.igenapps.com)