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# A New Era for Creating Mobile Apps

*iGenApps brings Mobile App Development to your fingertips*

**AUSTIN, TX (March 2, 2014)** – People looking to create mobile applications now have an easy DIY codeless solution at their fingertips.

The app, developed by **iGenApps, Inc.**, allows users to choose from a wide variety of options through an easy-to-use, intuitive and beautifully designed interface.

"Whether you want to create an app for your business, your church, your musical band or anything in between, you can do it quickly and easily with the Architect app," said Norman Ortiz, Founder and CEO of iGenApps, Inc. "It's sure to become the best alternative for anyone looking to share content in a mobile fashion."

To use the app, users can select from among multiple categories and screens. The app deploys a unique patented wizard-like interface to take users step-by-step through the process until you have a complete App (as opposed to a mobile site) ready for sharing with anyone using an Apple, Android or Windows Phone 8 mobile device.

The iGenApps team created the product after recognizing the huge opportunity prevalent among non-tech-oriented individuals who wanted to create their own content-driven apps. More than 25 percent of the U.S. male population, aged 16-45, actively sought online help to create apps from their mobile devices. Acknowledging this trend, iGenApps decided to break the stereotype of creating mobile apps on a computer and moved straight to those device we carry around all day. By syndicating the app development process, more people can now become app owners without any need for programming or coding.

"Finally there's a way to empower small businesses and creative minds," said Ortiz. "We look forward to seeing more and more people sharing information with their own mobile Apps."

The Architect app is now available for free on the App Store. To learn more, visit <http://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)