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## **For Immediate Release**

Brewing the latest BREW-MP Mobile Applications: Rapidsoft Systems announces BrewBench, a porting toolset for rapid porting of Mobile Applications to BREW Platforms.

### **Summary**

*Rapidsoft Systems, Inc., a leading developer of smart phone mobile applications announces development of a smart porting toolset for rapid porting of mobile applications to BREW handsets. Using in house developed smart converter and application analysis toolset, Rapidsoft Systems Brew development team can cut down time and cost for those publishers that are developing applications for multiple platforms such as iPhone, Android, BREW-MP etc.*

Princeton Jct, NJ, March 14, 2010

Rapidsoft Systems, Inc., a leading developer of smart phone mobile applications, announces development of BrewBench, a smart porting toolset for the rapid porting of mobile applications to Brew Handset. Rapidsoft Systems has been developing Brew applications for CDMA handsets for many years besides developing applications for other mobile platforms. Many customers of Rapidsoft Systems have engaged them to port their current smart phone applications to BREW-MP or vice versa. To cut down time and cost, the Rapidsoft engineering team developed a cross-platform software analysis and conversion toolset. Using these smart tools can cut down the porting time and cost up to 75 percent.

Brew MP is an application development platform created by Qualcomm, originally for CDMA mobile phones. Brew MP acts between the application and the wireless device on-chip operating system in order to allow programmers to develop applications without needing to code for system interface or understand wireless applications. Despite hype associated with other mobile platforms, BREW applications are known for their security and outstanding graphics quality.

In the past, most applications publishers chose to support both Java ME and Brew, or only Java ME. But the arrival of new smart phones like iPhone, Android and Blackberry has forced every company to add new devices and port their application to as many devices as possible. The ability and speed to port applications between platforms is very important for wider launch of the applications. There are commercial technologies to fully automate porting from Java ME to Brew. But, no one has a good commercial solution for helping BREW porting from newer platforms such as iPhone or Android. Therefore, access to these tools put Rapidsoft Systems at a terrific advantage over the competition.

Rapidsoft BREW applications development team will be working to further enhance the current toolset and use it to port the new set of mobile applications. The full development of these tools is expected to continue at least until Q3, 2011. BrewBench incorporates an advanced code analyzer and smart code mapper to facilitate mapping of target application to equivalent BREW C++ application code. Compiled using a standard BREW C++ tool-chain and linked with run-time library, a native BREW application is produced.

Commenting on the development, Mr. Gubinder Mavi, VP of Sales and Marketing, Rapidsoft Systems Inc., said, " We are one of a few outsourced software development companies that are comfortable across any mobile platform including BREW. We have deep expertise in BREW technologies as we have been developing and porting BREW Mobile applications for the last seven years. Our team participated in the development of such popular BREW applications such as MapQuest, Vindigo CityGuide, MovieGoer etc. It was natural for us to automate certain processes to create applications across multiple platforms. This will help us our customers to hit the market in time. "

Rapidsoft Systems is a corporate level approved developer for iPhone applications with Apple, and is member of Blackberry Development Alliance with Research in Motion (RIM). Rapidsoft Systems, Inc works closely with NSTL for CDMA Brew Application in arranging True Brew Testing (TBT) certifications. Rapidsoft Systems, Inc has proven experience and skills in whole Brew application development and distribution cycle.

### **About Rapidsoft Systems, Inc.**

Rapidsoft Systems, Inc. (<http://www.rapidsoftsystems.com>) is an Outsourced & Offshore Software Product Development company with headquarters in the United States and product engineering centers in United States & India. It partners with technology companies and software-enabled businesses to help them bring quality software products to market through dedicated or on-demand offshore engineering teams.

Rapidsoft Systems, Inc. has its main office in Princeton, NJ, USA, a US R&D Center in Mercerville NJ, and sales, support and development offices in Palo Alto, CA, USA, Singapore, Dubai (UAE), Bombay, and Noida (India).

Rapidsoft Systems, Inc. competence lies in its ability to offer full software product lifecycle services in verticals such as Mobile, Networking, Healthcare, OSS, VoIP, Embedded, Business Intelligence, Security, Finance, Logistics, Web 2.0 Social Networking, Media & Entertainment, Gaming, Travel & Hospitality, Education & Training, Web Applications and Retail. Its technology expertise includes Java/J2EE, C/C++, Ruby on Rails, RDMS, Open Source, SaaS/On-Demand, Siebel CRM, J2ME, Google Android, Qulcomm BREW, iPhone, Palm Pre, Windows Mobile, Flashlite and Symbian platforms.

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