

South African start-up at today's Blackberry 10 launch

The official South African BlackBerry 10 platform launch, scheduled for today, 30 January 2013, will feature South African mobile start-up, Snapplify, demonstrating some of its apps. South Africa is one of six countries globally selected for the official launch and the unveiling of the first two BlackBerry 10 smartphones.



"We are excited about fostering a relationship with BlackBerry that will help us to promote mobile growth and innovation in Africa via mobile apps," said Wesley Lynch, CEO of Snapplify. "The inclusion of our client's apps in the BlackBerry World storefront will immensely benefit our customers immediately."

Snapplify is a mobile solutions provider that enables publishers, authors and content providers to package their books, magazines, newspapers and videos into digital publications for company branded mobile apps. These apps are then distributed globally via relevant app stores. The company launch at the Frankfurt Book Fair saw it establish a UK and South African office while servicing leading publishers both locally and internationally. For more, go to www.snapplify.com.

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