

Avanquest Software – Strengthening its position in mobile applications with its in-house development studio

THE MERGING OF THE AVANQUEST SOFTWARE AND MICRO APPLICATION DEVELOPMENT TEAMS ENABLES THE GROUP TO OFFER MORE THAN 30 PREMIUM MOBILE APPLICATIONS ON IPHONE, IPAD, ANDROID AND WINDOWS PHONE 7

PARIS, SEPTEMBER 13, 2011 - AVANQUEST SOFTWARE, DEVELOPER AND PUBLISHER OF BUSINESS AND CONSUMER SOFTWARE, HAS ANNOUNCED THAT THE MERGER OF THE AVANQUEST AND MICRO APPLICATION DEVELOPMENT TEAMS IS ENABLING THE GROUP TO OFFER MORE THAN 30 APPLICATIONS ON ALL MOBILE PLATFORMS, AND SEVERAL OTHERS WILL BE LAUNCHED IN THE COMING MONTHS.

For several years now the software market has no longer been confined to PCs and Macs alone; it has become a real springboard for growth for developers and publishers who have been adapting to the revolution in nomadic peripherals.

As a specialist in mobility with its professional applications and services, marketed primarily as OEM, the Avanquest Software Group fully anticipated this shift and today offers an impressive variety of consumer applications on all mobile platforms.

Whether through the sharing and printing of photos with SendPhotos; learning languages with applications that are unanimously praised by critics under the Berlitz label; training in the Highway Code that has become the market reference; or the play-and-learn games planned for the end of the year under the Noddy license, Avanquest today offers a complete and diversified line of products.



“The research laboratory teams of Avanquest and Micro Application, combined under the name Avanquest Research Labs, with the Group’s proprietary technologies, are able to design and develop multiple mobile applications very quickly,”
comments Roger Politis, CEO and Co-founder of the Avanquest Group in charge of Research and Development.

“Our capacity for developing on all current platforms: Apple iOS, RIM Blackberry, Android and Windows Phone 7, in 28 languages, gives a definite competitive advantage to Avanquest Software compared with other players in the sector, who are often very specialized in a single type of application, or too small to address the market in its entirety.”

ABOUT Avanquest Software

Avanquest Software is a world leader in the development and publishing of professional and consumer software. On February 11, 2011, Avanquest Software acquired Micro Application, number 1 among French consumer publishers in the global software market for PC software (source: GfK) with a 10% market share, and among the leading players in France dedicated to computer consumables. The Avanquest Group is one of the top 3 consumer software publishers in France, in the top 5 in the United Kingdom (source: Gartner) and in the top 10 in the United States (source: NPD Techworld). For additional information, please visit: <http://www.avanquest.com> or <http://group.avanquest.com>.

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