

For Immediate Release

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Time and Expense Tracking On the Go – CurdBee Mobile for iPhone, Android and Blackberry

Vesess updated CurdBee, their popular online invoicing application, with a fully functional mobile web interface that works on iPhones as well as Android and Blackberry devices.

CurdBee, an online invoicing service aimed at freelancers and SMEs launched CurdBee Mobile, a platform independent mobile web interface to its popular service that supports invoices, estimates and time and expense tracking. CurdBee Mobile will be usable on browsers running on Apple's iOS, Google's Android and RIM's Blackberry platforms. It is designed to provide the users of the world's most popular smart phones and tablets their best mobile invoicing experience yet.

While new devices like Apple's 4S, Samsung's Galaxy S II and the RIM's Blackberry 9780 will run CurdBee Mobile just fine, the team behind the application also want to make sure that the service should run well on all recent smart phones. "Accessibility is key," said Sameera Hettiarachchi, Lead Developer behind CurdBee Mobile. "We want to give as many people as possible access to the invoicing and time and expense tracking features we have worked so hard on, and going mobile via a web standards compliant, accessible web app seemed like the best way to do that."

CurdBee Mobile is being released following massive demand from its existing user base. The service is popular among freelancers and SMEs the world over and many of its users had been requesting a mobile version for a while now. "We are glad to be able to deliver this functionality now," said Sameera. "A sizable percentage of our users are already using CurdBee via their smart phones and we're sure that this mobile interface will only help increase that number."

CurdBee is developed by Vesess, a Sri Lankan web design company, and this made their mobile efforts that much more meaningful. In a region with over 600 million mobile phones, delivering content to handhelds seemed like a no brainer. Though CurdBee Mobile is optimized for smart phones, it will also work on many other less expensive phones as well. "As a South Asian company, making our product mobile friendly was a top priority," said Lankitha Wimalarathna, CEO of Vesess. "With more affordable handheld devices becoming available and better connectivity being rolled out throughout Asia, the chances are high that more and more people will discover and use CurdBee via their mobiles."

Manufacturers in India and China are bringing out phones and tablets that are becoming more affordable. The majority of them run the popular Android OS, and the Vesess team has kept this in mind as they approached the development of CurdBee Mobile. "We thought that SMEs in South Asia could benefit from being able to access CurdBee from them," said Sameera. "As such, making CurdBee work on Android has been a major focus for us."

While shipping separate apps for each platform was something the team considered, they eventually decided that focusing their efforts on one fluid web application made more sense when it came to feature enhancements and maintenance. "CurdBee Mobile makes use of next generation web technologies such as HTML 5, CSS 3 and JavaScript, and to the end user will look and feel just like a native application," said Sameera. "Ultimately, we want to deliver the best possible user experience across all platforms, and a web app was the most reliable way to do that."

Priding itself on its user interfaces, the Vesess team hopes that many freelancers and SMEs will experience CurdBee Mobile's sleek new look in the days and weeks to come. "We've put a lot of work into optimizing the interface for Mobile Time Tracking and Expenses," said Lankitha. "We realized that most people will use CurdBee Mobile for on the go Time and Expense Tracking, and did our best to make these functionalities really shine."

CurdBee Mobile is available for free to all CurdBee users via curdbee.com/mobile. CurdBee offers three tiers of service, and while its PRO and BIG accounts are priced at \$5/mo and \$20/mo respectively, users of its FREE service will have unrestricted access to the new mobile interface. "As a SME ourselves, we've always been passionate about helping small businesses get off the ground," said Lankitha. "We think everyone will enjoy our new mobile interface and restricting it to paid users is just not something we'd be comfortable doing."

About Vesess

Vesess is a Sri Lankan based web application development company that believes in small teams, solid development and great design using Web Standards and Free Software. Beginning as a small design firm in Colombo in 2004, Vesess grew with the web, and today maintains CurdBee, a popular online billing application for small businesses and freelancers.