

PRESS RELEASE

AppsBuilder launches *Hire a Pro*, a service dedicated to SMBs who don't have graphic internal resources to design their apps

With the new service, SMBs and freelance can have a dedicated designer for the development of customized apps at low cost

Milan, May 16th 2013 – **AppsBuilder** (apps-builder.com) - the online platform for a self service creation of cross-platform native apps - **launches *Hire a Pro***, a service that allows users to rely on a dedicated designer for the graphic development of an app compatible with most popular mobile devices (iOS, Android, Windows 7.5 and 8, BlackBerry10).

The service works in a very simple and fast way, just go to the [dedicated page](#) and follow the suggested steps: purchase *Hire a Pro* plan, provide a briefing to AppsBuilder designers, wait for the first draft of the app, share your ideas and feedback on draft and ... the graphical interface of your app is ready!

With the service [Hire a Pro](#), even small businesses and professionals who do not have internal technical resources can now rely on a dedicated designer for the development of the graphical interface of their application in time and costs really lower than those usually required for the development of custom app.

*"Thanks to our platform, we have helped so far over 500,000 users to create their own applications, at a rate of over 8,000 per month," said **Daniele Pelleri, Co-Founder of AppsBuilder**. "After listening to our customer feedback, it was natural for us to implement the platform with an additional design service to support app development. Due to the low cost of the service, we can offer freelancers and SMBs a dedicated designer to the cost of an online service".*

What's included:

- **App icon:** AppsBuilder designer team will help users create their unique icon and make it the true place where branding and strong visual impact come together into an instantly recognizable design;
- **Splash image:** The account designer will customize the app's loading page with client's brand and dynamic effects so that even waiting for the app to be fully uploaded will become a pleasant experience for users;
- **Colour, buttons & font type:** The dedicated account designer will optimize the logo, the colours and the font to be perfectly visualized on any mobile device. This means enhanced usability and a human-friendly interface to make your brand recognizable at first glance.
- **Header & Background image:** The right image is worth a thousand words and can dramatically boost app usability. The account designer will help clients choose the right header and background image to bring the app to life and make it speak volumes about its functionalities just by looking at it.
- **Navigation menu:** An intuitive and user-friendly navigation menu can significantly improve app's usability. Whether you prefer lists, grids, tabs or fixed menus, AppsBuilder account designer will be able to provide the best solution for an enhanced user experience!



Hire a Pro is a service for the graphic development of mobile applications. In addition, users have the chance to subscribe a [Basic or Advanced plan](#), with a special 40% discount, to edit their application in time.

AppsBuilder is an Italian firm that took shape in 2010 in the minds of two young computer engineering students from Turin's Politecnico. **Daniele Pelleri** (28) and **Luigi Giglio** (26) officially launched the company in April 2011 thanks to support from lead investors Massimiliano Magrini (Annapurna Ventures) and Mario Mariani (The Net Value) during the seeding stage. They were the Angel Investors who convinced the fund managers from Vertis Venture and Zernike Meta Ventures to finance the internet startup with a capital injection to the value of €1.5 million (23 October 2012).

Press Office:

Theoria

Laura Codispoti

Tel: 02.2022151

laurac@theoria.it