Vserv.mobi powers App Monetization for Codename One developers

India, August 23rd, 2012- Vserv.mobi, a leading mobile advertising network for app developers, publishers and advertisers, today announced its partnership with Codename One, a powerful cross-platform software development kit for mobile applications. The partnerships allows Codename One developers to easily monetize their apps via premium advertising offered by the Vserv.mobi global mobile ad network.

Traditionally, developers have had to build native apps multiple times from scratch to cater to different mobile platforms. Codename One addresses this, by enabling Java developers to create native mobile applications across multiple mobile operating systems such as iOS, Android, Blackberry, Windows Phone and other platforms using a single code base. With its partnership with Vserv.mobi, developers can not only code once and run their apps across all platforms but also monetise them together through a simple, one step, in-built functionality.

Speaking on the occasion, **Dippak Khurana, Co Founder and CEO, Vserv.mobi** said, "Vserv.mobi and Codename One share a common belief of working towards solving the problems of the mobile developer community. By partnering with Codename One's transformational 'write apps once and run everywhere' technology for java developers, Vserv.mobi takes developer delight a notch higher by enabling them to monetize all their apps through a simple, convenient and effective manner. We are confident that this partnership will help us reach out even more effectively to the global developer ecosystem."

"We are excited to work with Vserv.mobi to help our developers monetize their Apps globally across platforms. We believe that Vserv's ability to seamlessly enable app monetization without any coding effort is an invaluable feature for developers. Our aim is to jointly bring a truly differentiated value proposition to accelerate the innovation cycle in the mobile ecosystem." said **Shai Almog, CEO - Codename One**.

Since its inception, Codename One has been widely acclaimed in the development community and is growing its user base by 50% each month. Today, more than 1500 developers use it as their preferred environment to create multi-platform apps using a single code base. It is the first complete software development kit that allows Java developers to create native mobile applications across multiple mobile operating systems using a single code base.

About Codename One

[Codename One](#) is an Israel-based technology startup that has created a powerful cross-platform software development kit for mobile applications. The technology enables developers to create native applications across multiple operating systems using a single code base. Codename One was founded by renowned software engineers Shai Almog and Chen Fishbein in 2012.

About Vserv.mobi:

Vserv.mobi is a leading Global Mobile Ad Network with strong presence in emerging markets. Vserv's pioneering technology AppWrapper powers One Click App Monetisation for 10,000+ Apps across platforms.

AppWrapper is the World's Simplest App Monetization - it enables premium advertising & innovative pricing models on any app, without coding, in just one click.

Vserv is the only Ad Network with App media across feature phones, smart phones and tablets, thus providing advertisers unparalleled reach and engagement. Built on superior technology, the Vserv Marketplace delivers exceptional ROI to advertisers as well as enhanced earnings to developers & publishers. Visit www.vserv.mobi for more details.