

**Press Release Embargoed until 28th October 06:00am
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On the way to becoming a people's iPhone Appstore

EyeMags (eyemags.com), a personal content application generator for all mobile phones, announces today that they can provide full support for installable content applications on the iPhone without the need to use iTunes Appstore.

Now non developers can build their own iPhone content applications and make them available to the public immediately using the EyeMags technology. EyeMags believe this is a world first and expect significant uptake of their service. The advantage for publishers is that these applications are automatically available for all other phone types at the same time.

EyeMags was developed two years ago by founder Robin Jewsbury while working with the Mippin.com team. EyeMags was a prototype system for developing some of the sharing features which were put into Mippin. "What surprised us was the huge uptake in the EyeMags service even though we did not promote it. Nearly 9,000 apps were created in two years and these are now all available for download to the iPhone as well as all other phones" says founder Robin Jewsbury. "EyeMags was such a success that we decided to create a new company, just for EyeMags so we could concentrate on it."

The applications are simple content applications. They do not have the rich functionality that many Appstore apps have, so Robin Jewsbury does not see them as a direct competitor to the iTunes Appstore. It does, however, fill a need for people to publish their own content to the iPhone cost effectively and without waiting for weeks for it to be approved. Even though EyeMags are HTML5 Webapps the applications are very different to those on Apples own webapps site at <http://apple.com/webapps>. This site contains links to websites, whereas EyeMags applications can be installed, run full screen and can be run without network connection to the Internet once installed.

EyeMags is a free service for publishers and consumers of the content. Creation of iPhone applications remain free until Nov 16th after which time there will be a small charge levied on publishers to enable it for publication. Anything created before that date will remain free. Additionally publishers will be able to pay a larger but cost effective fee for their apps to be built into native applications which can be published to the iTunes appstore.

You can see how easy it is to create and install an application and watch Robin Jewsbury demonstrate this in less than 5 mins at <http://www.youtube.com/watch?v=N04WvI0xE0Q>.

Specific EyeMag examples – on the iPod or iPhone go to the following urls

<http://eyemags.com/4956> world wonders

<http://eyemags.com/24> <http://eyemags.com/240> <http://eyemags.com/23> City guides for London, New York and Paris

<http://eyemags.com/1068> <http://eyemags.com/4343> <http://eyemags.com/9493> Art

or just go to <http://eyemags.com> on the iphone and browser the 9000 magazines which can be downloaded.

About Alibro Ltd

Alibro was formed in Oct 2009 as a spin off from the 4 year old VC funded startup RefreshMobile Ltd (with Mippin.com as their product) by the co-founder of RefreshMobile, Robin Jewsbury. Alibro's purpose is to further the development of EyeMags.com and become the You-tube for Mobile Apps. Read more about Alibro Ltd at <http://www.alibro.co.uk/about/index.htm>