

Creately named Top 10 Apps in Asia

Creately named one of Asia's Top 10 Apps at Singtel Accelerate 2010 and launches Creately Developer API to enable partners and developers.

Singapore, Sept 22nd 2010

Today, Creately was named one of Asia's Top 10 Apps at the Singtel Accelerate 2010 conference held in Singapore. Creately was selected from a shortlist of applications nominated from all over Asia.

"We are very excited to have been selected and look forward to the new opportunities this will bring. The Singtel Accelerate event brings together some of the biggest telecommunications players in Asia, and its a fantastic opportunity for us to explore partnerships in Asia." notes Chandika Jayasundara, CEO, Cinergix Pty Ltd, creators of Creately.

Creately also announces its Public API today at Accelerate. The Creately API allows Partners and Developers to build applications that integrate the Creately diagramming application directly into their platforms and web services. "The Creately API allows our partners to add a new dimension of visual collaboration to their current platforms. We have partnered with a number of SaaS and infrastructure platform providers, allowing Creately to grow our reach and customer base" added Chandika Jayasundara.

The Creately API is being already utilized by Tata Indicom to provide a white-labelled Creately service to their small business customers. "Besides our telco partners, we are working with a number of enterprise collaboration platforms to supplement their offerings. These will be announced within the quarter and we're aggressively pursuing new partners especially in Asia, which has excellent growth potential for the near term" concluded Chandika Jayasundara.

More information about the Creately API can be found on the the Creately Developer Site - <http://developer.creately.com/>.

About Cinergix

Cinergix is an Australia based company that builds and sells Creately - a diagramming platform and its patent-pending KObject technology. Creately is a powerful web-based software with an interactive interface and collaborative capabilities that are changing the way teams communicate and collaborate online. This new paradigm of leveraging user-generated content for design work will enable Cinergix to support the long trail of design problems. Started in 2008 by a team from Sri Lanka, the UK, and Singapore, the company also runs a research and development centre in Colombo, Sri Lanka. For more information, visit <http://creately.com/about-us>.

About Singtel Accelerate

Singtel Accelerate is a conference organized to curate the design and development of

applications and facilitate businesses to gain fast access into Asia. The Conference also focuses on topics that span across Business, Technology and Design. For more information, visit http://accelerate.six.sg/about_accelerate.

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