

South African innovation leads African solutions

At the Open Innovation Africa Summit in Kenya, held on Monday, 28 May 2012, [Nokia](#) selected Cape-based mobile application provider [Snapplify](#) to demonstrate leading innovation.



The firm showcased its online platform that instantly digitises content for mobile devices including iOS and Android to an audience of 105 of its peers, as well as organisers Capgemini, infodev and Nokia.

This very solution reportedly made it the leading mobile app developer in Africa in just 12 months since inception. Its CEO, Wesley Lynch, says the contest was to come up with "societal, structural, financial and technological" ideas that could foster innovation leadership in Africa.

"It is an exciting time to be African, because we can make a global difference," says Lynch. "Africa knows mobile, and it is through mobile that we will show the world what we're capable of."

Making global inroads

The company is currently making global inroads with its turnkey online platform that allows content producers or distributors such as authors, artists, publishers, retailers and corporates to manage, distribute and monetise content in custom branded mobile applications.

It has signed multiple global clients including Ka Boom Studios (the creators of Peanuts), Kotobarabia (a publisher of Arabic content), *iMaverick* (a daily magazine, published on iPad), New Holland Publishing SA and Random House Struik.

The company recently returned from a whistle-stop global tour where Lynch exhibited at the Frankfurt and London Book Fairs, signed regional channel distribution deals and set up an operation in London. Next, it will represent Cape Town at the Barcelona Global Entrepreneurship Competition in June.

For more, go to www.snapplify.com.

For more, visit: <https://www.bizcommunity.com>