

ARABIC APPS

WHEN it comes to games, Apple is not big on quantity, but when it does launch a new piece of software, it certainly creates waves and this one coming is most certainly to look out for.

AppsArabia, the Middle East's first and only investment fund created with the sole purpose of developing apps (software) for the region, just announced that its first app, Kalimat, a fun and collaborative iPhone game, has been completed and will be available for download from the App Store in mid December.

Dubai based entrepreneur, Farès Fayad, successfully applied for funding from AppsArabia and the app was developed by local app developers Piranha Byte. Kalimat, a highly addictive multiplayer word game with a difference, has two different game play styles so players can challenge friends in local "pass and play" mode or they can challenge friends or random players via the Internet.

Designed specifically for the iPhone, the launch of Kalimat will coincide with an online video campaign, focusing on the story of the two central characters Kali and Mat over several episodes. The campaign, scripted and filmed by UAE based Arab students follows the hilarious ups and downs of Kali and Mat's relationship, as a result of Mat's addiction to Kalimat.

AppsArabia is a twofours54 investment fund that is facilitating the development of a sustainable app development industry in the MENA (Middle East and North Africa) region. To date, AppsArabia has made four investments and development is well underway for these apps. There's also a healthy pipeline of further projects for a mix of entrepreneurs and leading brands across Apple, Blackberry and Nokia Smartphone platforms. In order to support the growth of an app development industry, www.appsarabia.com has been set up to provide a marketplace for all stakeholders in apps development - entrepreneurs, designers, developers and corporate clients. Anyone with a good idea is welcomed to get in touch!
—slvia@khaleejtimes.com