Remarkable, World's First CMS Built Specifically for Post-Pc Era Announced at Mobile World Congress.

Monday 2 March, 2015

Entropy, a mobile innovations company based in the United Kingdom, used the *2015 Mobile World Congress* in Barcelona to announce the launch of the new free-to-use mobile app CMS, *Remarkable*.

As "the first CMS built specifically for the post-PC era," *Remarkable* enables anyone with a native mobile app to take full creative control of their product. Making the announcement during the *Mobile Sunday Event* on the eve of the *Mobile World Congress*, *Entropy*'s CEO Eddie Vassallo introduced the full beta launch of the *Remarkable* mobile management solution, allowing anyone to quickly sign up and manage their first app for free.

"Since our soft-launch in October, we have been absolutely inundated with demo requests for the Remarkable *system,"* says Vassallo. *"At*Mobile World Congress, *we were extremely excited to formally announce the release of our new free-to-use Tier - allowing people to not only demo* Remarkable, *but to begin using it in their live native mobile apps for free. We're confident that once developers and content owners see how easy it is to manage the content in their apps, they'll roll* Remarkable *out across their entire suite of apps."*

Explained by Vassallo in his announcement during *Mobile Sunday, Remarkable* was built from the ground up to solve the issues developers and "creatives" face when making content updates to their live apps. In addition to lengthy submission and app approval times, developers often report that making even simple content updates has become a "broken" and arduous process; in response, *Remarkable* extends its reach beyond corporate and enterprise clients, allowing anyone with an app to experience the intuitive management system firsthand – at no cost.

According to *Entropy* representatives, the new free "Simple" tier of the *Remarkable* system will launch with a full *iOS* SDK, allowing developers to quickly embed the *Remarkable* solution into their existing *iPhone* and *iPad* apps. Following a quick initial setup, wherein content location is defined in the *Remarkable* interface, developers can then transfer the *Remarkable* system to "non-technical" users – i.e. creatives, editors and marketers – to update any piece of content or section of their app.

Vassallo also reports that more SDK's are "on the way," including the full *Android* SDK which will launch in the next few weeks, with SDK's for *Windows Phone, Apple*'s *Watchkit, Android Wear* and even *Samsung*'s *Tizen* platform in development and planned for release by the summer.

"Remarkable *was not only built for mobile apps…we envision it as the default system for wearable apps and even web app content,"* concludes Vassallo. *"Put succinctly, our goal is to quickly become the* Wordpress *of the post-PC era."*

Entropy is located at Bletchley Park, Block E in Bletchley, Buckinghamshire, United Kingdom MK3 6EB. For more information visit www.UseRemarkable.com.

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