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COLLEGE OF COMPUTING AND INFORMATION SCIENCES

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PRESS RELEASE

‘CIT student set to earn \$1M from Mobile Applications’

Abdu Ssekakala, a third year student of Information Technology at the School of Computing and Informatics Technology (CIT), Makerere University has developed nine mobile phone applications available on the Nokia Ovi Store. One of these apps, the **Uganda Theme** – has attracted over 300,000 downloads making it the third most downloaded free application on the Nokia Ovi Store. The greatest number of these downloads was registered in the Asian countries of India and Thailand.

Ssekakala's other free themes include *Blue Ice*, *Christmas Cheer* and *Happy New Year*. Of the applications, one is commercial – *Wordbook* thus earning Ssekakala One Euro (about sh3,200) for every download. *Wordbook* is a dictionary application with word of the day capability fully packed with definitions, examples and a selection of related words. The other applications – *101 Romantic SMS*, *WhirlSports*, *nLightFlashlight* and *Tutu translate* are also free but they have adverts provided by an Indian-based firm Vserv.

Vserv, a leading global advertising network at the forefront of the Mobile Advertising revolution, pays Ssekakala for the different brands that advertise through his applications. Vserv is also managing Ssekakala's applications published on six other stores – Samsung, Blackberry, Appia, Mobango, Opora mobile store and Getjar.

Ssekakala nurtured his mobile applications development skills during a training organized by Nokia East and Southern Africa at the College of Computing and Information Sciences (CoCIS) last year. This training was aimed at improving the student's mobile application development techniques thus enabling the general public to use Ugandan mobile products world over and improving the visibility of the local software developers in Uganda.

After recently surpassing his target of achieving one million downloads for his mobile applications, the 22-year-old Ssekakala has now set his sights on earning \$1M before he is 23. “I am working extremely hard, trying to develop more applications especially games for the

Android and Nokia market so that I can hit my target of earning One million dollars before am 23. Am sure I will make it.”

Ssekalala’s first application for the Android phones will be published on the Samsung store in about two weeks. This application is a modification of the 101 Romantic SMS which is currently between the 8th - 15th most downloaded application on the Nokia Ovi Store. The Nokia Ovi Store is the firm’s application store.

Ssekalala who is poised to finish his studies in June, 2012 already has two companies focusing on mobile and website development, so he will not be looking for any job soon.

To access Abdu Ssekalala’s applications on the Nokia Ovi Store please log onto:
<http://store.ovi.com/publisher/Ssekalala%20Abdu>

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