



1. What is the Lucidity Mobile's Clarity App™ Platform?

Clarity App™ is a development environment for building native mobile phone applications with standard web technologies - HTML, CSS and Javascript. Using a hybrid compiler and virtualisation technology, applications can be written once and run on multiple mobile platforms including iPhone, Android, Blackberry and Symbian.

2. What kind of apps can I make?

Lucidity Mobile can build native mobile apps for iPhone, Android, Blackberry, Symbian phones (including those from Nokia, Samsung, Sony Ericsson and LG) and any handset that can run J2ME binaries. These handset types account for over 95% of all mobile devices currently in use.

Because developers use HTML, CSS and JavaScript to write apps on Lucidity's platform, the apps are only limited by the capabilities of these languages. As a rule of thumb, any functionality that you couldn't create with these languages on the web won't be possible with our platform. So games, for example, where you might use Flash, are out of scope. Beyond that you are only limited by your creativity!

3. How can the binaries run on all those handsets?

Lucidity Mobile employs one of two approaches to build for many platforms from a single HTML, CSS and JavaScript codebase. For traditional mobile platforms, such as Symbian and those capable of running J2ME apps and midlets a compiler technology is used. This removes the burden of parsing HTML and CSS on older devices and for a JavaScript runtime. As well as providing performance gains, compiling HTML, CSS and JavaScript into native Java code ensures consistent user-experience across devices and is not susceptible to differences between web browsers on different devices at runtime.

On more modern mobile platforms, such as iPhone and Android, we virtualise the WebKit browser framework that ships with the device. Taking WebKit as a starting point, we extend the JavaScript APIs available to consistently provide access to device specific components such as the camera and GPS.

4. How long will it take to make my app?

Because your app is written with very high-level languages the development time is typically much quicker than using the languages and tools provided by vendor SDKs. This advantage is then compounded by creating one codebase and deploying it for all your targeted mobile platforms.

For example, a typical iPhone application can be created in half the time using our platform instead of Apple's iPhone SDK. This means that not only is it twice as quick, but for no extra effort your application can also run on the other 450+ handsets that our platform supports.



5. How good can my app be?

As with any software development the end product will only be as good as the people and processes that create it. Lucidity have a number of best practice guidelines around designing, planning, coding, testing and deploying apps that will help maximize the capabilities of your developers.

Using Lucidity's user-interface libraries creates applications that use native look-and-feel UI components by default. This ensures that, without any specific knowledge of the targeted platforms, your user's application will have an iPhone experience on iPhone, Android experience on Android, Blackberry experience on Blackberry, etc.

6. Do I need to test my apps on all handsets?

As with any software project, testing mobile apps is an important part of the development process. While developing we strongly recommend that applications are tested both on the Lucidity simulator and the simulators provided in vendor SDKs.

Once you are confident that your application functions in the simulators then you should publish to Lucidity and test the binaries it products on physical handsets. As Lucidity supports over 450 different handsets at the time of writing, it is clearly not practical to test on every single device type that your app might be run on. Instead the most important thing is that you build confidence in your app.

By testing on a selection of devices that you are targeting it is very easy to gain confidence. The compiled and virtualized nature of the binaries Lucidity creates means that if an application runs on one platform is has an incredibly high likelihood to run the same on all devices.

7. How do I get my apps to market (in app stores etc.)?

As well as being a development platform, Lucidity also provides an app hosting service. When you build an app with Lucidity, all the binaries are stored on our servers. This is so that your users can download the app from a single, centralized location and a unique URL is generated from which all versions of the app can be downloaded.

Our phone detection database will make sure that a user will only be able to install binary for their phone. This database is constantly refreshed and enhanced to keep up to date with new handsets.