

Unified Inbox Integrates Communications Channels into Devices, Apps, and Services

UnificationEngine™ Global Developer Program Launched to Free Developers to Focus on Features, Not APIs

1. New ecosystem saves manufacturers and developers time and money by accelerating innovation
2. UnificationEngine eliminates the need for developers to deal with social networks, mobile/messaging apps, and other communications channels' individual APIs
3. UnificationEngine now supports five social networks, including Weibo, Facebook, Twitter, LinkedIn, and Xing with more to come

SINGAPORE, June 1, 2015 — Unified Inbox launches UCaaS Global Developer Program for industry breakthrough UnificationEngine.

Singapore-based Unified Communications (UCaaS) company Unified Inbox (UIB) has launched its first global developer program. To further its mission of simplifying communications, the program creates a new ecosystem for unified communications manufacturers and developers using Unified Inbox's patented UnificationEngine.

Over the past few years, as part of the transition from programming languages to programming frameworks, there has been a global move towards developer ecosystems for everything from social networks to productivity software to mobile apps. What's driving this change is consumer demand and the rapid increase in the amount of time spent on social media and mobile/messaging platforms and apps. Developers are creating disruptive innovations by adding a new layer of functionality on top of existing communications platforms' APIs. These channels include legacy communications channels like email, voice, and fax, over 60 different chat apps, and social networks. The one key issue with such development, however, has been the constantly changing nature of social networks' APIs. This has had a critical impact on the stability of these new innovations which operate on top of the platforms' APIs. This has resulted in developers wasting time and energy on changes required by API updates, rather than being free to fully invest themselves in their own products and ideas.

For the first time, Unified Inbox's UnificationEngine allows developers to use a small piece of

code to simultaneously send messages to and receive messages from a large number of services, including company pages/walls, without having to worry about the the social networks' and apps' connecting APIs. This enables more efficient communications – developers no longer need to worry about the base APIs as the service, such as Facebook or Twitter, changes its APIs, as the changes will be handled directly by Unified Inbox's service-agnostic UnificationEngine.

According to Unified Inbox Product Manager Emy Cârlan

“ What makes our UnificationEngine unique is how we built its API as an abstract layer on top of all other communication protocols and services. They all have many common elements, so our API is service-agnostic. It offers the same API calls for any of our supported platforms, whether it's sending a message with/without attachments or retrieving the number of Likes and shares. It can even retrieve messages. For example, a developer can issue a call to simultaneously retrieve a user's messages, from all of their different networks and apps. No service has to be specified, and we can go out and retrieve them from all of the user's accounts,,

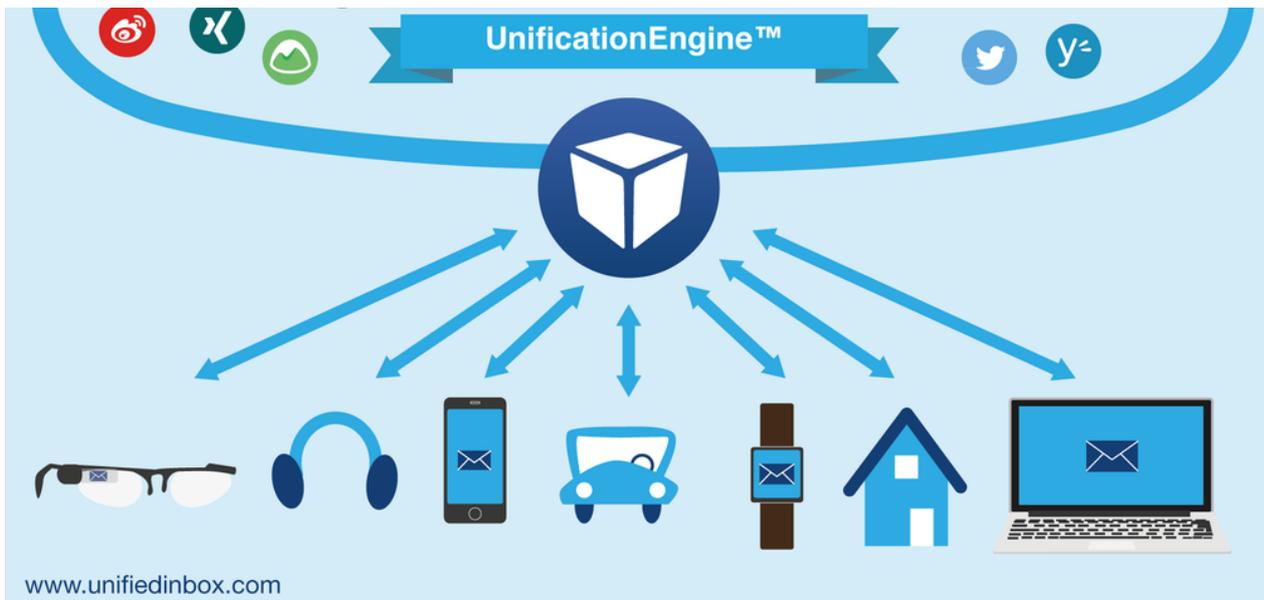
— Emy Cârlan, Product Manager, Unified Inbox

The UnificationEngine's abstract layer enables developers to build all kinds of apps, focusing on adding value to communications and creating efficiency and productivity gains for users. In the first phase, developers will be able to post to users' Facebook, Twitter, LinkedIn, Xing, and/or Weibo platforms, with even more social networks, mobile/messaging apps and communications channels planned for the future. This happens through a simple API that doesn't require direct integration with each channel. Unified Inbox's UnificationEngine integrates with each platform and uses their latest API, resulting in a stable API for developers that requires far fewer updates. Unified Inbox's Head of R&D, Aby Varghese says,

“Developers can even build their own connections,,

— Aby Varghese, Head of R&D, Unified Inbox





With its plug-and-play features, Unified Inbox's UnificationEngine signals the end of worrying about constantly changing APIs, which allows developers to focus their talents on creating value-added feature functionality and innovations rather than on social media services updates. All developers can leverage the UnificationEngine's APIs to create new communications services and apps to accelerate and directly plug into the Internet of Things (IoT) today. According to Unified Inbox CEO Toby Ruckert, "Without an Internet of Communications (IoC) – which Unified Inbox's UnificationEngine provides – there can be no Internet of Things. We're creating the future protocol of the Internet of Things by being the first to combine all of the functions and features of communication channels available today."

Currently valued at at US\$10 billion, the Unified Communications as a Service (UCaaS) market is forecasted to grow to US\$25 billion by 2019. One percent of this rapidly growing market will be worth a quarter of a billion dollars a year in high-margin revenue. Microsoft, IBM, Cisco, Huawei, Siemens, Google, and Facebook are all investing heavily in UCaaS and related technologies – both their own and through acquisitions.

Developers can sign up for Unified Inbox's new Global Developer Program on Unified Inbox's website at: <https://unifiedinbox.com/partners/developers.html>.

The UnificationEngine Global Developer Program will be showcased during the CommunicAsia 2015 event in Singapore June 2-5, 2015. You can also learn more about Unified Inbox, the UnificationEngine, and its Global Developer Program on <http://unifiedinbox.com> or <https://unifiedinbox.com/partners/developers.html>.

