

Award Winning App Creator Launches Today on Kickstarter

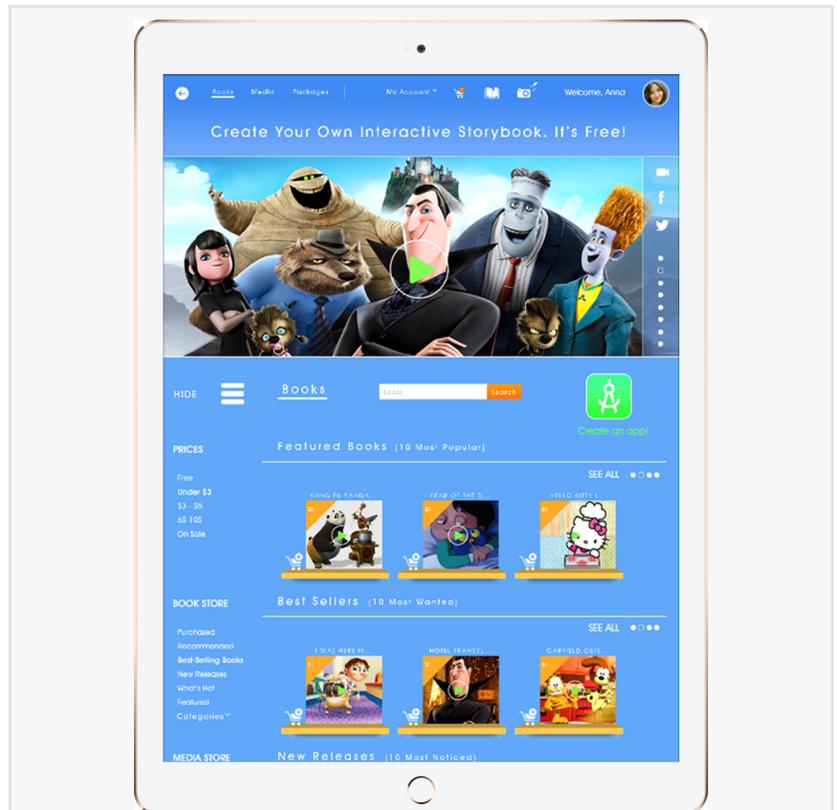
Having released award winning apps with DreamWorks and Sony Pictures, Technology company Castle Builders is going for a new peak with its app for creating apps.

NEW YORK, NY, UNITED STATES, July 13, 2016 /EINPresswire.com/ -- Technology company Castle Builders (IL) announced today that it is raising funds via the rewards based crowdfunding platform, [Kickstarter](#), to launch a marketing campaign for their revolutionary technology for creating apps, called [Bookclip](#). The launch of the campaign occurs exactly three weeks after Castle Builders' Bookclip app had won the 1st place at the Asia Smartphone Apps Contest which was held in Hong Kong by sweeping the judging panel, industry elites and experts from smartphone apps industries in Japan, China, Hong Kong, Singapore, Taiwan, South Korea, Malaysia and Israel. The company set out to raise \$35,000 to aid their marketing efforts and produce the first batch of their latest invention, hoping to change the digital publishing market, by making app creation simple and accessible to everyone.

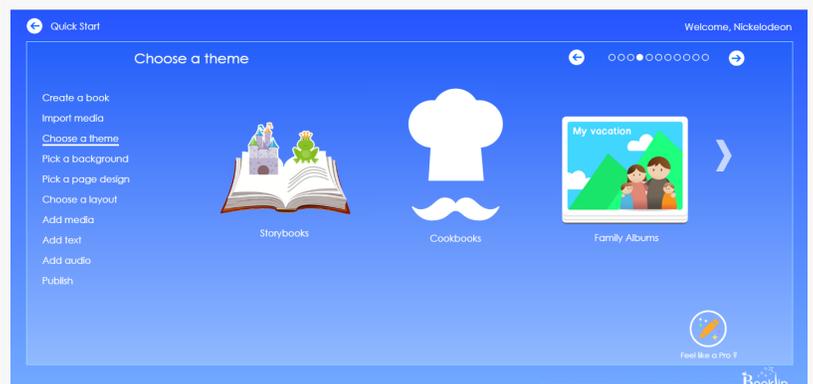
For the past two years the company has been working diligently on enhancing its groundbreaking technology for creating interactive multimedia apps. The company has partnered with prestigious companies such as DreamWorks

Animation and Sony Pictures Animation

and utilized Bookclip, its "app for creating apps," for publishing interactive multimedia apps, based on movies and on premium content such as Kung Fu Panda 2, Hotel Transylvania, LazyTown, Hello Kitty, The Kids Animated Bible and Garfield. Altogether, the company has launched over 30 phenomenal apps for the various smartphones and tablets, out of which 90% have reached the Top 20 charts on



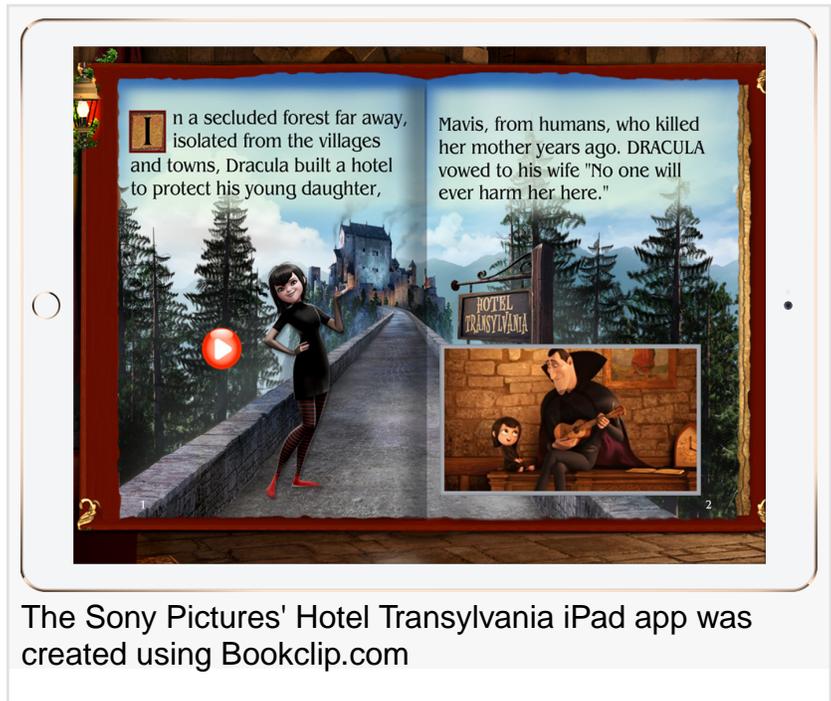
Bookclip's social marketplace for sharing and selling interactive multimedia apps and media files



The wizard offers a sound recorder, video and photos editor and many more features

the American Apple App Store, with a track record of over 2,500,000 downloads. All the apps were created using the Bookclip editor, which as of today is available for the public to use, free of charge, at <http://www.bookclip.com>.

The Bookclip Editor allows users to upload and import any media from any device and major social network such as Facebook, Instagram, Flickr, Google or [YouTube](#). Through the use of user-friendly wizards and tons of multimedia to choose from, creating interactive multimedia apps has never been more accessible. By offering access to free and paid photos, animations, cool sound effects and music to choose from, the



The Sony Pictures' Hotel Transylvania iPad app was created using Bookclip.com

Bookclip marketplace becomes the perfect hub for finding content and multimedia. It is the ultimate place for musicians, photographers and artists for promoting and selling their artistic work.

Designed to be intuitive and user-friendly, the interface is responsive and is compatible with any computer, tablet and smartphone. Each app could easily be published for the iPad, iPhone and the Android on the Apple App Store, the Google Play or to Windows App Store.



Technology company Castle Builders announced today that it is raising funds via Kickstarter to launch a marketing campaign for their revolutionary technology for creating apps, called Bookclip.

Bookclip enables anyone to create an app, no design or coding skills needed

“So many people wish they could create an app of their own. Our goal was to make it accessible and affordable to anyone by ensuring that no programming or design skills were necessary. Publishing apps just got easier and more vivid than ever and Kickstarter is the perfect place to launch it,” said Castle Builders CEO Gil Abramovich. “Thanks to videos and animation support users can easily create interactive multimedia apps that would stand out from the competition, in no time and with very little effort.”

Up to date, the company has raised a capital of approximately

1 Million USD through private investors and grants from Microsoft, the Chief Scientist and Google, who is also the provider of the cloud storage infrastructure for <http://www.Bookclip.com>.

The Kickstarter campaign is available at:

<http://www.kickstarter.com/projects/1658062237/bookclip-the-app-for-creating-apps-publish-your-ow>

A demonstration of the product’s capabilities can be found on YouTube at <http://www.youtube.com/Bookclip>

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This press release can be viewed online at: <http://www.einpresswire.com>

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