

## **IT Training Academy launches the first mobile development training program of its kind in Suisse romande, for both decision-makers and developers.**

**Geneva, 30th August 2011. The extraordinary increase in smartphone and tablet users has created a constantly expanding market for mobile applications. With over 15 billion applications downloaded from the AppStore to date, an infinite amount of possibilities have opened to businesses, thereby creating a large demand for expertise in this domain. To help companies master and make the most of mobile technologies, IT Training Academy has launched the first holistic mobile development program in Suisse romande, aimed at both developers of all levels, and decision makers.**

### **Seizing new opportunities**

Smartphones and tablets, namely with the onset of Apple's iPhone and iPad, have revolutionized the way one accesses, provides, uses and shares information. As such, understanding mobile technologies and how to develop them are key factors to a company's success.

"The numbers speak for themselves," stresses Valérie Ravinet, IT Training Academy's Managing Director. "Apple alone accounts for over 200 million users. Companies can no longer be able to ignore this evolution, be it for consumer or enterprise applications. This is why we have developed a holistic training program aimed both at decision makers and developers."

### **iOS, Android, Multi-platform**

IT Training Academy is the first training company in French-speaking Switzerland to offer training courses that address both strategic and operational questions, therefore targeting both decision makers and developers.

Although our main focus is iOS (iPhone, iPad, iPod Touch), we also cover Android and multi-platform development.

Courses are taught in both French and English by an international team of experts. Courses take place on our premises in Geneva and Lausanne, or on clients' premises, in both Switzerland and abroad.

### **Course overview**

#### **Mobile Development – Helping decision-makers with their choices**

An overview of technologies used to efficiently target smartphone and tablet users. Discover the advantages of each technology, their prerequisites and business implications. Choose the right technology for your environment, needs and constraints.

#### **iOS - Quick Start Development Pro**

How to develop iOS applications (iPhone, iPad and iPod Touch).

#### **Developing Multi-Platform Mobile Applications**

How to develop multi-platform applications that are compatible with iOS, Android, Windows Mobile, Blackberry, etc.

## About IT Training Academy

With offices located in Geneva and Lausanne, IT Training Academy helps IT professionals develop their theoretical and practical skills on major technologies and methodologies. ITTA also engineers tailor-made programs to help organizations with major IT changes or continual training needs.

Leader on the training market, IT Training Academy is the largest Gold Microsoft Certified Partner for Learning Solutions and a Cisco training center in French-speaking Switzerland.

Its numerous strategic alliances and accreditations guarantee the quality of its training staff, programs and services.

For all additional information:

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