51Degrees announces native app device detection capability

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• New API enables device detection in native apps
• Native app device detection delivers consistency, increased intelligence and optimisation to both web and app developers
• 51Degrees is the most comprehensive device detection solution available

London, 19th February 2016. Device detection specialist, 51Degrees (https://51degrees.com/blog/ArtMID/1641/ArticleID/420/51Degrees-Announces-Native-App-Device-Detection-Capability?utm_ has extended the fastest and most accurate device recognition solution to support native apps. The solution will be showcased at Mobile World Congress 2016 in Barcelona.

For app developers and AdTech companies the native app solution will supplement 51Degrees' website device detection offering to deliver valuable insight to support app design. This enables targeted advertising, increases user base intelligence and adds the capability to personalise the user experience dependent on the specific capabilities of 10,000's of different device specifications. In real time it will provide granular specifications of the device models that are downloading and accessing apps, across different models of smart phones, tablets, e-readers and gaming devices irrespective of the app store used.

The data available ranges from retail price of the device running the app, physical screen size and pixel density, and the precise specification of integrated components such as GPU, CPU, cores and Bluetooth radio support.

The native app solution can be used alongside 51Degrees' existing web device detection tool to provide consistent optimisation and analysis across both web and native applications. AdTech companies can build and maintain consistent programmatic decision making and an optimised user experience across every platform and medium.

Tackling native apps expands 51Degrees' market to offer a new solution to AdTech companies, app developers and business involved in the app ecosystem. Native app detection can be used alongside its web device detection and TAC code indexes providing an integrated solution for Mobile Network Operators.

James Rosewell, CEO, 51Degrees says, "Device innovation has resulted in an increase in the number of available devices and it certainly is not set to slow down. 51Degrees has a catalogue of more than 31,000 devices and 400,000 combinations of hardware, operating system and browsers that can be identified by our device detection solution. Existing methods have been complex and inefficient at recognising which devices are running native apps meaning that app developers are left in the dark leaving user experience and revenue compromised as a result."

"51Degrees is the most comprehensive device detection solution available. Our new API means we can provide web and app developers with the ability to personalise content and advertisements, within native apps in addition to web sites."

To register for the 51Degrees native apps device detection contact 51Degrees
(https://51degrees.com/contact-us?utm_source=XLComms&utm_medium=social-media&utm_content=XLComms-Linkedin&u

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About 51Degrees

51Degrees delivers cost-effective, risk-free device detection, web optimisation and mobile analytics
solutions enabling developers to maximise their customer's web experience. With more than 30 years'
management expertise in developing and managing mobile web services, 51Degrees is used by more than 1.5
million websites including companies as varied as eBay, Unilever, Microsoft, FIS and Sizmek. The company
is headquartered in the UK. For more information visit www.51degrees.com

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