FINAL – FOR IMMEDIATE RELEASE

Contact:
Jill Asher
Moovweb
650.520.8512
Jill.Asher@Moovweb.com

Moovweb Empowers Enterprise Developers to Create Responsive Experiences of Existing Sites Without the Rebuild

Moovweb introduces support for Foundation in its industry leading responsive delivery platform

SAN FRANCISCO – August 14, 2013 – Moovweb announced today support for Foundation, a popular Responsive Web Design (RWD) framework, within Moovweb's enterprise-class responsive delivery mobile platform.

Enterprises pour billions of dollars in their existing IT infrastructure to serve desktop visitors. By using Moovweb, web developers are now able to apply RWD principles to existing sites without being forced to rebuild and disrupt their existing business.

Sites using this approach will enable a future RWD plus Server Side Components (ReSS) or Responsive Delivery (RD) implementation in the future, powered by Moovweb's cloud-based transformation infrastructure.

"Enterprises can 'go responsive' while leveraging their existing investments in IT," said Ishan Anand, director of new products at Moovweb. "Whether you're migrating to responsive web design, RESS, responsive delivery, or any variation in-between, you can deliver it with the Moovweb platform."

The open source Foundation framework was created and is maintained by ZURB, a product design company in Campbell, California. Foundation enables developers to create RWD sites using clean, semantic markup templates, giving them a head start on this technique.

The Moovweb platform allows developers to build the mobile experiences they need by instantly leveraging all the content and functionality of the desktop site on day one of the project. With Foundation's responsive scaffolding, mobile developers can now simply use Moovweb to re-arrange page elements and add familiar Foundation class names to make their site responsive.

"Having Foundation used in more and more places has been amazing to watch," said Bryan Zmijewski, chief instigator and founder of ZURB. "We're excited that Moovweb is using our framework to help their customers build responsive websites that work on any device."

Web developers and designers can try out the new Moovweb feature by downloading free Moovweb developer tools and selecting the “Foundation Scaffold” when creating a new project.

Developers wishing to use an alternative responsive web design framework can also import any CSS or Sass-based framework.

About Moovweb

Moovweb is a next generation mobile platform for Responsive Delivery. Moovweb transforms desktop sites in real time for smartphones, tablets, kiosks, Smart TVs, and future touch-points. Moovweb eliminates the need to maintain multiple sites or technology stacks, dramatically cutting cost and improving business agility. Enterprise developers, design agencies, and systems integrators can use Moovweb to deliver mobile sites and apps faster and improve their mobile experiences more quickly.. The Moovweb platform is one of the world’s busiest, with more than 15 billion mobile pages transformed this year alone for many of the world’s largest mobile sites and apps, including Macy's, 1-800-FLOWERS.com, Sur la Table, Golfsmith, Vitacost, Kroger, Accenture, Cox Communications, Chico’s, Sharpie and dozens of others. Moovweb is headquartered in San Francisco, with offices in New York and London.

Moovweb® is a registered trademark of Moov Corporation. All other registered and unregistered trademarks in this document are the sole property of their respective owners.

###