



# Penny Press Media Kit

Computer Books

## Basic4Android

Rapid App Development for Android

Android is the world's favorite mobile operating system and Basic4Android is the easiest Rapid App Development tool, allowing complete beginners to create powerful Android apps. This book includes step-by-step beginners' guides explaining how to plan, design, develop, test, publish and make money from Android apps in the shortest possible time.

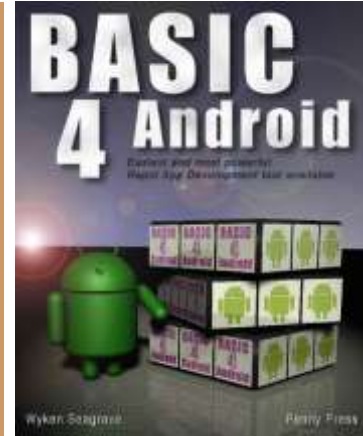
It explains how to use Basic4Android to create graphics and databases, to communicate with the user and to modify your app dynamically so it will look good on a wide range of devices. It then gives you a comprehensive reference guide to the Basic4Android language, providing lists, explanations and illustrations of every keyword, object and core library.

This is an invaluable work of reference for both beginner and expert.

**by Wyken Seagrave**

Wyken Seagrave is a software engineer with many years' experience of using Visual Basic in multinational companies. He has also taught Visual Basic for Applications at university level and written dozens of user manuals for a wide range of applications. He is also a professional author writing websites and books to explain science to a wider audience. He specialises in the history of the universe.

A list of his works is given below.



### Key Data eBook

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ISBN paperback	9781491226735
Extent	564 pages
Size	7.5 x 9.25 inches
BIC Code	UMS
Level	Beginner to Advanced
Rights Held	World, all languages

***This Media  
Kit Contains***

*A Press Release*

*Publisher Info*

# Press Release

## Android's Simplest and Most Powerful Rapid App Development Tool Finally Gets Booked

**Basic4Android is widely recognised as the best RAD tool available for Android, yet so far no book has been published describing its facilities. This will be remedied on 21 October 2013 when "Basic4Android" will be published by Penny Press.**

Basic4Android knocks spots off every other Integrated Development Environment (IDE) for Android. Most of them require developers to learn Java with all its complexities as well as wrestling with the use of an unfamiliar hardware platform. Basic4Android makes everything easy.

Only B4A allows developers to easily create native and market-compatible applications without having to write any XML, achieving a performance that is similar to Java written applications. Using it, those developers who know Visual Basic better than Java can go from downloading Basic4Android to creating their first native app on their device within seven minutes.

The following remarks are typical of what professional developers say:

"I've [made] more progress with B4A in 3 hours than I have in 3 months with other Android IDEs." Morgan Matthews.

"I must say as a Visual Basic expert Basic4android is the best software purchase I've made in a long time. Within an hour of installing I had a fully functional application running on both my phone and tablet." Dylan Palmer.

"This is the greatest product ever! After spending two months trying to learn Java, I stumbled upon you. I have been a VB programmer for 25 years, and I am in heaven now! Thank you!" Marc Miehler.

This delightful system has produced a dedicated band of over 25 thousand developers who have expanded the system by contributing their own libraries to the community as well as helping each other solve problems.

However it's not always easy to find the information you want from the on-line help provided. Amazingly there are no books on the subject. "I have wanted to see a book about Basic4android for a long time now," says Erel Uziel, CEO of Anywhere Software, creator of Basic4Android. And so UK publisher Penny Press has asked resident author Wyken Seagrave to write the first ever book on the subject: "Basic4Android: Rapid App Development for Android"

His complete guide will be suitable for intermediate and expert developers but will also be useful for beginners. It will cover every aspect of B4A from installation and using the WYSIWYG visual editor through a comprehensive reference section to using Additional Libraries supplied by other users. It will quickly repay its cost by the time saved in finding the information developers need when they need it.

## Review Copy Request

Reviewers should write to [info@basic4android.info](mailto:info@basic4android.info) for a free review copy.

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## Cover Image

<http://pennypress.co.uk/basic4android/images/FrontCover-2205x2769.jpg>

## Book Launch

Basic4Android: Rapid App Development for Android will be launched at Droidcon London 24-7 Oct 2013

<http://uk.droidcon.com/>