

DALLAS, TX, November 05, 2013 **/24-7PressRelease/** -- Leading enterprise mobility consulting company [x]cube LABS won the prestigious Gold Award in the Mobile category at the 2013 Davey Awards. [x]cube has earned this award under the "Mobile Applications-Sports & Recreation" category for their multi-platform app "My24," developed for its client 24 Hour Fitness.

The annual international Davey Awards recognizes the achievements of small companies who derive their strength from big ideas and showcases the very best in creative art and design. The awards are judged by the International Academy of the Visual Arts, an invitation-only body consisting of leading names from advertising, media, and other creative fields.

[x]cube LABS (<http://www.xcubelabs.com>) has earned many accolades and much recognition internationally for its excellence in design and world-class mobile technology solutions. Most recently, the company also bagged a pair of Silver W3 Awards, as well as many other awards from HOW Interactive Design Awards and Core77 Design Awards, among others.

"The iPhone + iPad 'My24' app is a great example of what is possible by applying thoughtful design to a content rich utility," explained Billy Zinser, Director: Strategy + Design at [x]cube LABS and Creative Director for the winning app. He continues, "Synthesized, the outcome yields a well-balanced user interface that celebrates the 24 Hour Fitness brand, and simultaneously provides an intuitive and delightful user experience."

This award reaffirms [x]cube's position and strategy, as explained by Bharath Lingam, CEO of [x]cube LABS. "The mission at [x]cube is to radically humanize technology interfaces so that users tend to use these applications as second nature and not spend time thinking about how to use the app. We continuously focus on this goal through investments in UX research, technology, people and processes. I'm glad that our sustained investments in this area continue to pay off dividends through a steady stream of global design awards, millions of happy users and terrific business results. My congratulations to the design team for yet another feather in their cap," said Lingam.

The award-winning "My24" is an application for iPhone and iPad that offers users anytime, anywhere access to club information and fitness tools at their fingertips.

[x]cube LABS is a global leader in mobile application development and consulting and has an enviable list of Fortune 500 clientele. With three offices across the world and a 300 plus team of

Dallas Mobile App Firm [x]cube LABS Wins Davey Awards

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mobile consultants, [x]cube has delivered some of the best and most innovative mobile solutions in both the enterprise and consumer space.

For more information please visit <http://www.xcubelabs.com>