

SAN FRANCISCO, CA, September 26, 2013 **/24-7PressRelease/** -- Developers using Lotaris in-appCommerce now have a one-stop solution to monetize in multiple Android app stores through in-app purchasing.

For Android app stores like Google Play (where policy allows), the Opera Mobile Store, SlideME and GetJar, Lotaris in-appCommerce operates a store independent checkout service that supports multiple payment methods including Credit Cards, PayPal and Mobile Operator Billing across 80 countries - and very soon, Alipay and MOLpoints.

The in-appCommerce API provides a complete in-app purchasing service for developers, supporting multiple business models, multiple checkout methods and a Seller of Record service - thus managing the entire user transaction on behalf of developers.

Starting with the Google Play Store in November and followed by the Amazon and Samsung app stores, Lotaris in-appCommerce will also support the checkout services of the major app stores. Instead of learning and integrating with the in-app purchasing API of each individual store, Lotaris in-appCommerce provides developers with an easy way to develop their apps and games so that one API will work with the checkout services of all the major stores.

Lastly, most app developers are unaware that they are responsible for settling the sales and other tax liabilities in each country in which they sell their apps through the Google Play Store. Lotaris in-appCommerce has a solution called the Google Play Store Tax Service which removes the developer's risk and administrative burden by becoming the Seller of Record - tracking, administering and remitting the taxes to all the relevant tax authorities on the behalf of developers.

"The expansion of our in-appCommerce solution to address the growing global community of Android users -- and those that develop applications across platforms -- is a crucial part of our vision. We set out to become the leader in reducing complexity and expanding the choices that developers have in monetizing their apps. Our Android support is probably the single most important step that we have taken to date, as it broadens the addressable market for our services, exponentially" says Lotaris CEO & Founder, Robert Tibbs.

As part of its product launch, Lotaris will be waiving its 15% revenue share for the store independent checkout service for the next 3 months, allowing developers to keep all 100% of their revenues. For more information, visit: <http://www.lotaris.com/android>

Lotaris in-appCommerce Launches on Android to Support Monetization through In-app Purchasing

Written by Australian Business

Lotaris is the leading independent in-app commerce provider, monetizing apps and reducing complexity for developers across platforms and ecosystems, whilst pioneering new services that crossover between purchasing and advertising. For more information, please visit <http://www.lotaris.com>