

Service offering evaluation and user rating

October 2013



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**App Strategy:** We help our clients in and outside of the mobile industry to develop their app market strategy. Our consulting advisory projects are based on a set of predefined project approaches including: App strategy development, App Evaluation, App Market Segment Sizing, App Governance and App Marketing Spend Effectiveness.

**App Market Reports:** Our app market reports explore the major trends and developments affecting the app markets. Separate research papers provide both general and specific coverage of the market. The reports contain key insights for companies looking to enter or deepen their engagement with the mobile applications market, providing data and analysis on all relevant aspects of the market to ease investment decision-making.

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# CP-Tool Profile: Corona SDK (by Corona Labs)

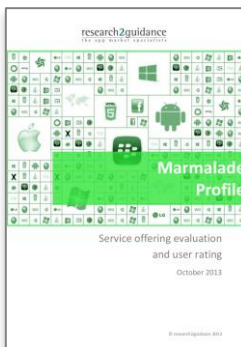
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**Need help with finding the right Cross-Platform Tool ?** Use our standardized CP Tool selection process to find the right tool for your app projects.  
Contact the analyst Joachim Thiele-Schlesier: +49 (0) 30 609 89 33 60,  
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# CP-Tool Profile: Corona SDK (by Corona Labs)

## 1. CORONA SDK (BY CORONA LABS) IN A NUTSHELL

Corona SDK is a Cross Platform IDE Tool (CP IDE) by Corona Labs, a US based company. Apart from Corona SDK, the company also launched an enterprise version called Corona Enterprise.

**Claim:** *“The ultimate 2D development platform for iOS, Android, Kindle and Nook. Corona dramatically boosts your productivity. Thanks to our elegant APIs, tasks like animating objects, creating UI widgets or enabling physics take only a few lines of code. And in Corona you develop using Lua, a scripting language that is very easy to learn.*

*Changes are instantly viewable in the Corona Simulator and building to your own mobile device is a breeze.”*

**USP:** *“With Corona SDK, developers can build high quality apps and games 10 times faster than with other platforms.”*

**Reported number of developers:** 250,000

**Reported number of apps:** 27,000

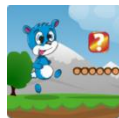
Reference apps:



ThroneWars



Little Generals



Fun Run

**Pricing:** License per seat using the solution

- Starter: Free
- Pro: US\$ 50 / month
- Enterprise: US\$ 80-200 / month

**Address:** Corona Labs Inc., 1900 Embarcadero Rd., Suite 207, Palo Alto, CA 94303

## 2. ABOUT THIS PROFILE

This benchmarking report provides a “360-degree view” on Corona SDK. It matches the perspective of the vendor with the experience of Corona SDK users.

The benchmarking results are based on two research projects conducted between May and August 2013.

The first project examined the features of the tools and the additional service offerings of the vendors. Research2guidance invited 90 cross-platform tool vendors, including Corona SDK, to provide company and tool information with the help of an online survey.

At the same time, users have been invited to share their experience with these tools. The analysis asked for feedback on 16 dimensions including tool awareness, quality and performance. The global online survey received over 1,000 responses from app developers and publishers.

Corona SDK has been one of the most rated tools. This report aggregates all information about Corona SDK into a comprehensive profile.

To allow the comparison of Corona SDK with similar CP Tools, the report also contrasts the user ratings for Corona SDK with the industry benchmark.

The report aims at giving a comprehensive decision support for the selection process of a CP Tool that includes Corona SDK.

# CP-Tool Profile: Corona SDK (by Corona Labs)

## ABOUT THE AUTHORS

The authors of this report have been following the app market and CP Tools for many years. The first report on multi-platform app publishing tools was published in 2010. Since then, two other reports which cover the market for CP Tools have been published.

## OUR ANALYST TEAM



Ralf-Gordon Jahns

Ralf is the research director of research2guidance. He has worked for more than 19 years in the telecom and media industry. Prior to research2guidance he worked as a partner for Capgemini Telecom Media & Networks. Ralf is a frequent keynote speaker on mobile industry events, publisher of a multitude of mobile market reports and executive consultant of more than 30 clients in the telecom and media industry.



Joachim Thiele-Schlesier

Joachim is a research analyst at research2guidance. He is monitoring the CP Tool market since 2011 and has been responsible for publishing 3 reports on this topic. Joachim also engages with projects on converging telecommunication networks and regulatory issues. He holds a degree in economics and specializes on infrastructure and network economics. Prior to research2guidance he worked for Markedskraft ASA as an analyst and for the Fraunhofer Institute for Open Communication Systems and Center for Network Industries.

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