

Microsoft buys smartphone calendar app Sunrise

February 11 2015



Microsoft announces that it has acquired hit mobile calendar application Sunrise in a deal reported to be valued about \$100 million

Microsoft on Wednesday announced that it has acquired hit mobile calendar application Sunrise in a deal reported to be valued about \$100 million.

The take-over comes in the wake of Microsoft releasing versions of its

popular Outlook calendar and email programs tailored for mobile devices powered by Apple or Android software.

"We are making this acquisition because we believe a reinvention in the way people use calendars on mobile devices is long overdue," said Microsoft corporate vice president Rajesh Jha.

"Our goal is to create more meaningful, beautiful experiences in [mobile email](#) and calendaring across all platforms."

Microsoft chief executive Satya Nadella has made a priority of tuning the technology titan's offerings to lifestyles centered on smartphones, [tablet computers](#), and software offered as services hosted on the Internet.

Microsoft in December bought Acomplia, a company specializing in handling email on Apple or Android [mobile devices](#).

Financial details of the Sunrise acquisition were not disclosed, but media reports valued the deal at \$100 million or so.

Sunrise applications will continue to be available for free, according to Pierre Valade, chief executive of the two-year-old company.

© 2015 AFP

Citation: Microsoft buys smartphone calendar app Sunrise (2015, February 11) retrieved 18 April 2024 from <https://phys.org/news/2015-02-microsoft-smartphone-calendar-app-sunrise.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--