

**EXHIBIT 10  
TO DECLARATION  
OF ROBERT LEONARD**

LAPTOPS | DESKTOPS | TABLETS | PHONES | SOFTWARE | CAMERAS | HDTVS | PRINTERS | MORE

SEARCH

FOLLOW US LIKE DIGG

LOG IN REGISTER



Home > Solutions > Encyclopedia > App Store



Search:  Search Encyclopedia Browse the index

Definition of: App Store

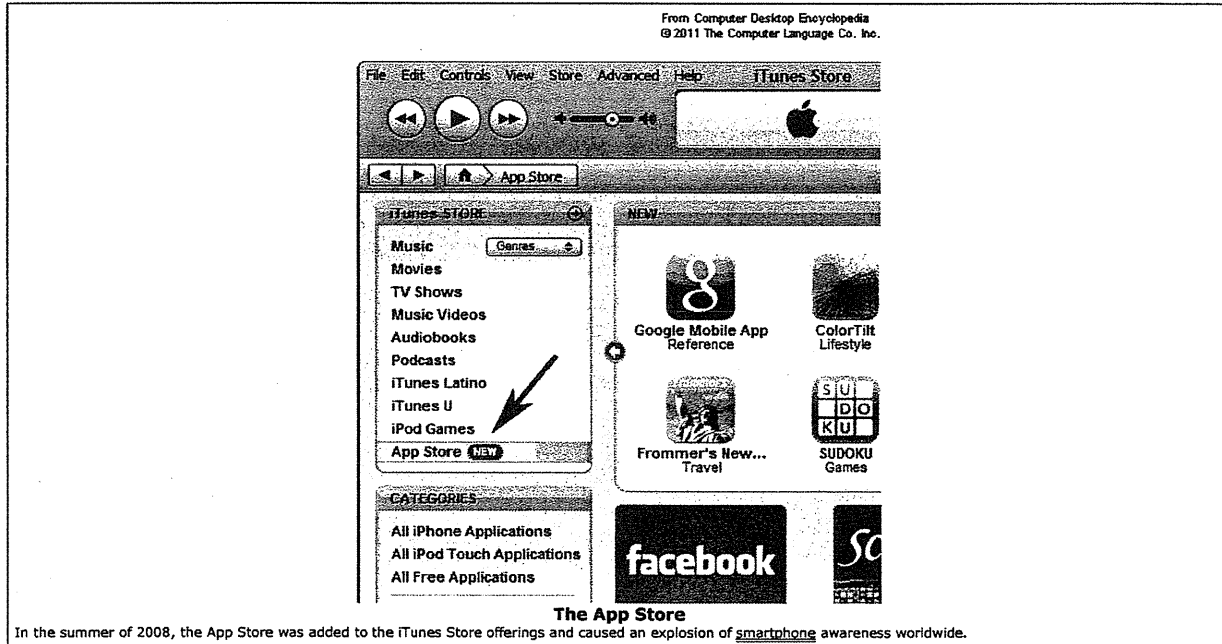
(1) An online store for downloading applications. See online app store.

(2) Apple's online store for downloading free and paid iPhone, iPod touch and iPad applications from third-party developers. Launched along with the iPhone 3G in the summer of 2008, the App Store is integrated into Apple's iTunes software, and downloads and updates are activated through iTunes.

Not Just a Success - A Revolution

The App Store started a revolution in mobile computing. Within 10 months, downloads passed the one billion mark with more than 35,000 free and paid apps. By the start of 2011, downloads reached seven billion with more than 300,000 titles in the catalog. New titles appear by the thousands every week.

This single point of focus for delivering smartphone apps was later followed with the debut of app stores for the Android, BlackBerry and new Windows phone platforms (see online app store). For more information, visit [www.apple.com/itunes](http://www.apple.com/itunes). See iPhone, jailbreak and iTunes.



RELATED TERMS:

- iPhone
- iTunes
- jailbreak
- online app store

Search:  Search Encyclopedia Browse the index



Copyright © 1981- 2011  
The Computer Language Company Inc.  
All rights reserved.

THIS COPYRIGHTED DEFINITION IS FOR PERSONAL USE ONLY.  
All other reproduction is strictly prohibited without permission from the publisher.

what's this?

**The Leader in E-commerce**  
More Stores Trust Volusion®. Award-Winning. Get Free Trial Now!  
[www.Volusion.com](http://www.Volusion.com)

**Visualize App Features**  
Shorten design phase and cut cost. Prototypes without code. Try free!  
[www.iRise.com/](http://www.iRise.com/)

**Nokia Mobile App Contest**  
Create the Next Great Nokia Mobile App & Win Your Share of \$10 Million  
[www.CallingAllInnovators.com/Nokia](http://www.CallingAllInnovators.com/Nokia)

**Pac-man App for Free**  
Download the Intel Appup Center We'll send you your free app  
[www.bestbuy.com/appup](http://www.bestbuy.com/appup)

**What is Cloud Computing?**  
Straight Talk about Cloud Computing from the Industry Leader. Get Info.  
[www.Microsoft.com/Cloud](http://www.Microsoft.com/Cloud)

**newsletters**

Get PCMag.com's **FREE** email newsletters delivered to your inbox.

It's easy, just follow the steps.

Want more? Check out our other newsletters here.

Manage your newsletter subscriptions here.

**1. Make your selections:**

- Daily News Alert
- PCMag.com Small Business Update
- PCMagCast Update
- Productwire: First Looks Update
- Security Watch
- TechSaver
- Utility Library Update
- PCMag Announcements

**2. Select email format:**

HTML

**3. Enter email address:**

**Sponsors**

- [Buy Spyware Doctor with AntiVirus 2011 from PC Tools to safeguard your PC!](#)
- [The NEW Rescue has more features, more functionality, more control. Try it FREE for 14 days!](#)
- [Pick up a new Kodak ESP Office 6150 wireless enabled printer for only \\$139, now at Walmart. Print and Prosper with Kodak.](#)
- [Find out how SocialShield can help you protect your kids on Facebook, just as you protect your PC with anti-virus.](#)
- [Get the PC Magazine Editors' Choice Online Backup Solution! Free Trial](#)
- [Xerox® ColorQube® solid ink printers. Starting at \\$699. Learn more.](#)
- [A free browser that runs all the applications you love. Chrome fast. Download Google Chrome now!](#)
- [PCMag.com rates Brother® #1 printer in customer satisfaction.](#)
- [5GB of FREE iDrive Online Backup. start protecting your digital life today!](#)
- [Buy one ink, get one 40% off PLUS free, next-day delivery from HP](#)
- [Save 20% on Trend Micro Titanium. Ranked #1 for Internet security.](#)

| PRODUCT REVIEWS | DEPARTMENTS           | ZIFF DAVIS, INC.     | CONNECT          | ABOUT              | PC MAGAZINE DIGITAL EDITION   |
|-----------------|-----------------------|----------------------|------------------|--------------------|---|
| Laptops         | Editors' Choice       | AppScout             | Twitter (@pcmag) | Contact Us         | <b>Subscribe</b>  |
| Desktops        | Downloads             | ExtremeTech          | Facebook         | Advertise          | PC/Mac, Kindle, Nook,   |
| Printers        | Business              | Gearlog              | Digg             | Link to Us         | Sony Reader, iOS, Android   |
| Cell Phones     | Shop & Compare Prices | PCMag.com            | YouTube          | Editorial Calendar | Customer Service  |
| Cameras         | News & Opinion        | PCMag Mobile         | Google Buzz      | Newsletters        | <b>Subscribe to PC Magazine Digital Edition for only \$1.50 an Issue!</b> |
| HDTVs           | How To & Tips         | TechSaver            | TweetMix         | Site Map           |   |
| Security        | Encyclopedia          |                      |                  | RSS Feeds          |   |
| Software        |                       | Ziff Davis Corporate |                  |                    |   |
| Networking      |                       | AdChoices            |                  |                    |   |
| All Reviews     |                       |                      |                  |                    |   |

Use of this site is governed by our Terms of Use and Privacy Policy. Copyright 1996-2011 Ziff Davis, Inc. All Rights Reserved. PC Magazine is a registered trademark of Ziff Davis, Inc. Reproduction in whole or in part in any form or medium without express written permission of Ziff Davis, Inc. is prohibited.