

**EXHIBIT 6
TO DECLARATION
OF ROBERT LEONARD**

CORPUS OF CONTEMPORARY AMERICAN ENGLISH

XX TAMMYGALES +

410 MILLION WORDS, 1990-2010

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SECTION: NO LIMITS		[7]		[7]		[7]	
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1	2010	MAG	Newsweek	A	B	C	locked in. There's only one place to buy apps: Apple's online App Store . And Jobs keeps a 30 percent cut of the revenue. As for
2	2010	MAG	PCWorld	A	B	C	Imagine lugging something like that around when it is limited to apps in the iPhone App Store . Jobs' App Store forums regarding "Hands On With the iPad" find pcworld.com/MSO
3	2010	MAG	PCWorld	A	B	C	the iPhone is the only usable handheld computing device, mackrino, PCWorld.com forums The App Store is not a single product and thus shouldn't even be in the list
4	2010	MAG	PCWorld	A	B	C	in the list. A product by definition is a specific item; saying the App Store is a product is like saying that a commercial is a product - and
5	2010	MAG	PCWorld	A	B	C	like saying that a commercial is a product - and it's not. The App Store hosts products; but it isn't one itself. TechCrunch, PCWorld.com forums
6	2010	MAG	PopMech	A	B	C	of our usual technical goodness. Learn more at zinio.com or go to Apple's App Store to download Zinio's magazine app. Photograph: Donald Blum
7	2010	MAG	PopMech	A	B	C	Apple made headlines for refusing to allow a Google Voice iPhone app into its App Store . For many observers, this was simply one small fracas in what is
8	2010	MAG	PopMech	A	B	C	of our usual technical goodness. Learn more at zinio.com or go to Apple's App Store to download Zinio's magazine app. DIY Pop Quiz I read the "
9	2010	MAG	TechReview	A	B	C	example, form a complete ecosystem, as do the iPhone operating system and online App Store . The company uses its strong cash position- \$40 billion, with no debt-
10	2010	MAG	Esquire	A	B	C	about in the first place. Stephanie Mitchell, 41, Dayton (At the App Store now)
11	2010	NEWS	NYT	A	B	C	almost anywhere; an excellent, free turn-by-turn GPS navigation program; and a wireless App Store stocked with more than 70,000 little programs. = Of course, the Evo
12	2010	NEWS	SFC	A	B	C	Full browser and many of the more than 125,000 software applications found in the Apple App Store . And it could include a Wi-Fi Web cam for video conferencing. =
13	2010	NEWS	USA	A	B	C	your e-mail and Web browsing and get all the benefits of the apps in the App Store . That's a whole new thing we've never seen. =
14	2010	NEWS	USA	A	B	C	watch video, send e-mail, surf the Web and tap into the iTunes App Store to fetch applications that may be optimized for the larger display. = It
15	2009	SPOK	NPR_Science	A	B	C	It is, I mean, we're up over 100,000 applications available at the App Store , which is just an astonishing change from - if you think two years
16	2009	MAG	Newsweek	A	B	C	networks, and to get directions from Google Maps. Then you discover the iTunes App Store , with its 100,000 applications, and you get pulled even further into the
17	2009	NEWS	SanFrancisco	A	B	C	100 new features. = One big advantage for Apple is the iPhone's App Store , a marketplace of more than 35,000 applications that has expanded the utility and
18	2009	NEWS	USAToday	A	B	C	are free; others are priced from 99 cents to \$10 and up. The App Store -- stocked with 15,000 titles -- is on tap to move its 1 billionth
19	2009	NEWS	USAToday	A	B	C	music is created. Twist and turn the phone to add vibrato. = The App Store is crowded with virtual instruments such as Band, Pocket Guitar and Finger Piano
20	2009	NEWS	NYT	A	B	C	there's an elephant in this particular room, and it's called the iTunes App Store . At this point, those 75,000 free or cheap add-on programs, which
21	2009	NEWS	NYT	A	B	C	Touch, are a juicy attraction indeed. = Oh, the Zune has an App Store , all right. As of today, there are exactly nine programs in
22	2009	NEWS	NYT	A	B	C	all right. As of today, there are exactly nine programs in the Zune App Store . Not 9,000 or 900 -- nine. A calculator, Weather. A
23	2009	NEWS	NYT	A	B	C	-- it isn't inviting the world's programmers to participate -- so the Zune App Store will remain relatively tiny. = There are other minor disappointments. For example
24	2009	NEWS	NYT	A	B	C	software updates and a very refined service. The average user review at the Apple App Store -- four stars out of five -- is significantly higher than those for competitors
25	2009	NEWS	NYT	A	B	C	Microsoft has heard the siren song of Apple's online App Store , and has added an "Apps" section to the Zune Marketplace.
26	2009	NEWS	AP	A	B	C	outside, or vice versa. \$100, plus from \$5 per month; sprint.com APPLE APP STORE ONE-CLICK CELLPHONE DOWNLOADS The App Store's dead-simple interface makes it easy to search
27	2008	MAG	PopScience	A	B	C	plus from \$5 per month; sprint.com APPLE APP STORE ONE-CLICK CELLPHONE DOWNLOADS The App Store's dead-simple interface makes it easy to search for and download games, sports
28	2008	MAG	PopScience	A	B	C	cellphone makers and carriers on how to make your customers' phones indispensable. The App Store is simple to use, thanks to its elegant and intuitive interface. Many
29	2008	NEWS	NewYorkTimes	A	B	C	Apple turned on the tap for its iPhone App Store last week, unleashing more than 500 applications for iPhone users. If you
30	2008	NEWS	WashingtonPost	A	B	C	the device up to developers who have created more than 800 programs offered through an App Store via Apple's iTunes software. // And original iPhone owners are not left
31	2008	NEWS	Houston	A	B	C	to their software - as well as that of the iPod Touch - opens the App Store to them. // The applications include everything from an official box score and
32	2008	NEWS	Houston	A	B	C	The G1 Market is increasingly full of useful programs. But unlike Apple's iTunes App Store , there's no gatekeeper. Anyone can write a program and add it
33	2008	NEWS	Houston	A	B	C	

Date	2010 (Jun 21, 2010)
Publication information	. Vol. 155, Iss. 25
Title	Phone Fight!; It's Apple vs. Google in the battle over the future of computing.
Author	Daniel Lyons
Source	Newsweek

Expanded context:

changed. Sales of Macs are slowing while revenue from the iPhone is booming, up from \$631 million in 2007 to an estimated \$21 billion this year. Next year, mobile devices will represent roughly half of Apple's total business-and deliver twice the sales of Macs, according to RBC Capital Markets. The mobile space also offers something that Jobs craves: control. Unlike being able to buy pretty much any software program you want for the personal computer, with the iPad you're locked in. There's only one place to buy apps: Apple's online **App Store**. And Jobs keeps a 30 percent cut of the revenue. As for ads, Jobs will sell those, too, and he'll keep 40 percent. Of course, Jobs also sells music, movies, and books via his iTunes Store, keeping 30 percent. So instead of a one-time sale of a Mac, each iPhone and iPad becomes an ongoing revenue stream. No wonder Jobs is going all-in for mobile. Only one thing stands in his way, but it's a big thing

Source information:

Date	2010 (Apr 2010)
Publication information	. Vol. 28, Iss. 4; pg. 9, 2 pgs
Title	PCW Forum
Author	Anonymous
Source	PC World

Expanded context:

. Since iTunes already is a conduit for music, apps, TV, and movies, the only thing remaining to expand iTunes to is books and magazines. It's that simple. It also explains the real reason why the iPhone and the iPad don't run Flash: Flash apps would bypass the iTunes apps revenue stream. Hamilton Daoies, Miami The only reason for me to get an iPad would be to use it as a sketch pad. Otherwise, I can't imagine lugging something like that around when it is limited to

apps in the iPhone app store. jabba52, PCWorld.com forums Regarding " Hands On With the iPad " find.pcworld.com/eOSO': Travelers buy paperback books rather than hardcover ones because of cost and size considerations. The Kindle, at half the weight and half the book price, wins that race. A netbook that is smaller and lighter than a laptop, yet does most of what a laptop does, wins over the iPad. My sense is that iPad sales will be far smaller than anticipated, and that many buyers will later regret their

Source information:

Date	2010 (Feb 2010)
Publication information	. Vol. 28, Iss. 2; pg. 11, 2 pgs
Title	PCW Forum
Author	Anonymous
Source	PC World

Expanded context:

pilot lamp for Caps Lock, impossible to disable the touchpad, and so on) made me give it away and get an Acer instead. Patrick Georges, Carlsbad, California You have got to be kidding- the Zune is how many spots ahead of the iPhone? I stopped reading from there. Adoyon, PCWorld.com forums Anybody who has used the HTC Hero and the iPhone 3GS knows they are not in the same class. The Hero is a poorly built PDA, and the iPhone is the only usable handheld computing device. macrkino, PCWorld.com forums The App Store is not a single product and thus shouldn't even be in the list. A product by definition is a specific item; saying the App Store is a product is like saying that a commercial is a product - and it's not. The App Store hosts products, but it isn't one itself. TechicXP, PCWorld.com forums I disagree with including Websites and services as products because they are neither commercial software nor hardware. For this reason the Intel X25-M Solid State Drive should be number one

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Author	Anonymous
Source	PC World

Expanded context:

Georges, Carlsbad, California You have got to be kidding- the Z une is how many spots ahead of the iPhone? 1 stopped reading from there. Adoyon, PCWotid.com forums Anybody who has used the HTC Hero and the iPhone 3GS knows they are not in the same class. The Hero is a poorly built PDA, and the iPhone is the only usable handheld computing device. macrkino, PCWorld.com forums The App Store is not a single product and thus shouldn't even be in the list. A product by definition is a specific item; saying the App Store is a product is like saying that a commercial is a product - and it's not. The App Store hosts products, but it isn't one itself. TechicXP, PCWorld.com forums I disagree with including Websites and services as products because they are neither commercial software nor hardware. For this reason the Intel X25-M Solid State Drive should be number one. jotam, PCWorld.com forums Sneaky Fees Regarding " Sneaky Fees " December: This is nothing new. Some 150 years ago, they were called snake-oil

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iPhone? 1 stopped reading from there. Adoyon, PCWotid.com forums Anybody who has used the HTC Hero and the iPhone 3GS knows they are not in the same class. The Hero is a poorly built PDA, and the iPhone is the only usable handheld computing device. macrkino, PCWorld.com forums The App Store is not a single product and thus shouldn't even be in the list. A product by definition is a specific item; saying the App Store is a product is like saying that a commercial is a product - and it's not. The App Store hosts products, but it isn't one itself. TechicXP, PCWorld.com forums I disagree with including Websites and services as products because they are neither commercial software nor hardware. For this reason the Intel X25-M

Solid State Drive should be number one. jotam, PCWorld.com forums Sneaky Fees Regarding " Sneaky Fees " December: This is nothing new. Some 150 years ago, they were called snake-oil salesmen; now they're marketing executives. Remember PT. Barnum's charging customers to see the Egress (exit

Source information:

Date 2010 (Jun 2010)
Publication information . Vol. 187, Iss. 6; pg. 10
Title Letters
Source Popular Mechanics

Expanded context:

format. Subscribe Please go to **30;2118;TOOLONG. Photograph: Donald Blum, a survivor of the USS Indianapolis, which was torpedoed and sunk by a Japanese sub in 1945, wrote to PM regarding our " Survival Chronicles " story. PHOTOGRAPH BY ANJA HITZENBERGER
Photograph: Popular Mechanics comes to an iPad (or iPhone) near you with an app that delivers the entire magazine each month for \$1.99 an issue/\$7.99 for 12 issues. It's easy to read, easy to carry and chock-full of our usual technical goodness. Learn more at zinio.com or go to Apple's [App Store](#) to download Zinio's magazine app. Photograph: Donald Blum 62680 Nissan's new roadster energizes the fleet, and the dodge ram makes an unpopular exit. FIRST report Nissan 370Z Roadster With three practical rides in the fleet, we decided to inject a little levity into the lineup by welcoming Nissan's carefree new 370Z Roadster. Packing a silky 332-hp V6, a quick-acting power top and moves that

Source information:

Date 2010 (May 2010)
Publication information . Vol. 187, Iss. 5; pg. 148
Title Digital Clinic Q+A
Source Popular Mechanics

Expanded context:

to your 3D HDTV. Computer software from companies such as DDD currently allows users to transform 2D DVDs into 3D, but these rarely look good. Some 3D video games, however, look spectacular, so we wouldn't be surprised if this avenue turns out to be of greatest interest to gamers. Google Voice Work-Around I heard that Apple blocked Google from releasing a Google Voice app for the iPhone. Is there any way to use Google Voice on my iPhone? Last year, Apple made headlines for refusing to allow a Google Voice iPhone app into its **App Store**. For many observers, this was simply one small fracas in what is shaping up to be a clash between tech titans Apple and Google. But for iPhone users who depend on Google Voice's ability to selectively forward calls from a single number to multiple phones, it was positively annoying. The main problem: While Google Voice can still forward calls to an iPhone without a special app, not having one prevents your Google Voice number from automatically showing up on a recipient's caller ID. This

Source information:

Date	2010 (May 2010)
Publication information	. Vol. 187, Iss. 5; pg. 12
Title	Letters
Source	Popular Mechanics

Expanded context:

we can fit here. 1909 Baker Electric Photograph: 1949 Cadillac 62 Coupe De ville Photograph: 1973 Plymouth Barracuda Photograph: 2010 Toyota Prius Photograph: 2011 Chevy Volt 62703 POPULAR MECHANICS comes to a pocket near you with an iPhone app that delivers the entire magazine each month for \$1.99 an issue/\$7.99 for 12 issues. It's easy to read, easy to carry and chock-full of our usual technical goodness. Learn more at zinio.com or go to Apple's **App Store** to download Zinio's magazine app. DIY Pop Quiz I read the " Test Your DIY IQ " quiz in the March issue with interest. For anyone who wants to upgrade his building knowledge, here's a great idea: Volunteer with Habitat for Humanity. For the past year, I have been spending time building two houses with the organization. What a great way to learn everything from framing to roofing to kitchen layout skills. It's all free, and everyone wins big-time. BEAU SCHLESS

Source information:

Date 2010 (Mar/Apr 2010)
 Publication information . Vol. 113, Iss. 2; pg. 33, 12 pgs
 Title TR50 2010: THE WORLD'S MOST INNOVATIVE COMPANIES
 Author Anonymous
 Source Technology Review

Expanded context:

January 2008 and May 2009, according to the NPD Group, a market research firm. Although the iPhone had only 2.5 percent of the worldwide handset market, profit margins on the phone are so high that Apple made an estimated \$1.6 billion from the device in the third quarter of 2009- more than any other cellphone maker. STRATEGY The company focuses on design and user experience, tightly integrating its hardware, software, and services; the! Tunes software and online music store, for example, form a complete ecosystem, as do the iPhone operating system and online app store. The company uses its strong cash position- \$40 billion, with no debt- to develop innovative products in new areas. Applied Materials Saving solar costs with large-scale manufacturing www.appliedmaterials.com Founded: 1967 Management: Michael R. Splinter (CEO), Mark R. Pinto (CTO) Employees: 12,619 Revenues: \$5.0 billion R &D:; \$934.1 million Market cap: \$17.0 billion TECHNOLOGY Applied Materials makes equipment for manufacturing solar panels of unprecedented size, potentially reducing the price of solar power. The company, already an established leader in display

Source information:

Date 2010 (May 2010)
 Publication information . Vol. 153, Iss. 5; pg. 44
 Title DEATH TO THE DEATHLESS DEVIANTS
 Author KEN KURSON
 Source Esquire

Expanded context:

Exchange, is up about 30 percent since November. And I think it could easily reach 32 to 35 percent as the nation comes to grips with the fact that big banks have become " deposit only "

institutions, using your tax dollars to fund their newly sober ideas about responsible capital reserves. 1,000 Things You Don't Know About Women NO. 325 We love the un-expected kiss. Especially the one when you stop us midsentence and make us forget what the hell we were talking about in the first place. Stephanie Mitchell, 41, Dayton (At the App Store now) 63345 Lee Child's Jack Reacher is literature's latest Chanderlesque protagonist. Can he live up to his legacy? I finished Lee Child's new novel the morning that I read Robert B. Parker's obituary. Parker wanted to be the heir to Raymond Chandler, who was the direct descendant of Dashiell Hammett, who, with the Continental Op, created the only genre of fiction original

Source information:

Date	2010 (100617)
Publication information	Section B; Column 0; Business/Financial Desk; STATE OF THE ART; Pg. 1
Title	A Bold Phone Fades a Bit In the Details
Author	By DAVID POGUE.
Source	NYT

Expanded context:

rent an apartment. When you sign a preup. # Most of all, it'll get you when you buy the new Sprint Evo 4G phone (\$200, after rebate, with two-year contract). # It's another great-looking, blazingly fast app phone made by HTC and running Google's Android operating system. Android gives the phone more complexity than the iPhone (its obvious rival), but also provides some sensational features: speech recognition that lets you type by speaking, almost anywhere; an excellent, free turn-by-turn GPS navigation program; and a wireless app store stocked with more than 70,000 little programs. # Of course, the Evo's little brother, the terrific HTC Incredible, delivers all of that, too. # What makes the Evo seem even more spectacular are all the firsts and bests. # For example, the Evo has an enormous 4.3-inch touch screen that dwarfs those of most phones. You can turn the Evo into a pocket Wi-Fi hot spot, so up to eight people can get online with their laptops. The 8-megapixel camera has dual LED

Source information:

Date	2010 (100125)
Publication	Business; Pg. DC1

information

Title AuthorRyan
Kim,
Chronicle
Staff
Writer

Source SFC

Expanded context:

this Wednesday's Apple press event makes no mention of tablets and only invites reporters to see Apple's " latest creation. " And what details that have dribbled out have been unconfirmed. # But taken together, a picture emerges of a 10-inch multitouch device that works like a big iPhone or iPod Touch. The device - potentially called an iSlate, iPad or iTablet - would connect to the Internet via Wi-Fi and most likely through 3G cellular data networks as well, enabling a full browser and many of the more than 125,00 software applications found in the Apple App Store. And it could include a Wi-Fi Web cam for video conferencing. # The tablet - running on the iPhone OS or possibly a hybrid with the Mac operating system - would presumably display iTunes content such as music and videos. Gene Munster, an analyst with Piper Jaffray, said that alone could vault Apple's tablet past a passel of competing slates emerging from rival companies. # " There's a digital wall that's hard for people to climb over and get media in a way they can

Source information:

Date 2010 (100128)

Publication NEWS; Pg. 1A

information

Title Is AuthorDavid
Lieberman,
Edward C.
Baig and
Jefferson
Graham

Source USA

Expanded context:

they wanted to do, " says Ge Wang, a Stanford University assistant professor who develops music applications for the iPhone. # Even Apple is unsure how the iPad will evolve. # " This is

about all of the things that you might have done with a lower-end computer, but now this is a better device," says Phil Schiller, Apple's senior vice president of worldwide product marketing. "That's what's really exciting. Under-\$500 range that lets you do all your e-mail and Web browsing and get all the benefits of the apps in the App Store. That's a whole new thing we've never seen." # The iPad may have the biggest impact initially on books, newspapers and magazines that are trying to find a home in the portable digital world. # Book publishers are eager to find an alternative to Amazon's Kindle. Many are displeased by the online retail giant's low \$10 price for many best-selling e-books. # Some, including Simon & Schuster and HarperCollins, are fighting back by refusing to release some titles in digital form for

Source information:

Date	2010 (100127)
Publication information	MONEY; Pg. 1B
Title	Buzz about Apple tablet mounts; Jobs could breathe fire into market with today's unveiling
Author	Edward C. Baig; Jefferson Graham; Jon Swartz
Source	USA

Expanded context:

Apple will introduce more than one model.) The machine is likely to have a virtual keyboard that appears when you need it, as on an iPhone. It's equally likely you'll be able to connect a wireless physical keyboard for use at home or in the classroom. # An Apple tablet may well have a camera so that consumers can engage in video conversations through Apple's iChat software. You'll likely be able to read electronic books and periodicals, play games, watch video, send e-mail, surf the Web and tap into the iTunes App Store to fetch applications that may be optimized for the larger display. # It also figures to have 3G cellular connectivity to complement Wi-Fi, perhaps through AT&T, Verizon Wireless or even both. Neither would confirm the possibility, though Verizon spokesman Jeffrey Nelson says the carrier is ready for "whatever devices we are going to offer or have on our network." # Ted Cohen, managing partner at consulting firm Tag Strategic, believes an Apple tablet will offer music and movies via a rental subscription, thanks

Source information:

Date 2009 (091211)
 Title What To Get That Special Geek
 Source NPR_Science

Expanded context:

year that are must haves for the geek in your life? Mr. McCLUSKY: I mean, I think there have been a couple of big technology stories this year. I think, probably the biggest is the continued success of the iPhone and iPod Touch and that whole ecosystem that's been created with all the applications that have been written for it. FLATOW: Interesting way of putting that, but it is in its own ecosystem, isn't it? Mr. McCLUSKY: It is. I mean, we're up over 100,000 applications available at the [app store](#), which is just an astonishing change from - if you think two years ago, you and I actually talked about cell phones when Android was announced, and the world is completely different. That conversation couldn't take place in any way, shape or form today. FLATOW: Well, is there an app that you would say is an outstanding app, if we're talking iPhones - that everybody should have - or an app that helps you find other apps? Mr. McCLUSKY: I'm

Source information:

Date 2009 (Dec 21, 2009)
 Publication information . Vol. 154, Iss. 25
 Title New Fixes for iPhone Addicts
 Author Daniel Lyons
 Source Newsweek

Expanded context:

same way as slavery or genocide. 61237 The real magic of Apple's iPhone is that it's so well designed and so simple to use that it quickly becomes an addiction. You get one of these little devices and pretty soon you're living on the darn thing. You use it to check e-mail and browse the Web, to check and upload photos to your social networks, and to get directions from Google Maps. Then you discover the iTunes [App Store](#), with its 100,000 applications, and you get pulled even further into the iPhone's spell. Even then, your journey into iAddiction is just

beginning. Because once you've bought the iPhone itself, you're going to start buying accessories. Battery-life extenders, protective cases, special earphones, docking stations-the list goes on and on. You can easily spend more money on accessories than you did on the iPhone itself. But that's all part of the fun. To help you on your journey

Source information:

Date	2009 (090525)
Publication information	Business; Pg. C1
Title	Palm-Apple showdown at smart phone corral; TECHNOLOGY
Author	Ryan Kim, Chronicle Staff Writer
Source	San Francisco Chronicle

Expanded context:

at the Worldwide Developers Conference, with more hardware features and perhaps more prices. # Natalie Kerris, a spokeswoman for Apple, declined to comment on any planned changes to iPhone hardware but said the company is already well positioned. # " We've sold more than 21 million iPhones since launch, with sales doubling in our last quarter, " she said. " We're looking forward to introducing a major new software update this summer, iPhone OS 3.0, with more than 100 new features. " # One big advantage for Apple is the iPhone's App Store, a marketplace of more than 35,000 applications that has expanded the utility and appeal of the iPhone. Palm will offer its App Catalog but will need to convince developers and Palm OS programmers to build for its new WebOS platform, a major task because the iPhone has the momentum. # In an effort to make it easier for developers to write for the operating system, Palm has used popular Web languages CSS, HTML and XML that are familiar to Web programmers. The company has said that an

Source information:

Date	2009 (090422)
Publication information	MONEY; Pg. 6A
Title	Leading a big parade of iPhone apps; Ocarina, Leaf Trombone whistle a happy tune for Smule

Author: Jefferson Graham
 Source: USA Today

Expanded context:

to the tune of nearly \$800,000. Now out is the sequel, the Leaf Trombone World Stage. # " We believe in the potential of interactive sound; we believe that everyone is inherently creative; and we want to unlock that creativity in everyone, " says Wang, 31. " We want to find new types of ways to connect people, using the technology we have before us. " # Apple launched the iPhone in June 2007. Its popularity surged even further in July 2008, when Apple introduced a new, faster model and an online App Store, offering software applications. # The apps -- an array of fun, handy or just plain practical little programs -- range from games and simulated aquariums to subway maps and more. Many are free; others are priced from 99 cents to \$10 and up. The App Store -- stocked with 15,000 titles -- is on tap to move its 1 billionth application any day now. # Most of the developers are small outfits such as Smule, the company that Wang and Jeff Smith started to launch the

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Date: 2009 (090422)
 Publication information: MONEY; Pg. 6A
 Title: Leading a big parade of iPhone apps; Ocarina, Leaf Trombone whistle a happy tune for Smule
 Author: Jefferson Graham
 Source: USA Today

Expanded context:

31. " We want to find new types of ways to connect people, using the technology we have before us. " # Apple launched the iPhone in June 2007. Its popularity surged even further in July 2008, when Apple introduced a new, faster model and an online App Store, offering software applications. # The apps -- an array of fun, handy or just plain practical little programs -- range from games and simulated aquariums to subway maps and more. Many are free; others are priced from 99 cents to \$10 and up. The App Store -- stocked with 15,000 titles -- is on tap to move its 1 billionth application any day now. # Most of the developers are small outfits such as Smule,

the company that Wang and Jeff Smith started to launch the Ocarina and several other apps. Smith, 35, is CEO. # " One of the biggest hurdles for game developers is getting published. But with the iPhone, you develop it, and Apple starts sending you money, " says Bill Trost, who created the No.

Source information:

Date	2009 (090422)
Publication information	MONEY; Pg. 6A
Title	Leading a big parade of iPhone apps; Ocarina, Leaf Trombone whistle a happy tune for Smule
Author	Jefferson Graham
Source	USA Today

Expanded context:

apps sold) with four friends. # The challenge for developers such as Trost and Wang, says Gartner analyst Van Baker, is building upon the initial success. " It was easier when there wasn't as much competition, " he says. # Anything's an instrument # It's not hard to get attention with Ocarina and Leaf Trombone. Using the same iPhone microphone that's intended for voice calls, you blow into it, and through Wang's computer programming, music is created. Twist and turn the phone to add vibrato. # The App Store is crowded with virtual instruments such as Band, Pocket Guitar and Finger Piano. But unlike Ocarina, they didn't crack the top 20 best-selling apps chart. # Wang's marketing strategy focused on working the social Web via YouTube, Twitter and Facebook. He shared many videos of Ocarina in use by students and other performers on YouTube. # " We're making use of technology in ways that people haven't seen, and video really helps people to understand that, " says Wang. "

Source information:

Date	2009 (090917)
Publication information	Section B; Column 0; Business/Financial Desk; STATE OF THE ART; Pg. 1
Title	Tuning In A Zippier Zune
Author	By DAVID POGUE.
Source	NYT

Expanded context:

're in an Internet hot spot, you can call up Web sites, zoom in to magnify text, and so on, just as on the iPod Touch or iPhone. It works well, although it's basic: you can open only one page at a time, and it can't play YouTube videos, Flash animations or Pandora radio stations. There's no e-mail program on the Zune, either, as there is on the iPod Touch. # Of course, there's an elephant in this particular room, and it's called the iTunes App Store. At this point, those 75,000 free or cheap add-on programs, which you can download directly to the Touch, are a juicy attraction indeed. # Oh, the Zune has an app store, all right. As of today, there are exactly nine programs in the Zune App Store. Not 9,000 or 900 -- nine. A calculator. Weather. A Space Invaders game. Woo-hoo. # Microsoft says that more are coming. It promises, furthermore, that they'll all be free,

Source information:

Date	2009 (090917)
Publication information	Section B; Column 0; Business/Financial Desk; STATE OF THE ART; Pg. 1
Title	Tuning In A Zippier Zune
Author	By DAVID POGUE.
Source	NYT

Expanded context:

although it's basic: you can open only one page at a time, and it can't play YouTube videos, Flash animations or Pandora radio stations. There's no e-mail program on the Zune, either, as there is on the iPod Touch. # Of course, there's an elephant in this particular room, and it's called the iTunes App Store. At this point, those 75,000 free or cheap add-on programs, which you can download directly to the Touch, are a juicy attraction indeed. # Oh, the Zune has an app store, all right. As of today, there are exactly nine programs in the Zune App Store. Not 9,000 or 900 - - nine. A calculator. Weather. A Space Invaders game. Woo-hoo. # Microsoft says that more are coming. It promises, furthermore, that they'll all be free, which is nice. Unfortunately, for now, Microsoft intends to write all of these programs itself -- it isn't inviting the world's programmers to participate -- so the Zune app store will remain

Source information:

Date	2009 (090917)
Publication information	Section B; Column 0; Business/Financial Desk; STATE OF THE ART; Pg. 1
Title	Tuning In A Zippier Zune
Author	By DAVID POGUE.
Source	NYT

Expanded context:

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write all of these programs itself -- it isn't inviting the world's programmers to participate -- so the Zune app store will remain relatively tiny. # There are other minor disappointments. For example, adjusting the volume requires a step too many: you have to press a side button to bring up on-screen controls. There are numerous 1.0-style bugs and glitches, as when my PC wouldn't see the Zune until after a couple of restarts. # And there's no speaker at all, not even a feeble one. Man, you miss that. # But over all, Microsoft has done a truly beautiful job of

Source information:

Date	2009 (091217)
Publication information	Section B; Column 0; Personal Tech; PHONE SMART; Pg. 6
Title	An App That Helps You Find Your Way Is a Great Find
Author	By BOB TEDESCHI
Source	NYT

Expanded context:

Google spokeswoman, would not say when the company would start running ads. Nor would she say when the turn-by-turn navigation feature would reach iPhones, BlackBerrys and other smartphones. # Users of iPhones, of course, never lack for navigation options, but many of them are either cheap and poorly rated or expensive and well reviewed. One good alternative is the Magellan RoadMate, from the company that specializes in hand-held GPS devices. It costs \$80, but for that price you get perpetual software updates and a very refined service. The average user review at the Apple App store -- four stars out of five -- is significantly higher than those for competitors. After a few problem-free runs with the app myself, I'd offer only a slightly less generous rating. # Compared with a \$10 monthly subscription, the RoadMate is a stellar deal. That is, at least until Google's navigation app makes its way onto the iPhone. # Quick Calls # For people constantly misplacing their Bluetooth headset, the MoGo Talk for iPhone is a headset that attaches to an iPhone shell. The

Source information:

Date	2009 (090917)
Publication information	BUSINESS NEWS

Title Review: New iPod Nano impresses, Zune improves
 Author By RACHEL METZ, AP Technology Writer
 Source AP

Expanded context:

Still, it has an easy-to-use touch-screen keyboard for entering Web site addresses, and it's good for reading the news, checking e-mail or updating your status on Facebook. # One neat feature is the ability to assign " pins " to content you like basically, quick links that are kept in a side menu off the home screen. This made it easier to quickly access the Obi Best and Lady Gaga songs I can't stop listening to, along with my favorite Web sites. # Of course, Microsoft has heard the siren song of Apple's online App Store, and has added an " Apps " section to the Zune Marketplace, which you can access through your computer or the device itself. There are only a handful of applications available now I downloaded two games that didn't really impress but they are all free, and Microsoft plans to roll out Facebook and Twitter applications soon. # The Zune HD proves the device is starting to come into its own as a multimedia contender. It's not quite there yet, but I am curious to see

Source information:

Date 2008 (Dec 2008)
 Publication . Vol. 273, Iss. 6; pg. 49, 5 pgs.
 information
 Title BEST OF WHAT'S NEW 2008: GADGETS
 Author Anonymous
 Source Popular Science

Expanded context:

convenient by adding a free cellular connection for plucking newspapers, magazines - even entire books - out of the air in seconds. \$360; downloads from \$1; amazon.com SAMSUNG AIRAVE PERFECT CELL RECEPTION No bars at home? No problem. Airave acts like a mini cell tower, routing calls into Sprint's network over your home's high-speed Internet connection. Each Airave box handles up to three simultaneous calls, which can start at home and switch to a regular tower when you step outside, or vice versa. \$100, plus from \$5 per month; sprint.com APPLE APP STORE ONE-CLICK CELLPHONE DOWNLOADS The App Store's dead-

simple interface makes it easy to search for and download games, sports tickers, news readers and other programs. One-click installation and a central repository (accessible from the phone itself) transforms your phone or iPod into a pocket-sized computer. Free to \$450; apple.com TALES OF TESTING LIVESCRIBE PULSE STEVE MOREGENS.CONTRIBUTING EDITOR THE PEN THAT LISTENS In 2002 I got my first digital pen, which captured handwriting as an image file, eliminating the need for paper notes. Or so

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Date	2008 (Dec 2008)
Publication information	. Vol. 273, Iss. 6; pg. 49, 5 pgs
Title	BEST OF WHAT'S NEW 2008: GADGETS
Author	Anonymous
Source	Popular Science

Expanded context:

connection for plucking newspapers, magazines - even entire books - out of the air in seconds. \$360; downloads from \$1; amazon.com SAMSUNG AIRAVE PERFECT CELL RECEPTION No bars at home? No problem. Airave acts like a mini cell tower, routing calls into Sprint's network over your home's high-speed Internet connection. Each Airave box handles up to three simultaneous calls, which can start at home and switch to a regular tower when you step outside, or vice versa. \$100, plus from \$5 per month; sprint.com APPLE **APP STORE** ONE-CLICK CELLPHONE DOWNLOADS The **App Store's** dead-simple interface makes it easy to search for and download games, sports tickers, news readers and other programs. One-click installation and a central repository (accessible from the phone itself) transforms your phone or iPod into a pocket-sized computer. Free to \$450; apple.com TALES OF TESTING LIVESCRIBE PULSE STEVE MOREGENS.CONTRIBUTING EDITOR THE PEN THAT LISTENS In 2002 I got my first digital pen, which captured handwriting as an image file, eliminating the need for paper notes. Or so I thought. Unfortunately, my

Source information:

Date	2008 (080717)
Publication	Section C; Column 0; Business/Financial Desk; BASICS; Pg. 6

information

Title Sampling the Best of the iPhone App Store's Diversions
 Author By RIK FAIRLIE
 Source New York Times

Expanded context:

75986 APPLE turned on the tap for its iPhone App store last week, unleashing more than 500 applications for iPhone users. If you have an iPhone, you just might forget the device is capable of making phone calls, since you'll be so busy updating Facebook pages, coveting your neighbor's co-op and wielding your handset to swerve around virtual racetracks. // The store is an object lesson for other cellphone makers and carriers on how to make your customers' phones indispensable. The App Store is simple to use, thanks to its elegant and intuitive interface. Many of the apps are free, and most cost \$9.99 or less (although a select few cost as much as \$79.99). // Five buttons -- Featured, Categories, Top 25, Search and Updates -- line the bottom of the screen, and that's about all you need to navigate. Each app includes an overview from the publisher, a rating (one to five stars) and user reviews. If you're

Source information:

Date 2008 (080214)
 Publication EXTRAS; Pg. PG14
 information
 Title Health Calendar
 Source Washington Post

Expanded context:

8118 Good Luck Rd., Lanham. Call Sarah Singer at 703-960-1100 Clinton. 301-877-4558. // 75986 APPLE turned on the tap for its iPhone App store last week, unleashing more than 500 applications for iPhone users. If you have an iPhone, you just might forget the device is capable of making phone calls, since you'll be so busy updating Facebook pages, coveting your neighbor's co-op and wielding your handset to swerve around virtual racetracks. // The store is an object lesson for other cellphone makers and carriers on how to make your customers' phones indispensable. The App Store is simple to use, thanks to its elegant and intuitive interface.

Source information:

Date	2008 (080715)
Publication information	BUSINESS; Pg. 1
Title	It's a big step up, but iPhone 3G isn't flawless
Author	DWIGHT SILVERMAN, STAFF
Source	Houston Chronicle

Expanded context:

back as being " like a baby's bottom. " Folks, it doesn't get more primal than that. // Oodles of applications // But beyond that, the iPhone 3G is an important device in the evolution of the cell phone business because, with this version, it's not just a phone, it's a computing platform. // The original version of the iPhone initially could not initially run third-party applications, but Apple has dramatically changed that. It has opened the device up to developers who have created more than 800 programs offered through an App Store via Apple's iTunes software. // And original iPhone owners are not left in the cold. An update to their software - as well as that of the iPod Touch - opens the App Store to them. // The applications include everything from an official box score and video highlights program from Major League Baseball, to a guitar tuner, to clients for social networks such as Facebook and Twitter. There are programs that track your stocks, let you read books and tell you where the nearest Thai

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device in the evolution of the cell phone business because, with this version, it's not just a phone, it's a computing platform. // The original version of the iPhone initially could not initially run third-party applications, but Apple has dramatically changed that. It has opened the device up to

developers who have created more than 800 programs offered through an App Store via Apple's iTunes software. // And original iPhone owners are not left in the cold. An update to their software - as well as that of the iPod Touch - opens the App Store to them. // The applications include everything from an official box score and video highlights program from Major League Baseball, to a guitar tuner, to clients for social networks such as Facebook and Twitter. There are programs that track your stocks, let you read books and tell you where the nearest Thai restaurant is. There's even one that turns your iPhone's screen white, making it a flashlight. // Owners of Windows Mobile, Palm and BlackBerry smart phones will grouse that such applications are available

Source information:

Date	2008 (081017)
Publication information	BUSINESS; Pg. 1
Title	The T-Mobile G1 compares well in many ways to Apple's iPhone 3G; Google is calling
Author	DWIGHT SILVERMAN, Staff
Source	Houston Chronicle

Expanded context:

, but of the touch-screen smart phones out there, it's the closest contender yet. # I've been using a G1 for about a week, long enough to find things I like and things I think need fixing. The best news about the G1 is that not only can T-Mobile fix its flaws, so can any other skilled programmer. # That's because, like the iPhone, the G1 has a place you can go to download new applications for it. The G1 Market is increasingly full of useful programs. But unlike Apple's iTunes App Store, there's no gatekeeper. Anyone can write a program and add it to the Market. # The G1's handset is made by HTC, known for its bricklike phones with screens that slide up to reveal a QWERTY keyboard. That's the design for the G1, though the screen slides out first and then up. It's thicker than the iPhone but not as wide. The keys are small and round, making it difficult to type quickly. You also have to press down fairly