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The Atlanta Journal-Constitution

September 8, 2008 Monday
Correction Appended
Main Edition

SECTION: LIVING; Pg. 1C

LENGTH: 664 words

HEADLINE: Magic for the iPhone;
Applications: Or "apps" can turn the phone into just about anything.

BYLINE: JOHN KESSLER; Staff

BODY:

Atlanta food writer and blogger Jennifer Zyman purchased her first Apple iPhone the day it went on sale last year --- "I waited in line; I'm a geek," she admits --- then upgraded to the sleeker, faster G3 model as soon as it hit stores this summer. She is as keen on her phone as she is on discovering the newest Midtown restaurant.

Now the two go together. Among the 10 "apps" or applications she has downloaded for her phone are two restaurant locators --- Yelp and Urbanspoon --- that use the phone's global positioning software to find nearby restaurants and even provide customer reviews.

"When I was in New York last week and trying to find an Indian restaurant, it was really helpful," Zyman said. "I trust what people on Yelp are saying."

The huge array of iPhone apps --- games, guides, services, utilities --- may be the primary culprit in a new and extremely viral strain of Phone-in-Hand disease. Put down your Crackberry for a second and pay attention: An app pandemic is sweeping the globe.

In the first month after Apple's online App Store debuted alongside the new iPhones on July 11, users downloaded more than 60 million of the programs. Speaking to The Wall Street Journal, Apple CEO Steve Jobs suggested it may become a "$1 billion marketplace."

The apps, developed both by Apple and third-party suppliers, also work with the iPod Touch and conjure a universe

of handheld possibility. The iPhone can become a radio, a voice recorder, a "Star Wars" light saber, a television remote control or a cartoon mouth.

The App Store currently offers about 2,500 choices. As users are finding, the act of browsing, downloading and trying out these apps, many of which are free or cost only a dollar or two, can be a time-consuming hobby.

"My iPhone is glued to my left hand," laughs Atlanta photographer Joel Silverman. "If I walk away from it for too long, I don't know what's wrong."

Silverman claims to have "downloaded a million of the free things," but has also purchased quite a few apps. The best?

"The best are the ones my 3-year-old loves," he says. Little Sophie Silverman most appreciates Preschool Adventure, in which she reassembles a monkey that sings and dances once all his body parts are in place.

"It makes car rides painless," says her dad.

Blair MacIntyre, an associate professor in the School of Interactive Computing at the Georgia Institute of Technology, has downloaded dozens of apps to his own iPhone. As enthusiastic as he is, he points out that Apple hasn't exactly broken new ground. Other handhelds, such as the Palm Treo, have downloadable applications.

"It's one of the things that Apple does well: Take something that is out there already and package it in a way that is easy to use, convenient and hassle-free," says MacIntyre.

Because Apple vets all the third-party software to meet certain requirements, they are generally more stable and less crash-prone. The setup also provides a marketplace for creative young programmers to sell their wares and get a reasonable cut for their products.

Still, not every iPhone user is enamored with the boundless apps. Or even aware of them. When contacted by a reporter, Atlanta anesthesiologist Brad Duplantier admitted that he had never considered the App Store.

"I'm not even sure what it is," says Duplantier, adding, "I've never used the camera or the iPod, either. When I have some time, I need to sit down with my iPhone."

APPLE APPS

Some of the popular choices from the iPhone App Store :

* Shazam: Identifies a song broadcast on a radio or loudspeaker after capturing a few seconds of audio.

* Labyrinth: Mimics the classic game in which a player guides a steel ball through a wooden maze by tilting the phone.

* aSleep: Provides ambient nature sounds to fall asleep to.

* Remote: Turns the iPhone into a remote controller for televisions and computers in a wireless network.

* Tap Tap: Mimics the game play of Guitar Hero.

To keep up with new apps, go online to www.theiphoneblog.com and search for "app avalanche."

CORRECTION-DATE: September 9, 2008

CORRECTION:

Magic for the iPhone; Applications: Or "apps" can turn the phone into just about anything. The Atlanta Journal-Constitution September 8, 2008 Monday Correction Appended

The second-generation iPhone that was introduced in June 2008 is called the 3G model. It was incorrectly identified in a story about iPhone applications that appeared in Monday's Living section.

LOAD-DATE: September 10, 2008

LexisNexis®

September 7, 2008 Sunday
Correction Appended
Late Edition - Final

SECTION: Section TR; Column 0; Travel Desk; PRACTICAL TRAVELER IPHONE E-GUIDES; Pg. 7

LENGTH: 1035 words

HEADLINE: Clueless in Cleveland? Use Your Thumb

BYLINE: By MICHELLE HIGGINS

BODY:

SURE, you can turn your iPhone into a Star Wars-like light saber, a virtual pet or an interactive mug of beer. But did you know that those newfangled applications can also tell you the nearest sushi bar in London, the wait time at La Guardia's security checkpoints or how to say "Where's the toilet?" in Cantonese?

As Apple's iTunes App Store continues to grow with hundreds of titles, the iPhone is proving to be a useful travel tool -- and not just for when you're bored on that 18-hour flight to Singapore. The best programs take advantage of the iPhone's location-aware feature, tailoring the information to your whereabouts. Say you land in Baltimore and you have a sudden craving for crab cakes. With a few taps, iPhone apps with names like Yelp, Urbanspoon and iWant can quickly guide you to Faidley Seafood or Obrycki's Crab House. Other apps can point you to the cheapest gas station, book a hotel and even call a cab.

Below are some of the handiest apps for travel. Many are free, though some cost from 99 cents to $24.99. Warning: Some apps require data downloads that may incur roaming fees if you're overseas. To avoid such fees, turn off "Data Roaming" and look for Wi-Fi hot spots.

Getting There A number of airlines are creating mobile-friendly versions of their Web sites, allowing iPhone users to shop for flights, buy tickets, check in, select seats and modify reservations. Now, at least one, British Airways, has a free downloadable iPhone app that makes finding the next red eye to London as easy as flicking your thumb.

Frequent fliers might want to download Flight Status ($3.99). It gives the status of thousands of flights, as well as the arrival gates and baggage carousels. Another app that can be useful for today's delay-plagued skies is AirportStatus (free). It displays a list of airports in North America with delays or closings.

Travelocity (free) takes an all-in-one approach, letting you check flight schedules, gate numbers, security wait times and -- if you booked through Travelocity -- your itinerary. The app also lets you search for "Hotels Nearby Me" -- a feature that could come in handy in travel emergencies (or, perhaps, for some other purpose).

Where to Eat Looking for a place to nosh on the road? Urbanspoon (free) recommends restaurants in more than 50 cities using the iPhone's location-aware capability and offers reviews from newspapers, blogs and fellow users. While suggestions (and prices) can be out of date, the fun and easy-to-use app looks like a slot machine and is activated by shaking the phone.

Page 2

Clueless in Cleveland? Use Your Thumb The New York Times September 7, 2008 Sunday Correction Appended

Foodies, however, might prefer Local Eats (99 cents), an iPhone version of the guidebook series "Where the Locals Eat," which ranks what it considers the top 100 restaurants in 50 American cities. Tapping "Near Me" finds places nearby from that list, along with reservation numbers and directions.

What to Do Need an A.T.M.? Thirsty for a sakitini? Shopping for a Marni purse? Several location-aware apps are vying to be your mobile concierge. Among the best are Yelp (free), which has a fanatical base of reviewers who weigh in on everything from dry cleaners to karaoke bars. Where (free) lets you scroll through different services (like Starbucks, gas stations and restaurants) and plots them on a Google Map, along with your location. And iWant (free) offers a similar service, but in a streamlined interface with clean black-and-white icons: a martini for bars, a projector for movies, a hanger for clothing stores, and so on.

Traditional travel guides are getting into the action, with mixed results. Frommer's has turned several of its guides, including New York, Paris and London, into iPhone apps ($9.99 each). The e-guides offer many of the same maps, reviews and suggested itineraries as the bulky book. But unlike Yelp, Frommer's doesn't take advantage of location-aware technology; you still must look up the suggestions manually, as with a book. Washingtonpost.com's City Guide app (free) is smarter; it lets users easily navigate through 2,000 bars and restaurants, many with well-written reviews. Unfortunately, it is limited to the Washington area.

How to say it A handful of apps seek to lower the language barrier. Lonely Planet ($9.99) offers phrasebook apps in 10 languages including Czech, Italian and Vietnamese. In addition to translating phrases like "I'll buy you a drink," in written text, the app also translates it verbally ("Te invito a una copa," it says in Spanish, in a suave male voice).

A different approach is taken by Babelingo ($5.99), which may appeal to those afraid of mangling pronunciations. After choosing a phrase like "Please take me to the airport," it displays the translation in big bold type, making it easier to show to someone, like a taxi driver. Babelingo offers 300 phrases in seven languages, including Italian, German and Japanese.

How to Get Around Numerous subway and mass-transit apps are available for major cities, with the best offering clean design, location-based station finders and service advisories. Worthwhile apps include CityTransit (for New York City, $2.99), Tube London City ($9.99) and iBart (for the San Francisco area, free).

Taxi! (free) has a yellow cab-inspired design and finds taxi services throughout the United States based on your location. Just tap one of the companies, and the iPhone dials it for you. It also offers user ratings, whether the company accepts credit cards and, according to the App Store's description, a prescreened list based on hotel referrals.

Cool Tools Until Skype creates an iPhone app, Truphone may be the closest thing. It allows you to make cheap international phone calls over Wi-Fi (about 6 cents a minute to landlines and 30 cents to mobile phones), especially when compared with roaming rates. Some kinks need to be worked out -- voice quality can be poor and calls didn't always go through.

How much is that Chinese wardrobe in dollars? Currency (free) is a frequently updated converter for more than 50 currencies. Easier to use is MOMPF Currency Converter (free), which has a funny-looking cartoon for a mascot, and allows you to easily switch among currencies and to store favorites.

URL: http://www.nytimes.com

CORRECTION-DATE: September 21, 2008

CORRECTION:

The Practical Traveler column on Sept. 7, about iPhone applications useful to travelers, misstated the capability of an iPhone application from Frommer's, the guidebook publisher. It does indeed use location-aware technology to tell how far the user is from a particular venue.

GRAPHIC: DRAWING (DRAWING BY DOUG PANTON)

LOAD-DATE: September 7, 2008

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THE WALL STREET JOURNAL.
The Wall Street Journal

August 11, 2008 Monday

SECTION: Pg. B1

LENGTH: 827 words

HEADLINE: IPhone Software Sales Take Off: Apple's Jobs

BYLINE: By Nick Wingfield

BODY:

Corrections & Amplifications

Apple Inc. recognizes as revenue 30% of the value of iPhone software sales through its App Store. A Marketplace article Monday incorrectly implied that Apple recognizes the total value of iPhone software sales before sharing 70% with developers of the software.

(WSJ Aug. 12, 2008)

(END)

Cupertino, Calif. -- Apple Inc.'s bet on cellphone software appears to be paying off.

In the month since Apple opened an online software clearinghouse called the App Store, users have downloaded more than 60 million programs for the iPhone, Chief Executive Steve Jobs said in an interview at Apple's headquarters. While most of those applications were free, Apple sold an average of $1 million a day in applications for a total of about $30 million in sales over the month, Mr. Jobs said.

If sales stay at the current pace, Apple stands to reap at least $360 million a year in new revenue from the App Store, Mr. Jobs said. "This thing's going to crest a half a billion, soon," he added. "Who knows, maybe it will be a $1 billion marketplace at some point in time."

"I've never seen anything like this in my career for software," he said.

Apple has hit a few speed bumps along the way, in part because it has set itself up as a powerful intermediary for the distribution of software to iPhones. For instance, it has frustrated some software developers by removing their programs from its App Store without explanation. Some iPhone users also have complained of technical problems with various iPhone applications, which software makers have attempted to correct with frequent patches.

Apple isn't likely to derive much in the way of direct profit from the business, Mr. Jobs acknowledged. It is keeping only 30% of the proceeds from application sales -- about enough to cover expenses from credit-card transactions and other costs of running the online store -- while the programs' creators keep 70%.

Instead, Mr. Jobs is betting applications will sell more iPhones and wireless-enabled iPod touch devices, enhancing the appeal of the products in the same way music sold through Apple's iTunes has made iPods more desirable.

"Phone differentiation used to be about radios and antennas and things like that," Mr. Jobs said. "We think, going forward, the phone of the future will be differentiated by software."

That view is shared by rivals, including Microsoft Corp. and Google Inc., which are working to popularize their own software platforms for cellphones. Richard Doherty, an analyst with market research firm Envisioneering Group, says Apple has caught competitors off guard. "They've lost developers to Apple," he says.

Software developers also say they've been surprised by the popularity of their iPhone applications. Videogame specialist Sega Corp. says it sold more than 300,000 copies in 20 days of its $9.99 Super Monkeyball game, in which players guide an orb around mazes by tilting their iPhones. "That's a substantial business," says Simon Jeffery, president of Sega's U.S. division. "It gives iPhone a justifiable claim to being a viable gaming platform."

Another hit comes from Epocrates Inc., a maker of electronic reference guides for physicians that has developed a free drug encyclopedia for the iPhone. More than 125,000 people have downloaded the software, including 25,000 doctors, says Michelle Snyder, the San Mateo, Calif., company's vice president of marketing. That compares to the some 500,000 Epocrates users the company has previously said it has on other mobile devices.

Mr. Jobs said developers' share of iPhone application sales in the first month was about $21 million, of which the top 10 developers earned roughly $9 million.

Some developers, however, have run afoul of Apple's limits on software it will distribute through the App Store. The company recently removed an application called I Am Rich that did nothing but display a glowing red gem, for the eye-popping sum of $999.99. The programmer who created it, Armin Heinrich, says he thought he was abiding by Apple's rules for its developers. An Apple spokeswoman said Apple made a "judgment call" to remove I Am Rich.

Apple raised hackles in computer-privacy and security circles when an independent engineer discovered code inside the iPhone that suggested iPhones routinely check an Apple Web site that could, in theory trigger the removal of the undesirable software from the devices.

Mr. Jobs confirmed such a capability exists, but argued that Apple needs it in case it inadvertently allows a malicious program -- one that stole users' personal data, for example -- to be distributed to iPhones through the App Store. "Hopefully we never have to pull that lever, but we would be irresponsible not to have a lever like that to pull," he says.

Mr. Jobs declined to give an updated sales tally for iPhone 3Gs, the new model of the phone introduced last month at half the up-front price of the previous $399 model.

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NOTES:
PUBLISHER: Dow Jones & Company, Inc.

LOAD-DATE: May 31, 2010

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THE WALL STREET JOURNAL.

The Wall Street Journal

August 5, 2008 Tuesday

SECTION: SMALL BUSINESS; Enterprise; Pg. B7

LENGTH: 916 words

HEADLINE: Programmers Jockey for iPhone Users at Apple Site --- Store Offers Access To Captive Buyers, But Field Is Packed

BYLINE: By Raymund Flandez

BODY:

Modality Inc.'s big break came calling via mobile phone.

Right after Apple Inc. announced in March that it would allow software developers to build applications for its new iPhone 3G, Modality, of Durham, N.C., got busy.

And on July 11, when Apple launched the phone and the Apple App Store to hawk those applications, Modality's product -- digital medical terminology flashcards -- was among the available downloads.

One taker was Jeff Midgley, a physician assistant at the Yale New Haven Hospital in New Haven, Conn. He says he wanted something in his pocket that he could show to patients when they ask him about a simple sprain or fracture. Rather than showing them an X-ray, he can just call up the cards on his iPhone and zoom in on the bone in the correct anatomical position.

"It's a little expensive," says Mr. Midgley, referring to the $39.99 he paid to download the application, called Netter's Anatomy. "But I'm going to give it a shot, instead of lugging 1,200 flash cards around."

Apple says about 25,000 software developers have tried their hands at creating applications that can be downloaded onto both the iPhone and iPod -- all trying to jump on the bandwagon of the tech gadget of the moment.

It's too soon to gauge whether any of these applications will prove successful. On the one hand, the Apple App Store, which can be accessed through iTunes, provides a captive consumer group -- many of whom already are inclined to purchase an Apple-approved application. But software developers don't have a say in where their applications are displayed in the App Store. So products can easily get lost in the myriad of other applications if they don't offer features and functions that catch consumers' attention.

So far, applications that are showing promise are those that provide mobile consumers with entertainment, useful searches and handy tools like a tip calculator. Among the top paid applications: a measurement conversion tool, a Texas Hold'em card game, and a sound recorder for memos, discussions and interviews. The top free ones include games like Sudoku. Apple says there have been 25 million downloads of applications from the App Store so far.

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Programmers Jockey for iPhone Users at Apple Site --- Store Offers Access To Captive Buyers, But Field Is Packed
The Wall Street Journal August 5, 2008 Tuesday

"It's "a powerful business model," says Allen Kupetz, executive in residence at the Crummer Graduate School of Business at Rollins College in Winter Park, Fla. "Very low cost of doing business, and very high margins. That's kind of the sweet spot for any business."

A software-development kit is available free from Apple's Web site. There also is a $99 version, which includes technical support from Apple.

Greg Joswiak, vice president of world-wide iPod and iPhone product marketing at Apple, says developers are re-sponsible for quality assurance but Apple does review the application before putting it on the App Store. "We don't want any misbehaving applications," he says, such as ones containing viruses or pornography.

There are about 900 applications available on the App Store, according to Apple, with 20% of them free. Among the paid applications, about 90% go for less than $10. Software developers receive 70% of the cost of every paid download. Apple keeps the rest.

Modality, a 12-employee company, has been turning print titles into digital reference guides since 2006, selling the programs on its own site, Raybook.com. Titles include CliffsNotes, Betty Crocker cookbooks, Brain Quest and Mr. Boston: Official Bartender's and Party Guide.

Modality declined to give sales figures for its digital guides. But the company is now betting it will get a big boost in sales from the Apple App Store.

"We were clearly interested in extending our business model to this device and were excited about the opportunities for further interactivity," says S. Mark Williams, Modality's chief executive. He says he has yet to receive any download and sales numbers from Apple.

The Netter's Anatomy reference cards are based on the Atlas of Human Anatomy, which is published by Elsevier, a publisher of science and health information, owned by Anglo-Dutch publisher Reed Elsevier PLC.

Sebastian Vos, vice president of e-Education Health Science for Elsevier, says mobile learning is a growing trend, especially for medical students and professionals who want a handy reference right on the spot. And he adds that Mo-dality has the expertise to adjust the publisher's popular brands into one that technologically savvy students and profes-sionals could embrace.

"I think we're reaching customers that we would never have had access to," he says.

When the iPhone opportunity popped up, Mr. Vos adds, he quickly saw the potential of such a device, which could offer a much more interactive functionality than the click-wheel versions of the iPod, where many of Elsevier's contents had previously resided.

Modality says its revenue-sharing agreements with publishers are developed specifically for each title the software firm creates for the iPhone, with the percentages based on the size and scope of the application.

While the Apple App Store could expand Modality's reach, the software firm will have to work hard to differentiate itself from the multitude of applications vying for consumers' attention. The $39.99 price could also turn off some po-tential buyers.

But Mr. Williams isn't worried. The initial response has been strong, he says, adding that customers recognize the value of such premium educational and professional content.

"We're categorically different than games," he says.

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July 10, 2008 Thursday
Late Edition - Final

SECTION: Section C; Column 0; Business/Financial Desk; Pg. 8

LENGTH: 1044 words

HEADLINE: Apple's Latest Opens a Developers' Playground

BYLINE: By JOHN MARKOFF and LAURA M. HOLSON

DATELINE: PALO ALTO, Calif.

BODY:

When Apple opens its online App Store for iPhone software on Thursday, Steven P. Jobs will be making an attempt to dominate the next generation of computing as it moves toward Internet-connected mobile devices.

The store, which will offer more than 500 software applications, including games, educational programs, mobile commerce and business productivity tools, may be a far more important development than the iPhone 3G, which goes on sale at the same time. An abundance of software could make the iPhone's operating system dominant among an abundance of competing phones.

"The reaction we have gotten so far has been really strong," Mr. Jobs said in a telephone interview this week. "The quality and the sophistication of the applications you can write for the iPhone is in a different class."

Mr. Jobs failed to make his personal computers dominant, in part because software developers did not write as many programs for Mac-based machines as they did for Microsoft Windows PCs. He did not make the same mistake when he developed the iPod music players. Apple's iTunes stores, with easy and inexpensive downloads of music, gave the device an insurmountable lead, to date, over other players.

With the App Store, Apple simplified the process of adding software to the phone. Mr. Jobs contends that Apple does not plan to make much money on games and other applications; he has also said the company does not make much money selling music on iTunes. "We are not trying to be business partners," Mr. Jobs said of the App Store. Instead, he said, the goal is to "sell more iPhones." Apple gives developers a 70 percent cut of sales.

The enthusiasm among software developers is high, from San Jose to San Francisco. But, at the same time, some developers are approaching Apple with caution as they figure out what their relationship with the company will be. Many expect the dealings to be more lucrative than those with wireless carriers, which in large part control what pro-grams end up on phones. But there are still many unknowns, especially for developers whose applications will compete with the popular iTunes music and video store.

Apple has a substantial way to go to catch its competitors. Palm, Microsoft, R.I.M., Nokia and Symbian have all enticed developers to write software for their smartphone operating systems. Palm, for example, says that it has 30,000 active software developers, and Microsoft said last month that it had more than 18,000 applications available for its Windows Mobile operating system, which is available from 160 cellular carriers around the world.

Still, Mr. Jobs is catching up quickly, and none of his rivals are dismissing him.

"Everybody wants to build an iPhone app," said Gene Munster, a senior research analyst at Piper Jaffray in Minneapolis. "It's pretty rare you hear things like this. The enthusiasm is surprising."

Matt Murphy, a partner in a fund set up by Kleiner Perkins Caufield & Byers to invest in iPhone apps, ascribes the intense interest to the consumer demand for the iPhone, as well as the unfettered distribution promised by the App Store: it limits the phone company's role as a gatekeeper.

"A lot of the best entrepreneurs haven't wanted to start anything because the carriers had to bless you," he said. "There were a lot of unknowns." For instance, there was no standard deal for what carriers would be paid. Carriers also rejected some applications and, Mr. Murphy said, "No one wanted to fall on their face."

One indication of how much the iPhone changes the scene is Mr. Murphy's fund, the iFund, which plans to invest $100 million in new iPhone-related software firms. In the last four months, the Kleiner fund has received 2,000 financing requests from developers, 85 percent of them intended for consumers.

Mr. Murphy said that Kleiner was serious about 100 of those ideas. The fund expects games, health care, social networking, mobile commerce and location-based services to be the most popular types of software. An application that would allow Bay Area surfers to check tides and network with other surfers failed to past muster.

Instead, Kleiner is backing, among others, iControl Networks, which is creating an application to let homeowners turn off their lights and alarms at home, as well as monitor security cameras, via their iPhones.

Still, Apple could end up at odds with some developers -- particularly creators or distributors of content and media -- who offer applications that compete directly with iTunes. Rajeev Raman, chief executive of Mywaves, an ad-sponsored free mobile video service available on millions of handsets, including Nokia and BlackBerry smartphones, said he would like to offer Mywaves in the App Store.

But he has made little headway in his discussions with Apple, he said: "We have a reverse conflict because they are not providing video for free, but we are. We are interested, but we don't want to jump into anything that will have our hands tied behind our backs."

When asked about it, Mr. Jobs said: "He's right. We will compete." He added, "That's a discussion to have."

Twenty-five percent of the first 500 applications at the store will be free, Mr. Jobs said. Of the commercial applications, 90 percent will be sold for $9.99 or less, he said, adding that a third of the first wave of applications will be games.

Mr. Jobs insisted that the 30/70 split is a more generous deal for developers than what is common in the video game industry. And he said that Apple would provide distribution and marketing.

The question that remains unanswered is how Apple and Mr. Jobs will manage the relationship with software developers. When the iPod was released, music executives hailed him as a savior for their flagging business. But they later complained they were not paid enough. Hollywood studio executives were even more cautious, dragging their feet for months before allowing full-length movies on iTunes.

Mr. Jobs declined to elaborate on how he expected to foster a more positive relationship with software developers, but Mr. Murphy of the iFund said: "He can't kill the golden goose. The promise of the iPhone is developers. If you choke them off, there are a lot of other platforms waiting."

URL: http://www.nytimes.com

GRAPHIC: PHOTOS: The App Store will let iPhone users download applications like games. One program offers baseball highlights.

LOAD-DATE: July 10, 2008

LexisNexis®

July 10, 2008 Thursday
Home Edition

SECTION: BUSINESS; Business Desk; Part C; Pg. 1

LENGTH: 756 words

HEADLINE: TECHNOLOGY;
Store aims to plug people into iPhones;
Apple hopes programs sold through its new online retailer boost sales of the device.

BYLINE: Michelle Quinn, Times Staff Writer

BODY:

When the new iPhone goes on sale Friday, Apple Inc. will also launch an online software store peddling a potpourri of programs such as games, pedometers, tip calculators and language translators for the device. The company hopes that by enabling buyers to transform the phone into a personalized electronic Swiss Army knife of sorts, it can boost sales.

"We live in a post-modern world of fragmented preferences," said Shiv Bakhshi, an analyst at research firm IDC. "The more applications out there, the more people will find the iPhone useful."

The store is another way that Apple is changing the mobile market since the first version of the iPhone went on sale in June 2007.

The new App Store will be the only retailer of Apple-sanctioned software programs for the iPhone family and the iPod Touch. It's an approach that breaks from tradition; typically the manufacturer of the phone doesn't sell software, said Rob Enderle, principal analyst at Enderle Group.

The updated phone is the Cupertino, Calif., company's biggest push yet to expand its share in the cellphone market and turn the iPhone from a luxury item to a mass market hit. With the new iPhone 3G, the iPhone could regain some of the momentum it lost in recent months. And that could be helped by the launch of the App Store, which could open its virtual doors as early as today to accommodate early iPhone buyers in places such as New Zealand.

But there's a risk in opening up the iPhone to a plethora of outside programs, Enderle said. For example, he said, will the iPhone be able to handle various new programs that zap its power? And, he added, will the programs hurt the iPhone's reliability and performance?

For current iPhone owners, the App Store will appear as an icon on their phone screen as part of a free software update. (Owners of the iPod Touch can update their software for $9.99.)

By clicking on the icon, a customer will see categories such as "lifestyle," "entertainment" and "productivity." Apple has already demonstrated some of the programs at an Apple developers' conference in June, such as a virtual musical keyboard activated by touching the screen.

Other programs expected include medical references, an EBay auction tracker and a home automation remote controller. If a customer wants to make a purchase, the program is wirelessly downloaded to the iPhone and a credit card is billed.

TECHNOLOGY; Store aims to plug people into iPhones; Apple hopes programs sold through its new online retailer boost sales of the device. Los Angeles Times July 10, 2008 Thursday

CareerBuilder.com, the online jobs site, has developed a program for the iPhone called Jobs that enables iPhone users to access CareerBuilder's database on the go, with results given by the users' location.

"We think job searching can be an impulse thing," said Marcelino Alvarez, an executive interactive producer at Wieden & Kennedy, an advertising agency that worked with CareerBuilder. A user on vacation in Honolulu, for example, can check out job openings in Hawaii.

Lexcycle, a firm in Portland, Ore., created a product called Stanza, which enables a user to read electronic books -- mostly classics -- for free.

Apple initially resisted allowing outside developers to have access to the iPhone's core programming information but changed its position this year.

Since March, more than 200,000 copies of the developer kit have been downloaded. Some have paid $99 to register as an official iPhone developer and go through a certification process to make it into the App Store. The developer sets the price, Apple processes the sales and keeps 30% of the revenue.

For software developers, the payoff is unknown. But it has a potential to be huge, said Luc Vandal, a software developer in Montreal. He is selling two programs at the App Store: Linguo, a $2.99 application that translates sentences into 17 languages; and Steps, which for $1.99 turns the iPhone into a pedometer by using the device's motion sensor.

"There's only one place that millions of users can get iPhone applications," he said. "I would be surprised if it's not a good success."

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michelle.quinn@latimes.com

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The iPhone and Apple

As soon as today, Apple will launch its App Store, a virtual shop for programs for iPhones and the iPod Touch. Here are some of the programs expected to be available when the doors open:

G-Park

Use the iPhone to remember where you parked the car and map how to return to it.

Price: 99 cents

Fright

An updated selection of scary videos to show friends.

Price: 99 cents

Band

Turns the iPhone's touch screen into a virtual musical keyboard

Price: unknown

Linguo

Type in a sentence and hear how it would sound in one of 17 languages.

Price: $2.99

Sources: Apple and software developers

GRAPHIC: PHOTO: (no caption) PHOTOGRAPHER:

LOAD-DATE: July 10, 2008

February 15, 2011

Apple allows iPhone, iPad Apps subscriptions

 Apple Inc. reportedly is allowing newspaper and magazine publishers to sell subscriptions to content on iPads and iPhones, as well as letting them provide free access to their content for existing subscribers.

The shift in policy came Tuesday when **Apple** (Nasdaq: AAPL) announced that content publishers that sell apps through its **App Store** can now sell subscriptions like that offered for News Corp.'s The Daily.

 The company said publishers can set the price and length of subscription (weekly, monthly, bimonthly, quarterly, biyearly or yearly).

 Customers will be automatically charged based on the option they choose (weekly, monthly, etc.). If **Apple** processes the payments, it said it will keep the same 30 percent share that it does for other In-App Purchases.

 The iPhone had been exclusive to AT&T Inc. (NYSE: T) until this month when Verizon Wireless, a unit of Verizon Communications (NYSE: VZ), started service and is selling it through its stores and at Best Buy Co. (NYSE: BBY) and Wal-Mart Stores (NYSE: WMT). All three have numerous locations in the Dayton region.

 The smartphone market is still dominated by Research in Motion's (Nasdaq: RIMM) Blackberry, while **Apple**'s iPhone and Google Inc.'s (Nasdaq: GOOG) Android devices are gaining ground.

 Apple's tight control over subscriptions rankled some publishers who objected that the company wasn't allowing it access to all subscriber information and wasn't letting them provide free access to the iPad to existing subscribers.

 The company said on Tuesday that if it is not involved in a transaction, there will be no revenue sharing or exchange of customer information with **Apple**. Publishers will be required to provide their own authentication process inside the app for subscribers that have signed up outside of the app.

 Apple, which operates an **Apple** store in Kenwood Mall, said it will also require that if a publisher sells a digital subscription separately outside of the app, that same subscription offer must be made available, at the same price or less, to customers who wish to subscribe from within the app.

 Despite appearing to give in to those objections that have been raised **Apple** made one change that may stir objections. It said that publishers may no longer provide links in their apps which allow the customer to purchase content or subscriptions outside of the app.

Click here for the press release.

EDITION: dayton

Word Count: 390
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2011 WLNR 2784451

February 11, 2011

Tech tidbits: Angels for Agility, NM Software and Qnuru

Kevin Robinson-Avila

The New Mexico Angels are banding together for a $750,000 investment in Agility Ventures LLC.

Arizona-based Agility is a debt-equity firm that offers lease-loans and consulting services to WiFi companies nationwide. The firm invests in early-stage wireless broadband startups that need a lot of capital up front for infrastructure and equipment.

Agility is raising its third fund, and the NM Angels have committed $450,000. When the deal closes in late February, those commitments are expected to reach $750,000, said NM Angels President John Chavez.

That would make it the Angels' largest single investment to date. The organization invested $650,000 in six deals during 2010.

"This is an alternative investment for Angels that includes an income component and an equity component," Chavez said. "It's generated a lot of interest among our members."

Unlike direct investments in companies, which carry a lot of risk and usually don't generate returns until an exit, Agility provides hefty earnings fairly rapidly.

Fund participants receive quarterly interest payments on investments, Chavez said. They also earn a prorated share of fund profits, plus a small equity stake in each company the fund invests in.

"It offers three income streams," Chavez said. "That's quite unique."

The Angels made a $400,000 investment in Agility's second fund, a $6.2 million pool formed in 2008.

Investors in that fund are earning 11 percent quarterly interest, said Agility Managing Partner Hal Hayden. Once the principal is repaid to investors in 2012, profits will be distributed on a pro-rata share basis. That could drive total returns for investors to 19 or 20 percent, Hayden said.

Agility is targeting $10 million for its third fund, with repayment of principal in 2014 and investment recovery by 2016, Hayden said.

The NM Angels first approached Agility in late 2007, when [Agility](#) offered a $1 million line of credit to an Albuquerque WiFi startup that the Angels wanted to invest in. That deal fell through, but the Angels ended up investing in Agility instead, Chavez said.

Since forming in 2004, Agility has invested in 51 WiFi companies in 13 states. Those firms serve nearly 115,000 wireless subscribers, generating about $7 million per month in revenue, Hayden said.

State Rep. Jane Powdrell-Culbert, R-Corrales, introduced a bill in this year's legislative session to extend New Mexico's angel investment credit to 2015.

The credit, approved in 2008, is scheduled to expire in December.

The incentive allows accredited investors to receive up to a $25,000 state income tax break for each $100,000 investment they make, for a maximum of two investments annually. Investments must be in New Mexico-based high-tech or manufacturing startups.

The state's Economic Development Department certifies eligible investments, up to a maximum of $750,000 per year. It tracks activity in the program for the Legislature.

As of August, 71 investors had received credit for 96 investments since 2008, according to an October memorandum from former EDD Secretary Fred Mondragón to the Legislature. Tax credits totaled $790,000 on $8.5 million in investments.

Verge Fund General Partner Dave Durgin said the incentive encourages high-wealth individuals to make investments.

"It's inspired more people with inherited wealth to become active investors," Durgin said. "That means more capital for local startups."

[New Mexico Software Inc.](#) President and CEO Dick Govatski said his company has been swept up in a mobile revolution in telemedicine.

The Albuquerque company, which provides Web-based medical and general business systems software, released new mobile applications in January to allow medical personnel and administrators to instantaneously share teleradiology images and information through iPads and other mobile devices.

The apps are available to subscribers for free through the **Apple App Store** and Android Marketplace. A Honeycomb app for Motorola's Zoom tablet will be available in mid-February.

"This means users have immediate access anywhere without having to boot up a desktop or a laptop," Govatski said. "This is not just iCandy. It has broad implications for telemedicine."

The company's XR-Express service allows doctors to examine medical images over the Internet, including X-rays, CT scans, ultrasounds, EKGs and more. Physicians can send and receive those images on everything from iPads to iPhones and iPods.

In addition, the company will request U.S. Food and Drug Administration approval for doctors to directly diagnose teleradiology images on mobile devices.

The FDA approved mobile diagnostics for the first time Feb. 4 for MIM Software Inc. of Ohio.

Demos of NM Software's apps are available free for iPad (4.2) and Android (2.2) users. Visit ipad-demo@2011.com, or droiddemo@2011.com, and type "password1" for access.

Qnuru has carved out a lucrative niche for its light-emitting diode (LED) bulbs in car dealership lots across the country.

The company, created by Albuquerque-based Noribachi Group LLC, launched a line of LED retrofits last summer. They allow customers to replace incandescent and florescent bulbs without installing new fixtures. Qnuru (pronounced kuh-new-roo) also offers solar-powered LEDs for customers who want to maximize energy savings.

To date, Qnuru has installed LED retrofits for lighting at 31 car dealerships in 13 states, said President and CEO Rhonda Dibachi. The installations reduce electric bills by 80 to 85 percent, increase lumen output by 27 percent and generate an average 24-month return on investment, she said.

"It lights everything up much more, turning outdoor lots into indoor-like showrooms," Dibachi said. "That can potentially increase profits by attracting more customers. The lights are good for the top and bottom lines."

Since mid-January, Qnuru has completed retrofits on three dealerships, including Emich Volkswagen in Colorado, Expressway Toyota in Massachusetts and Lexus Santa Monica in California.

Dealer Tom Bohlman retrofitted Lexus of Santa Fe in July 2009, and plans to retrofit Lexus of Albuquerque.

"I've had like two dozen phone calls from dealers around the country wanting to know how it works," Bohlman said. "I think every car dealership around the U.S. will end up going this way."

Qnuru is also marketing to sports facilities, and it's about to sign a national grocery chain.

"The grocery chain is considering retrofits for all its stores and distribution centers nationwide," Dibachi said. "If we sign that contract, it will take us to the next level."

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Word Count: 1024
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2/9/11 Pitt. Post-Gazette A1
2011 WLNR 2561665

Pittsburgh Post-Gazette (PA)
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February 9, 2011

Section: LIFESTYLE

FORGIVE ME, IPHONE, FOR I HAVE SINNED

MARIA SCIULLO, PITTSBURGH POST-GAZETTE

Among its many other features, the iPhone can now be used for higher calling.

"Confession: A Roman Catholic App" has the blessing of the church in America, thought to be a first among religious applications. Those purchasing the $1.99 app from Little iApps of South Bend, Ind., have access to a program that not only invites users to examine their lives and actions, it keeps track of their sins.

"Our intention was never for people to do confession on their own," said Patrick Leinen, founder of Little iApps with his brother, Chip, and their friend, Ryan Kreeger.

Mr. Leinen said he can't estimate how many sales of "Confession: A Roman Catholic App" there have been, but he and colleagues are "shocked" by the blitz of media attention this week. Since its launch a week ago, stories have appeared overseas -- including Britain and Australia -- and in national forums. Even the National Catholic Register gave its stamp of approval.

Inspired partly by the Pope's World Communications Address last year, the developers worked with the Rev. Thomas Weinandy, executive director for the United States Conference of Catholic Bishops' Secretariat for Doctrine and Pastoral Practices, as well as the Rev. Dan Scheidt, head of a parish in Indiana.

Mr. Leinen said that upon completion of the app, his company copied the text into document form and submitted it for imprimatur before Bishop Kevin Rhoades of the Diocese of Fort Wayne.

"The priests have been very good to work with ... we've even had priests go to confessional with it," Mr. Leinen said.

Although unusual, "Confession" is not unique. **Apple**'s **App Store** features about a half-dozen apps focusing on confession in the Catholic Church, including "iConfess" ($2.99) and "Mea Culpa" ($1.99).

The latter was created by Travis Boudreaux of Breaux Bridge, La., who used to study the church's Examination of Conscience in preparation for attending confession.

"Then my wife bought me an iPhone for my birthday and since I'm a Web developer, I had written a Web page version of it and shared the Web address with some friends," Mr. Boudreaux said.

He taught himself to write the program, and about a year later, began selling it through the **App Store**. It's had more than 2,000 downloads.

The Rev. Ronald Lengwin, spokesman for the Diocese of Pittsburgh, has not yet seen any of the confession apps, but said it was probably a positive: "Anything that would help them understand their conscience and their behavior so it reflects the teaching of Christ? Certainly, that's good."

"Confession" and "Mea Culpa" work this way: users create a profile that includes name, gender, occupation, etc. After logging into "Confession," for example, the user has the choice of "Examination," "Confession" and "Prayers."

"Examination" brings up lists of sins under two categories: "Responsibilities to God" and "Responsibilities to Others." A tap to the screen might bring up a list, including "Have I not asked the Holy Spirit to help me do what is right?"

If the user feels they are lacking in any area, the program can save these choices for future contemplation.

There is also a "Custom" category. Tap here and the result is the somewhat jarring choice of "Click the Edit button above to add or remove custom sins."

After all, removal of sins is what confession is all about.

The Rev. Louis Vallone is pastor of both St. John of God in McKees Rocks and St. Catherine of Siena in Crescent Township, Beaver County. He said he appreciates the apps' ability to help users keep on top of their daily devotions.

But he was amused by the "shopping list" approach of checking off your sins.

"There can be a danger [in that] the person putting the list together may have their own take on what's wrong and what's not wrong," he said. Apps are helpful "depending on the sophistication and nuance" of the programs.

"Again, it's like the shopping [apps] that might tell you to do your shopping in the cereal aisle first, but it doesn't tell you which cereal. But then there are some shopping list [apps] that might say 'go to the produce department and make sure the bananas you buy are a little green so they'll last a few days.' "

High-tech meeting high church might not be quickly accepted in some circles, but it's inevitable. Mr. Boudreaux said his mother was attending confession, face-to-face, when the priest asked her what she was doing with her smart phone.

"She explained it was an Examination of Conscience and he just said 'Oh, that's fine then.' "

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AP Alert - Business
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February 7, 2011

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TO BOOK, BUSINESS, AND RETAILING EDITORS:

Callaway Digital Arts' Beautifully Rendered Children's Books Top **App**

Store Chart

NEW YORK, Feb. 7, 2011 /PRNewswire/ -- Callaway Digital Arts

(http://www.callaway.com), interactive publisher of premium children's and

lifestyle applications for the iPad, today announced that its iPad

apps Thomas & Friends: Misty Island Rescue and The Monster at the End

of This Book are the No. 1 and No. 2 best-selling book apps in **Apple**'s

App Store. Callaway's wildly successful Martha Stewart Makes Cookies

app was selected as the iPhone App of the Week and is currently the

No. 6 best-selling lifestyle app in the **App Store**.

"Callaway Digital Arts is paving the road to the digital future," said

Callaway Digital Arts Chairman and Chief Creative Officer Nicholas

Callaway. "We are honored that Martha Stewart Makes Cookies is

featured as App of the Week and just as thrilled that Thomas &

Friends: Misty Island Rescue and The Monster at the End of This Book

are the top two Book apps in the **App Store**. Callaway Digital Arts is

solving the mobile app discovery problem with our revolutionary

approach to storytelling."

Thomas & Friends: Misty Island Rescue, developed for iPad by Callaway

Digital Arts in partnership with HIT Entertainment, is now the No. 1

best-selling book app in the **App Store**. Misty Island Rescue brings

Thomas the Tank EngineT to life in a beautiful app based on the

animated feature-length movie. The app chronicles Thomas' adventures

as he leaves the Island of Sodorto to build a new Search and Rescue

Center with vibrant multi-touch animation and narration, and also

includes engine and story-related sound effects, games, CG animated

video, and art activities, enabling children and families to engage in

the story via multiple touchpoints.

The Monster at the End of This Book, recreated for iPad by Callaway

Digital Arts and Sesame Workshop, is at No. 2 on the **App Store** book

app chart. The Monster at the End of This Book enhances the classic

book first published in 1971 with a completely immersive user

interface that draws children into the story. As everyone's favorite

lovable, furry blue monster, Grover, tries to prevent readers from

reaching the end of the book by securing pages with everything from

ropes to brick walls, children delight in interacting directly with

the story elements. Narrated by Grover himself, The Monster at the End

of This Book for iPad features lively animation, word highlighting to

help build reading skills, and playful parent tips from the

educational experts at Sesame Street.

Thomas & Friends: Misty Island Rescue for iPad is available for a

limited-time price of $4.99, and The Monster at the End of This Book

for iPad is available for $3.99.

Martha Stewart Makes Cookies for the iPad and iPhone was recently

updated just in time for Valentine's Day. The update includes 26 tasty

new recipes, bringing the total recipe count for the iPhone to more

than 75 delicious recipes. The new holiday-themed design includes a

paper cut-out heart motif as well as doilies highlighting cookies

perfect for Valentine's Day baking. Limited-time holiday functionality

will give users a surprise to be revealed on Valentine's Day and the

ability to send virtual cookies to their sweethearts.

Martha Stewart Makes Cookies for the iPad is available for $2.99 for a

limited time (through Valentine's Day) and the iPhone version is

available for $0.99.

All of Callaway Digital Arts' apps are available from the **App Store** at

http://www.itunes.com/appstore/.

About Callaway Digital Arts

Callaway Digital Arts (CDA) publishes premium lifestyle and children's

applications for **Apple**'s iPad, iPhone, and iPod family of products.

CDA's in-house studio brings talented storytellers and digital artists

together to create high-quality applications that leave a lasting

impression on people of all ages. Funded by the Kleiner Perkins

Caufield & Byers iFund, CDA's apps include Martha Stewart Makes

Cookies, Miss Spider's Tea Party (for the iPad, iPhone, and iPod

Touch), Miss Spider's Bedtime Story (for the iPad),Sesame Street's The

Monster at the End of This Book, Thomas & Friends: Misty Island

Rescue, and(RED): The Lazarus Effect. For more information about CDA,

visit http://www.callaway.com.

SOURCE Callaway Digital Arts

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/Web Site: http://www.callaway.com / CO: Callaway Digital Arts

ST: New York

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Word Count: 745
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2/6/11 Det. Free Press D3
2011 WLNR 2366940

Detroit Free Press
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February 6, 2011

Section: Life

Alternatives to the gym

February 6, 2011

There are lots of fitness options beyond a typical gym membership. You can do exercise videos, sign up for a class through your local recreation department, buy some in-home equipment and create your own regimen or hire a personal trainer.

Here are some resources that might help:

• To find personal fitness trainers certified by the American College of Sports Medicine, visit www.acsm.org. Under "Resources for General Public," click on ProFinder for a searchable database of certified trainers in Michigan.

• For more information about Henry Ford Health System's Prevention Thru Exercise and Education program, call 313-972-1919 and make an appointment.

• Comcast offers free exercise videos through its On Demand cable television service. Click on "Sports & Fitness," then "Exercise TV" for access to dozens of videos -- some only 10 minutes long. Contact Comcast at Comcast.com or call 800-934-6489, or ask your local cable provider about similar programs. The same service, Exercise TV, sells exercise videos online at www.exercisetv.tv that can be downloaded onto a PC or mobile device.

• **Apple**'s **App Store** offers many kinds of downloadable exercise trackers and video workouts for those who use the iPhone, iPod Touch and other **Apple** products.

• WiiFitPlus, the latest update for Nintendo's popular exercise gaming program WiiFit, includes new exercises and training programs to be used with the WiiFit balance board. Cost is $19.99 for a disc. The program is available through wiifit.com and local retailers.

Word Count: 245
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2/2/11 Cincinnati Bus. Cour. (Pg. Unavail. Online)
2011 WLNR 2098088

Cincinnati Business Courier
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February 2, 2011

IPhone app makers brace for Verizon rush

 Makers of apps for **Apple** Inc.'s iPhone are eagerly awaiting this month's launch of sales of the popular device by Verizon Wireless.

Millions of potential new customers will be loading up their new smartphones with apps, creating a potential wind-fall for the developers who have created roughly 350,000 software programs for the iPhone.

 Research firm IDC estimates that the addition of Verizon Wireless and other CDMA carriers to the iPhone should grow iPhone app sales to $6 billion from last year's $2.8 billion in sales.

 That doesn't necessarily mean most of those who offer their programs on the **App Store** will get rich, however.An analysis done last year estimatedthat after spending between $15,000 and $50,000 on development, the annual me-dian revenue for a paid app through the **App Store** is less than $700.

 Creators of top apps can make hundreds of thousands or more and they are the ones who are expected to reap the Verizon Wireless windfall beginning this month.

 It's not just getting a crack at Verizon's customers that has app developers excited, either. It's also the more reliable service that it is vaunted to provide in highly congested areas such as the Bay Area and New York.

 "Availability and connectivity are very important to us, and the network has been our Achilles heel," Ge Wang, co-founder of Palo Alto-based mobile music app company Smuletold The Street last week.

Sam Altman, co-founder of Mountain View-based social game Loopt, thinks there is going to be a massive "land grab."

 "We think there will be a feeding frenzy with the Verizon iPhone of tons of people downloading apps like crazy," he said.

 Verizon's existing customers can start buyingthe **Apple** (NASDAQ:AAPL) smartphones on Thursday and the rest of the U.S. can start buying them on Feb. 10. The company has 14 Cincinnati-area retail locations.

 EDITION: cincinnati

Word Count: 311

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Report: **Apple** changes **App Store** purchase rules
Mark W. Smith
Detroit Free Press

In a move set to slow progress by digital publishers, **Apple** has further restricted how content can be sold through apps that run on its popular iPad and iPhone devices, the New York Times reported Tuesday.

At issue: money. **Apple** wants a cut from publishers who sell their content through apps.

Apple rejected an app from Sony, the Times reported, that would allow users to buy e-books through the Sony Reader Store and then read them on the iPad.

Apps like the Kindle app from Amazon have skirted **Apple**'s restrictions previously by forcing users into the Safari Web browser to actually buy an e-book. Then, when the reader returns to the iPad or iPhone app, the book is available for them to read.

Apple gets a 30-percent cut from all purchases made through its **App Store**, including both app purchases and services bought while inside the app.

It seems **Apple** also wants to disallow the type of procedure that Amazon uses, prohibiting customers from accessing content they have bought outside the **App Store**.

It's a significant shift for **Apple**, which is planning on launching its own daily iPad newspaper called The Daily at a news conference today.

Apple has also informed newspaper publishers that it will not allow them to give current print-edition subscribers free access to newspaper content in an iPad app. Doing so would leave **Apple** out of its 30-percent cut.

It's a big power move from **Apple**, which has gained a huge head start in the tablet market with the success of the iPad.

Android tablets will face a big test this year as a sea of competitors hit the market to take on the iPad.

But the Samsung Galaxy Tab, the most high-profile Android tablet on the market, has only sold 2 million units, the company said.

Apple sold more than 7 million iPads in the last quarter of 2011.

The main attraction to Google's Android platform, though, has long been its more open nature. **Apple** _ known for building closed devices that often require content to be bought through **Apple** _ says it creates a better experience by controlling the software and hardware.

The move today by **Apple**, though, feels at the outset to be a bit draconian.

There are no doubt thousands of apps on the iOS platform that allow for content from other places to be displayed. Will they all be removed?

We'll see this month where **Apple** is headed with these new rules. One thing is for sure, though: They've almost certainly made developers pause, which is dangerous on any platform.

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Word Count: 557
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1/19/11 Alameda Times-Star (CA) (Pg. Unavail. Online)
2011 WLNR 1187819

January 19, 2011

Section: Business

Biz Break: **Apple**'s top apps Yes, Facebook, 'Angry Birds' are on the list

Frank Michael Russell frussell@mercurynews.com

Today: **Apple** is closing in on 10 billion downloads from its **App Store**. Plus: eBay earnings. And: Nintendo's new 3DS; Wells Fargo and Goldman Sachs earnings.

Apple's top apps

Apple -- the Cupertino maker of Mac computers and "i" devices -- is counting down today to the 10 billionth download from its iTunes **App Store**.

In the meantime, it's listing the top all-time apps by number of downloads for the iPhone and the iPad.

The top free iPhone apps include Facebook, Pandora, Google Mobile, Shazam and Movies by Flixster. The top paid iPhone apps include "Doodle Jump," "Tap Tap Revenge 3," "Pocket Gods," "Angry Birds" and "Tap Tap Revenge 2.6."

As for the iPad, the top free apps include Pandora, Google Mobile, Movies by Flixster, Google Earth and Yelp. The top paid iPad apps include SoundHound, "Stick Wars," FlightTrack, "Backbreaker Football" and Calorie Tracker.

A day after **Apple** reported a record holiday quarter, the company's stock finished regular trading today at $338.84, down $1.81, or 0.5 percent from Tuesday's closing price. Earlier, though, the stock reached an all-time high of $348.60 before turning downward.

eBay earnings

San Jose online auction powerhouse eBay this afternoon reported a $559 million profit for its holiday quarter, down 59 percent from a year earlier, when the company logged a $1.4 billion gain from a sale of a controlling stake in Internet calling service Skype. Fourth-quarter revenue jumped 5 percent to $2.5 billion.

"We are driving strong global growth at PayPal and strengthening our core eBay business," eBay CEO John Dona-

hoe said in a statement accompanying the results. "And we are innovating quickly in areas such as mobile, which is helping to position us at the forefront of trends shaping the future of shopping and payments."

Excluding certain costs, eBay earnings came in at 52 cents a share. On that basis, eBay's results exceeded Wall Street estimates. For the current quarter, eBay expects revenue of $2.4 billion to $2.5 billion. For all of 2011, eBay expects revenue of $10.3 billion to $10.6 billion -- exceeding Wall Street forecasts of $10.2 billion, according to Bloomberg News.

The results from eBay came just after the stock markets closed today. Earlier, eBay shares finished regular trading at $29, down 45 cents, or 1.5 percent, from Tuesday's closing price. The stock was up in after-hours trading.

 Nintendo 3DS

 Japanese video game giant Nintendo today revealed that its 3DS portable game player will be available in the U.S. on March 27 for $249.99.

The device has two screens, which Nintendo says will allow for three-dimensional visuals without wearing special glasses. Nintendo expects 30 games will be ready for the device by June. Games made for the Nintendo DS can be played on the device with 2-D visuals.

 Financial headlines

 Wells Fargo: The San Francisco banking giant reported a $3.4 billion profit for its fourth quarter, up 21 percent from a year earlier. Revenue, at $21.5 billion, was down from $22.7 billion in the fourth quarter of 2009.

 The company's profit attributable to common shareholders was $3.2 billion, or 61 cents a share. According to an Associated Press report, that was in line with Wall Street expectations.

 Goldman Sachs: The giant Wall Street investment house had a fourth-quarter profit of $2.23 billion after preferred dividends, down 53 percent from a year ago, according to AP. Revenue dropped 10 percent to $8.64 billion.

 For all of 2010, Goldman employees earned $15.4 billion in salary and bonuses, down 5 percent from 2009.

 Silicon Valley tech stocks

 Up: Oracle.

Down: **Apple**, Google, Intel, Cisco Systems, Hewlett-Packard, VMware, eBay, Gilead Sciences, Yahoo.

The tech-heavy Nasdaq composite index: Down 40.49, or 1.5 percent, to 2,725.36.

The blue chip Dow Jones industrial average: Down 12.64, or 0.1 percent, to 11,825.29.

And the widely watched Standard & Poor's 500 index: Down 13.10, or 1 percent, to 1,281.92.

 Check in weekday afternoons for the 60-Second Business Break, a summary of news from Mercury News staff writers, The Associated Press, Bloomberg News and other wire services. Contact Frank Russell at 408-920-5876. Follow him at .

Word Count: 650
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1/17/11 New Mexico Bus. Wkly. (Pg. Unavail. Online)
2011 WLNR 1015931

New Mexico Business Weekly
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January 17, 2011

New Mexico Software releases images app

Subscribers to New Mexico Software Inc.'s teleradiology services can download an iPad application for free to view and share medical images from almost anywhere.

The Albuquerque company is a leading provider of Web-based medical and general business systems software. Its premier product and service is XR-EXpress, which allows doctors to examine medical images over the Internet, including X-rays, CT scans, utlrasounds, EKGs and more.

The company's new medical Picture Archiving Communications System (PACS) is compatible with **Apple** Inc.'s smart phones and portable devices through the **Apple App Store** and can be downloaded without charge, said President and CEO Dick Govatski in a new release.

The application permits users to print wirelessly to any ePrint wireless printer. It also can provide a one-time login to clinicians so they can see the results of radiology and cardiology exams, Govatski said.

"All current customers of the TeleRad Service, as well as EX-EXpress users, can immediately download the application from the **Apple Apps Store** and begin using it with their current login and password," Govatski said. "The application works seamlessly with the Web version."

The new app enables subscribers to use an iPad to show patients their digital X-rays almost anywhere outside a physician's office. It also allows physicians to share X-rays with medical specialists remotely.

NM Software (OTCBB: NMXC) formed in 1995. It began trading on the over the counter Bulletin Board exchange in 1999.

EDITION: albuquerque

Word Count: 243
1/17/11 NMEXBUSWKLY (No Page)
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12/26/10 Milwaukee J. & Sentinel 6
2010 WLNR 25435082

Milwaukee Journal Sentinel (WI)
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December 26, 2010

Section: E Cue

New iDevice is bursting with potential | Tech Watch

Stanley A. Miller II
Staff

Many of you opened up an iOS device Saturday for a holiday gift, which means you scored an iPod touch, an iPhone or an iPad.

It's slick, it's shiny, and for the moment, probably pretty empty.

Don't worry, **Apple**'s iTunes is bursting with everything needed to transform that iDevice to an app-running, music-playing, video-viewing dream machine. And of course, it's easy to iTunes will be an essential tool for converting your CD collection to digital music files and organizing videos. It will also be a pearly gateway for browsing the **App Store**.

There are more than 300, 000 apps in iTunes, and wading through them can be a bit daunting. Still, there are some strategies to help sort through things, starting with searching for apps based on your interests.

If you are into Facebook, then obviously the Facebook app will be important. Just like the Twitter app is for tweeters and the Netflix app is for the Netflix subscribers.

Google much? There's a suite of Google apps, including the Google Mobile App, Google Voice, Google Books and Google Latitude. Check and see whether your bank has an app. Do you always fly a specific airline? It's very possible your favorite carrier has an app in iTunes, too.

Next, drill down into your favorite hobbies: Enjoy wine? Cooking? Gardening? Comics? Indeed, there are many apps for every interest.

Apple even offers a list of suggested programs in its **Apps Store** Essentials "apps starter kit," which while certainly worthy of consideration might not be all that essential depending on your interests. Finally, after browsing the "top charts" in iTunes for paid and free apps, here are a few more for your consideration.

The tricky thing about apps is that although many are interesting at first, the novelty can wear off quickly. Here are

a few with some straight-up staying power - some free, some paid - apps that you'll likely go back to over and over again.

 Dragon Dictation records what you say and eerily accurately transcribes it to text, which can then be quickly copied and pasted into another app, e-mailed, texted, Facebooked or tweeted. It's exceptionally convenient when you don't have time to tap in information. And it's free.

 White Noise: Many apps have "white noise" somewhere in the name. Look for the one from TMsoft, which has crafted a lovely app with a variety of sounds to help drown out the chattering of co-workers or a snoring loved one. Most of the selections, especially the "Amazon jungle" and "heavy pouring," are balanced just right so you can still concentrate on what you're doing. It costs $1.99.

 Dial Zero calls the customer service numbers of more than 600 companies and automatically jumps through the hoops so you can talk to a living person instead of wading through voice prompts. It's sweet, and it's free.

 Tango Video Calls: Video chat with friends who have the fourth-generation iPod touch, iPhone 3G, iPhone 4 or Android phones. It works over 3G or Wi-Fi Internet connections, and it taps into your iDevice's contacts to help invite friends so they can use the service.

 It's free, and it's easy.

 WeatherBug Elite: This app has a lot of what you'll want in a weather program, including current conditions, forecasts and the ability to easily toggle between multiple areas - around town or across the country - quickly and easily. There's also robust weather mapping, videos and local weather cameras, all for 99 cents.

 RAGE HD: This first-person shooter is an impressive demonstration of just how amazing iOS games can be. Blast your way through apocalyptic levels as gruesome creatures of all kinds try to kill you. RAGE HD is fast-action, impressive animation and elegant technology, and it costs $1.99. If RAGE sounds too intense, try an insidiously addictive word puzzle game called Abca for $1.99.

 JSOnline: If you are reading this story and you own an iOS device, then the Journal Sentinel's app is an easy call. News stories, features, blogs, photos and videos all bundled in a neat, tidy, free package that's easy to read and navigate.

 iBooks: Even if you aren't sure whether you want to invest in iBooks downloads, the app is worth having for reading and organizing any PDF (portable document files) you might download such as restaurants' online menus or documents from work. Amazon's Kindle app is also worth owning because your purchases can be accessed on different devices, and there are many e-books available for free. Both of these e-reading apps are free.

 Wunder Radio: So many radio stations are beaming their broadcasts over the Internet, too, and Wunder Radio wrangles more than 50, 000 of them into an iOS device. Search for favorite stations, browse by categories, use GPS to seek out local broadcasters and bookmark favorites - among many other features. All that functionality comes at a relatively steep price of $6.99.

 These apps are only the beginning of transforming that new iDevice into a personal portable supercomputer, and there are many, many more toys and tools to try.

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EDITION: Metro

Word Count: 909
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12/24/10 Chattanooga Times (TN) (Pg. Unavail. Online)
2010 WLNR 25365488

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December 24, 2010

2010 gaming breaks records, partnerships
Casey Phillips
Chattanooga Times Free Press, Tenn.

Dec. 24--Assuming gamers could be distracted from the release of high-profile titles such as "Halo: Reach" and "Call of Duty: Black Ops," there were plenty of memorable moments occurring behind the scenes in the video-game industry this year. Here are 10.

1. The Infinity Ward debacle.

This March, in a move that tore apart one of the world's most successful studios, publisher Activision dismissed Jason West and Vince Zampella, the president and CEO of "Call of Duty" developer Infinity Ward, citing a breach of contract.

A messy legal battle ensued that included a countersuit by more than 30 current and former Infinity Ward employees for millions of dollars in unpaid royalties and bonuses from "Call of Duty: Modern Warfare 2." About half the studio resigned, many to follow West and Zampella to their new studio, Respawn Entertainment, which sought financial backing from EA, one of Activision's main competitors.

2. "Call of Duty: Black Ops" breaks sales records.

Within a month of the dismissal of Infinity Ward's leadership, Activision announced that developer Treyarch would be behind the next game in the "Call of Duty" series.

With 33 million units sold between them, the "Modern Warfare" branch of the franchise is a titan in the industry, but with the studio responsible for its development in shambles, its future seemed uncertain. To add to cause for concern, Treyarch's last mainline contribution to the franchise, "Call of Duty 3," was one of the series' lowest-rated.

Despite this, gamers expressed their faith at the checkout counter. Within 24 hours of going on sale Nov. 9, "Black Ops" sold a monstrous (and record-setting) 5.6 million copies. Within five days, its sales reached an estimated $650 million.

3. "Duke Nukem Forever" almost finished.

The one-liners, lethal weaponry and blond crew cut of Duke Nukem made him one of gaming's most beloved char-

acters when "Duke Nukem 3D" debuted in 1996. As a result, gamers were over the moon in 1997 when developer 3D Realms announced a sequel, "Duke Nukem Forever," was in development.

For 13 years, the game was delayed so often that it became the poster child for vaporware (mythical titles that will never see the light of day). In 2009, 3D Realms abandoned the game for good, but on Sept. 3, Gearbox Software announced it had taken the reins. The studio produced a surprisingly highly polished, playable demo and promised a 2011 release, prompting gamers everywhere to cry "Hail to the King, baby."

4. EA removes playable Taliban from "Medal of Honor."

When EA decided to reboot "Medal of Honor," its long-standing WWII shooting franchise, it brought the series into a modern-day setting with missions based in Afghanistan. When it was revealed that players would be able to play as the Taliban during multiplayer matches, politicians as far away as the United Kingdom, Canada and New Zealand issued scathing responses and called for bans of the title.

Rather than support the feature, as Activision did in 2009 with the controversial "Modern Warfare 2" mission involving slaughter of civilians in a Russian airport, EA capitulated. When the game launched Oct. 12, all references to the Taliban were replaced with a more generic "opposing force" moniker.

5. Microsoft and Sony attempt upset of Nintendo's monopoly on casual gaming.

On Sept. 17, Sony released PlayStation Move, a motion-based system using a combination of a camera and wand to control games. On Nov. 4, Microsoft released its own motion-based system, the completely controller-less Kinect, which utilizes an infrared sensor to track player's movements.

Both games' launch libraries were full of mini-game collections and titles featuring simplistic or family-friendly gameplay targeted toward casual gamers, a demographic typically associated with the Nintendo Wii. Sony confirmed shipment of 2.5 million units in Europe and the United States during the first month after Move's launch. Microsoft posted the same number in sales and predicted double that number by the end of the year.

6. **Apple** claims devices' superiority in handheld gaming.

Since 2004, there have been only two major players in the handheld gaming market, the Nintendo DS and the Sony PlayStation Portable, which was released in 2005. During its annual Special Music Event on Sept. 1, however, **Apple** executive Philip W. Schiller claimed the iPod and iPhone were superior gaming platforms. In defense of that statement, he cited the lower price point of most titles in the 21,000-strong game library on the **App Store**.

The comment received a huge response from gamers and a scathingly ironic TV spot from Sony. On the website Gamespot alone, Schiller's comments drew hundreds of user retorts, mostly from supporters of Sony and Nintendo's devices, who argued that **App Store** games are designed for casual, not hard-core, gamers.

7. Nintendo 3DS this year's only system announcement.

The Electronic Entertainment Expo marked the fifth year in a row that Microsoft, Sony and Nintendo failed to announce the next generation of hardware consoles. This was in keeping with each company's stated intention of supporting their current systems longer than the traditional five-year hardware cycle.

What it lacked in console announcements, however, E3 made up for when Nintendo unveiled the 3DS, a follow up to its 6-year-old DS handheld. The announcement was accompanied by major support from third-party publishers, a

traditional weak point for Nintendo hardware. The system's true killer feature, however, was its use of autostereoscopy, which simulates 3D visuals without the need for goggles.

8. Game companies take steps to disrupt used game market.

The used game market has long been a sore point between game retailers such as GameStop and game developers and publishers, who don't receive money when stores resell games.

This year, several publishers took steps to encourage gamers to purchase titles new instead of used. "Dragon Age" and "Mass Effect" developer EA included codes in some games for extra content that expired after being activated and attached to a user's account. EA Sports and THQ both adopted a more restrictive approach, including one-time passes for online play with some titles. After activation, these codes expired, requiring secondary purchasers to pay a one-time fee to access multiplayer features.

9. Roger Ebert says video games aren't art, then recants ... sort of.

In an April 16 blog, film critic Roger Ebert wrote: "No one in or out of the [video gaming] field has ever been able to cite a game worthy of comparison with the great poets, filmmakers, novelists and poets" and that "No video gamer now living will survive long enough to experience the medium as an art form."

The gaming community responded in droves, including a multipage feature in the magazine Game Informer wherein game developers refuted Ebert's position. Ebert's blog also received about 4,800 reader posts, which he said amounted to more text than "Anna Karenina," "David Copperfield" and "The Brothers Karamazov" combined.

In a second blog on July 1, Ebert said he stood by his position but admitted he shouldn't have made his statements without being more familiar with the experience of video gaming.

10. Bungie bids 'Halo' farewell.

When "Halo: Reach" was released Sept. 14, it marked the end of an era for developer Bungie as the last title the company would make before splitting from Microsoft Game Studios. "Reach" was the last Bungie-developed game in Microsoft's flagship series, though Microsoft retains intellectual property rights to future titles in the "Halo" franchise. Just as "Reach" was about to enter beta testing phase in April, Bungie announced it had signed a 10-year publishing agreement with Activision Blizzard and was working on a new intellectual property, its first in 10 years.

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December 15, 2010

Section: NEWS

Quick on the draw ; Two O.C. companies create an app that turns an iPad into a sketchbook.

ian hamilton; ian hamilton Register writer

draw

"A lot of people of all ages doodle - but not a lot of people are going to take a sketchpad and book on a plane."

Ross Sarracino president of Walter Foster Publishing

949-229-2426 or ihamilton@ocregister.com

A new app for **Apple**'s iPad produced by two Orange County companies can turn the device into a portable sketchbook that teaches users how to draw.

The sketches accompanying this article are examples. The left image was produced by me and the right image by an Orange County Register graphic artist.

These two images represent two ends of a spectrum - the left sketch produced by someone with no drawing experience while the image at right was made by someone with little iPad experience.

The app used to do this was the "Learn To Draw Digital Sketchbook," which debuted in **Apple**'s **App Store** on Tuesday for $2.99. The app was made through a partnership between two Irvine- based companies - app maker MEDL Mobile and Walter Foster Publishing, a maker of printed how-to drawing guides.

Walter Foster has around 400 books in print, including ones teaching people how to draw Disney and Nickelodeon characters. The company's books could probably be found in any Michaels store, while MEDL Mobile has around 40 apps in the iPhone **app store** under its own brand and others it built for corporate partners.

Dave Swartz, one of the co-founders of MEDL Mobile, believes the new app marks an important step in the evolution of iPad becoming a content creation tool rather than a device primarily for media consumption.

"No one has ever taught someone how to draw on an iPad," Swartz said. "This is really version 1.0 of a brand-new

category of application."

 iPhone and iPad are actually home to numerous drawing apps including ones that are high-powered enough that, in the right hands, can be used to produce impressive works of art.

 The app Brushes has been used to produce artwork for the cover of magazines, and impressive pieces have been produced by the app Sketchbook Pro too. There are optimized versions of both apps for iPhone as well as iPad.

 But a search of the **App Store** didn't reveal any apps like this one.

 The main interface walks users through how to draw step by step, with audio and text instructions.

 The blue lines act as guides, and the user can adjust how visible they are compared with the sketching. Essentially people can trace each step.

 Apple's current tablets (iPod Touch, iPhone, iPad) don't recognize pressure, so there is an on-screen dial for adjusting that as well as the size of the tip and the hardness. Users pinch to zoom in and out and use two fingers to move around the page.

 It's very simple and probably too simple if compared with those high-level drawing apps used by skilled artists.

 But this isn't about skilled artists.

 "A lot of people of all ages doodle - but not a lot of people are going to take a sketchpad and book on a plane," said Ross Sarracino, president of [Walter Foster Publishing](). "Most adults still draw like they're 10 years old. It's a learned experience."

 "There are a number of iPhone drawing or doodling apps. But none of them provide content or have the content that we have," he said.

 The $2.99 app comes with four lessons - a dragon, face, horse and plant - but people can buy more lessons for between $2.99 and $7.99, according to MEDL Mobile.

 But how good is the app?

 That's up to the user.

 Apps can be updated frequently too.

 "We're going to get a lot of customer feedback. We're going to get people who absolutely love it and we're going to get people who think that it could have been better," Swartz said.

 "We need usability studies. There's no better usability study than putting it out on the **App Store** and letting people review it," he said.

 draw

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New Orleans Times Picayune

December 8, 2010

Section: LIVING

Dress rehearsal
When you need to know if that sweater goes with those pants, there are smart phone apps for that

Susan Langenhennig

It's a Thursday afternoon, and I'm standing in front of the full-length mirror in my bedroom, iPhone in hand, ready to snap a photo of my reflection. The first couple of tries come out blurry. Then, click, a sharp image. I hit send.

Minutes later, fashion advice starts rolling in from the ether. My outfit -- gray skinny jeans, tall brown boots, a long purple sweater layered under a short charcoal cardigan -- gets mixed reviews.

Enter the world of smart phone style advice. Less than two minutes after uploading the photo, Leyna -- first names only in the digital fashion community -- gives my look a thumbs up on Glamour magazine's "Go Ask A Stylist" iPhone application. "I love your outfit! All the layers work great, and that purple is super pretty on you."

Then, over at "Go Try It On," another iPhone app, my ensemble gets a "Wear It" verdict, but not with universal approval. The vote tallies 30 yeas (represented as up-facing clothes hangers), 19 nays (down hangers), and one written review from Megan B. -- "Like the layers! You look good."

For anyone willing to welcome complete strangers into their closets and fitting rooms, there's live, instant and, surprisingly enough, helpful clothing advice available day and night. In the case of Go Try It On and Ask A Stylist -- both free through the **Apple App Store** -- it's like having a virtual chorus following you around, opera-style, ready to jump in with critiques while you're getting dressed.

As I waited for a review of my outfit, I thumbed over to the "give an opinion" page on Go Try It On. Rinnie K. from Geneva, Switzerland, was seeking advice on a denim and hoodie combo (OK but not very pizazzy). Scott R. from Miami was checking his untucked shirt and jeans before a date (dress it up a little more with darker denim), and Magen H. of Rustburg, Va., wanted a yea or a nay on an eye-popping pair of leopard print, red-heeled pumps (yea, but only wear them with something very simple, like a little black dress).

Remarkably, reviews -- at least on these two apps -- were all supportive, even when the outfits weren't a hit. On Go Try It On, the app makers even sound a bit like kindergarten teachers, reminding everyone to be friendly -- "Remember, our comments are helpful, not hurtful."

After scrolling for a while, I looked up at the clock. I'd wasted a whole half hour hunched over my phone, thumbing through strangers' outfits, like some sort of fashion voyeur. Almost as intriguing as the clothes were the backgrounds in the photos: the unmade beds, the floral wallpaper, the bathroom counters filled with hair dryers, flat-irons and perfume bottles.

For fashion fanatics, apps are a wonderful new time-suck, offering not just style advice but the latest, coolest portals into the worlds of beauty, glamour and designer clothing (many major labels now have apps).

This holiday season, smart phones are changing the way we shop, as well as dress, with applications to help you bargain hunt, search the sales and even find the nearest bathroom when you're on a marathon shopping spree.

While it's still only a small part of the market, purchases made via mobile phones will ring up to $3 billion in sales in 2010, with that number anticipated to grow to more than $27 billion in 2015, said Gwenn Bézard, author of a new study on mobile payments for the Boston-based research firm Aite Group.

Apps also have upped our expectations, according to a study by Harris Interactive. It found that 76 percent of users believe "all brand-name companies and organizations should have mobile apps to make shopping or interacting with them easier."

So what are the best fashion and shopping apps? I spent an entire Thursday glued to my computer scrolling through the **Apple App Store** (yes, all in a hard day's work, sigh ...). Here's my definitely-not-definitive list of fashion apps that I find fun, useful and just a little bit silly. These are all for iPhone or iPad, -- sorry I didn't have time to do the Android Marketplace store, too -- but many of the same apps are available now on Droid as well.

More apps pop up every day, so if you have a favorite, share it in the comment sections of this story at NOLA.com/fashion.

For lessons from the street

The Sartorialist -- free: Forget magazines and movie stars, street style provides some of the best inspiration for creative dressing. And no one captures it better than photographer Scott Schuman. His photo-rich blog (www.thesartorialist.blogspot.com/) grew into this addictive app that's like a mobile inspiration board. Scrolling through the beautifully composed photos of fashionable folks, caught on the streets of the world's most fashionable cities, typically induces two emotions: insane jealously and a burning need to run home and rework your outfit.

ChicFeed -- free or 99 cents for a version with no ads: My second favorite is a compilation of street photography from several bloggers, including The Sartorialist, Face Hunter and LookBook.

For closet organizing

My Style Assistant -- $1.99: For those who prefer virtual mixing and matching to physically trying on and standing in front of the bedroom mirror, this app is for you. Snap photos of your clothes, upload them and then plan your outfits for weeks, swapping out tops and bottoms, necklaces and handbags. If you're resolving to "shop your closet" more in 2011, then this might be a helpful tool.

For mobile makeup lessons

Lookz -- free: Need to know how to do a smoky eye on the fly? This app does everything but put the brushes in

your hand. Made-for-mobile video tutorials offer tips from makeup basics to graduate-level lessons for recreating looks inspired by Lady Gaga. Created by Barry M Cosmetics, the app definitely inspires experimentation. Save your favorites and then post them as wallpaper on your phone.

For shopping

Lucky At Your Service -- free: Billed as a "digital shopping concierge," this app hunts down online stores where you can score all of the glorious shoes, bags, shirts and dresses featured in the printed Lucky magazine as well as hundreds of additional items. Once you've zeroed in on the object of your desire, click it, and you're directed to an online retailer that stocks it. The app also claims to find the item at a local store, check availability and put it on hold, but I couldn't for the life of me figure out how to do that. Even still, it's dangerously easy to spend money here.

EBay -- free: As if shopping needed to get any easier, eBay, the largest online retailer, has upped the ante, making it so simple to thumb and click your way to new purchases. Surf through millions of listings for clothing, shoes and accessories, build a virtual closet with wants and must-haves, mix and match outfits and even "try on" items using your iPhone camera.

For trend-spotting

iCoolHunt -- free: This app is like treasure-hunting for trends. Just snap a photo of the cool stuff you see around you -- fashion, design, technology -- and upload it with a description of why you think it's the next trend in the making. Others will vote on your discovery. The more votes you get, the closer you are to becoming the next "Guru of Cool-hunting."

Trendstop TrendTracker -- free: Want to know what's going to be hot before it's even lukewarm? This app gives you professional fashion trend forecasts, photo galleries, videos and a daily dose of fashion news.

For style news

Style.com -- free: This is a digital portal to all things runway, from front-row reports to after-party-scene shots of beautiful people in beautiful clothing. Quick clicks take you to video interviews with designers and celebrities as well as a look of the day, where you can "vote on your favorite fashion moment."

For parking and pit stops

Parking Mate -- 99 cents: Magazine Street and mall shoppers check this out. Never forget where you've parked again. This app uses GPS to mark your car's location, and it alerts you when your meter is about to expire. Just think, with all the money you save in parking tickets you could do some extra shopping on Lucky's At Your Service.

Have2p -- free: Oh my goodness, this is a brilliant idea for an app. If you need to go on the go, you can find listings for places nearby that have public restrooms. Even better, you can scroll through reviews and tips listed by other users, on such things as the cleanliness of a certain restroom and whether it has a changing table. Now if only it would work on Mardi Gras.

For finding deals

RedLaser -- free: This is a bargain-hunters new best friend. Scan the bar code on a product, and this app will give you a list of online and local stores that carry the item, along with price comparisons. Never worry whether you paid too much again.

. . . .

Fashion editor Susan Langenhennig can be reached at slangenhennig@timespicayune.com or 504.826.3379. Comment and read more at nola.com/fashion.

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fashion apps reviewed inside, C-2

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News

NCUA Shuts 8 Branches

SAN BERNARDINO, Calif.-In an attempt to trim operating expenses, Arrowhead Central CU, run under NCUA conservatorship since June, announced last week it will be closing eight more branches by year-end, atop of the four branches sold this summer to Alaska USA FCU.

The branches slated for closure include one in north Fontana, as well as branches inside Stater Bros. Markets in Loma Linda, Beaumont, Wildomar, 40th Street in San Bernardino, and Eagle Glen in Corona. The Mt. Vernon branch in San Bernardino and the Norco branch will also close.

The 11 Arrowhead branches to remain open are located within minutes of most locations scheduled to close.

The one-time, $1.1-billion credit union reported a $3.8 million loss for the first nine months of the year, after a $47.8 million loss for 2008. Assets had dwindled to just $707 million by Sept. 30.

WikiLeaks Targets A Bank

WASHINGTON-WikiLeaks, the controversial website that released thousands of classified State Department cables last week, says it plans to reveal potentially damaging documents from a major U.S. bank early next year.

The site's founder, Julian Assange, told Forbes of his plans in an interview earlier this month, the magazine said on its website.

Assange declined to provide Forbes with details on exactly when the documents will be unloaded or which bank they are from, but did say the documents "will give a true and representative insight into how banks behave at the executive level in a way that will stimulate investigations and reforms, I presume. For this, there's only one similar example. It's like the Enron e-mails."

CUES, CUNA Mutual Partner

MADISON, Wis.-The Credit Union Executives Society and CUNA Mutual Group said they have entered into a partnership aimed at helping credit unions attract and retain talent by enhancing their executive benefits and retirement plan services.

"This new alliance will match the benefits needs of credit union executives and board members with a diverse mix of solutions to help retain, recruit and reward C-Level executives," said Scott Albraccio, business development and marketing manager for CUNA Mutual, in a released statement.

The service, called "Executive Benefits and Retirement Service Solutions, Presented by CUNA Mutual Group," will offer what the two companies called "much-needed continuity" during a difficult economy. The program will include a "gap analysis" to identify shortfalls in a senior leaders' retirement plan and design programs to specifically fill those gaps.

Each of the eight options available will allow organizations to remain competitive and comes with a specialist who goes through a five-step process to create and implement an effective program, CUES and CUNA Mutual said.

CUNA Mutual currently manages more than 7,500 plans with more than 500,000 participants and $11 billion in assets.

Fomer MSR Stole $440,000

ORLANDO, Fla.-A former member service representative for Fairwinds CU pleaded guilty last week to an identity theft scheme by which she stole or tried to steal some $440,000 from accounts at the credit union and Royal Bank of Scotland, most of it from elderly or dead customers.

Nazreen Mohammed , 47, who worked at the credit union's Lake County branch, confessed to accessing member accounts without authorization between April 17, 2009 and July 18, 2009 and transferring funds from those accounts to her own. Authorities said she tried to obtain $127,000 and was successful in transferring $82,300 in members' funds to her accounts. As part of the scheme, Mohammed used the funds from other Fairwinds members to hide the movement of the money.

Then from November 2009 to January 2010 Mohammed went to work for RBS where she had access at least $313,000 in customer money.

World AIDS Day Reminder

MADISON, Wis.-World AIDS Day last week led to a reminder from the World Council of Credit Unions about the work being done by the The Busia Compassionate Centre in Busia, Kenya, with funding from WOCCU. The Centre is helping combat the global HIV/AIDS epidemic by supporting orphans who have lost their parents to the disease or who are infected themselves. WOCCU noted that the "observance of World AIDS Day on Dec. 1 emphasizes the importance of universal access to treatment and human rights, something that many of Kenya's savings and credit cooperatives (SACCOs), or credit unions, have been working to further for several years.

WOCCU began working with Busia Compassionate Centre as part of a U.S. Department of Agriculture-funded program in Kenya aimed at mitigating the impact of HIV/AIDS on economic growth through credit union modernization. During the program, which ran from 2006 to 2010, many of the involved credit unions played active roles in providing HIV/AIDS prevention education to members and providing food produced by farmers who received credit union loans to orphanages that help AIDS-affected children, WOCCU said. Program staff taught volunteers to plant

food crops on the orphanage grounds, introduced irrigation, made renovations and worked with program credit unions to finance additional food and scholarships for older orphans to attend secondary school. WOCCU said it has has since focused on providing the orphanage continued financial support through its affiliation with the worldwide credit union movement.

Donations can be made to the Busia Compassionate Centre through the Worldwide Foundation for Credit Unions.

For info: www.busiaorphanage.org.

Challenge Brings Donation

 MADISON, Wis.-CUES reported that as its CEO/Executive Team Network conference drew to a close recently in Dallas, Tina K. Hall, vice president of organizational development, Verity Credit Union, Seattle, was crowned CUES' Next Top Credit Union Exec. Upon accepting her award, however, CUES noted that Hall did something selfless, donating half of her educational prize package to the runner up, Ronaldo Hardy, branch coordinator, La Capitol FCU, Baton Rouge, La.

 In her acceptance speech, Hall challenged each conference attendee and the industry at large to donate $50 so each Next Top Credit Union Exec finalist would have the opportunity to attend CEO Institute I: Strategic Planning, April 3-8, 2011, The Wharton School, University of Pennsylvania, Philadelphia.

 CUES reported that attendees and vendors have already donated $3,050, with CUES also announcing it is matching all donations and contributing $2,500 toward each of the four remaining finalists/ attendance. CUES said that makes a total of $16,100 raised to date, and means that each finalist now has $4,025 to offset tuition and airfare to attend CEO Institute I.

 'CU Finder' App Introduced

 COLUMBIA, Md.-The new "Credit Union Finder" app at the **Apple App Store** for iPhone, iPod Touch, and iPad users has now been downloaded by nearly 1,000 people. The application, created by the Credit Union Foundation of Maryland & DC is called "Credit Union Finder," and includes all credit unions and locations across the U.S. It was underwritten via an Innovation Grant from the National Credit Union Foundation (NCUF), with graphics support from Visions, Ink.

 Users of the Credit Union Finder app can search for credit unions near their current location or search any site in the U.S. by entering a zip code or city and state. They can also search credit unions by name. Results can be displayed as a list or on a map. Contact information for the credit union is also displayed including their web address.

 Within the first month of Credit Union Finder's launch, the app was downloaded over 200 times and has now been downloaded over 900 times. It currently has a 3 1/2 star rating (out of 5) from user reviews in the **Apple App Store**.

Dwolla Goes Nationwide

 DES MOINES, Iowa-Dwolla, the peer-to-peer online and mobile cash system supported by The Members Group (TMG) and The Veridian Group, last week announced the nationwide release of its service. The move follows a $1-million investment made in Dwolla by TMG and The Veridian Group, both subsidiaries of the Iowa Credit Union League.

 In addition to the national availability of its mobile and online offerings, Dwolla also unveiled its social integration

with online communities, such as Facebook and Twitter.

 TMG said it will be the primary distribution channel for Dwolla as a product offering to community-based financial institutions, giving credit unions and community banks entree to the next-generation payments market. Dwolla, which allows cash payments to be transferred digitally between two users, is taking aim at the established electronic payment platforms that are costing businesses and consumers billions of dollars each year.

 Unlike traditional payment platforms, a Dwolla user receiving funds never gains access to a sender's personal information. The transaction, which is funneled through a single point of access, is similar to online banking and ensures the highest level of security for Dwolla users.

 For info: www.Dwolla.com.

 Word Count: 1427
12/6/10 CREDITUNJ 14
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11/20/10 Daily Oklahoman (Pg. Unavail. Online)
2010 WLNR 23156613

Daily Oklahoman, The
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November 20, 2010

Price Edwards & Co. has an app for that
Richard Mize
The Oklahoman, Oklahoma City

Nov. 20--Price Edwards & Co. has gone "iTech" with its own application for the iPhone and iPad.

Oklahoma City's largest commercial realty firm just got approval for its own app in **Apple**'s **App Store**, created in house, free to download and free to use -- and the move put Price Edwards so far ahead of the digital iCurve it's not even iFunny.

Seriously, a search of the **App Store** revealed no other local commercial real estate firms with apps.

Likewise, most national names in commercial real estate with a presence in Oklahoma City were absent from the **app store**. Just one had an app, CB Richard Ellis -- but the only local data provided were the phone numbers, addresses and maps to offices in Oklahoma City and Tulsa.

Price Edwards went way beyond the Yellow Pages for a model for what to put out on its app, and the firm went well beyond "pinch and drag" when it comes to functionality. The firm dove deep into databases it has compiled for years to allow app users to drill deep for data.

It's geo-location based, which means it centers searches -- for all available properties, not just those marketed by Price Edwards -- wherever a user happens to be in the Oklahoma City metro area. From there, you can drag the screen anywhere in the metro area.

Downtown, looking for office space? Open the app, click on "Office" and up pop numerous little office building icons (or, if desired, a list of buildings and addresses). There's Oklahoma Tower, 210 Park Ave. -- where Price Edwards is based on the 10th floor. Click the icon and learn that the building is 92.53 percent full and the lease rate is $17 per square foot per year.

At bottom, click on "Photos" to see images. Click "Sales" to see that the building last sold on May 1, 2005, for $30 million. Click "History" to see graphs of Oklahoma Tower's lease rate since 2007 with the submarket average graphed for immediate comparison. Scroll down to see the building's occupancy history compared with the submarket average over time. Click "Contact" to call or send an e-mail to a broker that handles leasing.

The same goes for retail, industrial and multifamily properties.

Price Edwards' web developer, Jeremy Branecky, and chief information officer, Phil Jackson, developed the app --

a source of particular pride for the firm, since most companies farm out the task, said Ford Price, comanaging part-ner.

Price said Branecky mastered **Apple**'s complicated, nearly 80-page guideline of exact specs for designing an app, submitted it, and had it approved within a week, not the months and multiple attempts it has taken some businesses.

"We've always felt like it's a competitive advantage to have in-house technology (specialists)," Price said, mention-ing the searchable www.OKCMarketData.com the firm launched in 2008, the finely tuned online target marketing it has used now for years, as well as an online property management system that lets owners and managers keep close tabs and quick responses to tenant issues.

"It's been this natural evolution, if you will, and we are at the next step," Price said. "It's a benefit to us and out cli-ents to have Phil and Jeremy and others spending all day, everyday, figuring out from a technology standpoint how we can add value all along the way.

Jackson said he and Branecky are working on a version for Android, Google's platform for hand-held devices, and that they're pondering the possibilities of "augmented reality" -- point a camera phone at a building, for example, and see graphic data about the property overlaying the image.

"More and more, everybody wants information at the tip of their fingers," Branecky said. "We're just trying to stay on top of that."

Word Count: 620
11/20/10 DAILY-OK (No Page)
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12/16/08 San Antonio Express-News 01E
2008 WLNR 24076817

San Antonio Express-News
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December 16, 2008

Section: S.A. Life

'Apps' enhance iPhones

Roy Bragg

If you can't remember where you parked after six hours of nonstop shopping at the Prime Outlet in San Marcos, let your iPhone lead the way.

If there's a song playing on the soft rock station in the dentist's office and you desperately want to know what it is, your iPhone can tell you.

Need to find a well-regarded taco stand in an unfamiliar part of town? The iPhone knows.

Apple's iconic wireless device has a groundbreaking design, an easy-to-use interface and top-shelf technology. But the real deal-closer, in the minds of many, is the online **App Store** and the tiny computer software programs, called applications or "apps," that it peddles. These apps, once installed, take the phone's features to the next level.

At the mall, the built-in Google Maps become your trail of bread crumbs with the app "Car Spotter," which marks where you parked and then leads you back there. The phone microphone becomes expert ears with "Shazam" by connecting to a database and identifying most songs within 10 seconds. "Urban Spoon" not only finds the taco stand, but includes a map, a phone number and reviews from other iPhone users who beat you to it.

Adding applications to a device isn't new, says Raven Zachary, who creates, develops and markets iPhone apps. His most well-known work is the Obama 08 application, which provided news and videos and created a social network of like-minded users in battleground states. "We've added applications onto mobile devices for a long time." says Zachary.

In the beginning, applications were added to devices at the factory in a form of product placement.

By the late '90s, online stores sprang up that were geared toward PDAs and phones where users could buy apps to give added value to the device. Most of these, Zachary said, required installation via PC or Mac to a tethered hand-held device.

Now, users can order ring tones, songs, game, and programs such as AOL Instant Messenger and Facebook over the air directly to their phones. And there are GPS apps and programs that synchronize Outlook information between phone and computer that can be used with a monthly fee.

Nor is Apple's iTunes store the only show on the Web. Blackberry and Google have unveiled stores to offer apps to owners of their smart phones.

But the iTunes store is bigger, with 10,000 applications on the e-shelves and 300 million downloaded so far to 12 million iPhones. And the iPhone made it easier, faster and cheaper to get applications. Users can download apps over-the-air to their phone, or on their computer, via the easily-navigated, well-designed iTunes **Apps Store**. Plus, some of the best apps are free.

From a business standpoint, says Jessica Dolcourt, a C/NET associate editor, the iPhone breaks the stranglehold of the phone companies, who dictated the market.

"It's like a quantum leap,? said Jeff Scott, a developer who runs 148Apps, a Web site that rates new iPhone programs. "I don't know if you can say anything on the iPhone is truly original, but (the device) gets everything right, versus other phones, which don't."

Apple does this, Scott said, by controlling all aspects of the process. The company makes the devices and the operating system. It owns and operates the iTunes store.

But then Apple took a major right turn from its normal routine and threw the **App Store** open to outside developers. That injected creativity into the marketplace.

Because apps are small programs, Zachary said, they're relatively easy to design and cheap to make. Add that to the ease of purchase and it's a winning combination - an always-on, 24/7 store with lots of products that are free or only cost a few bucks.

"I can browse for apps on my iPhone in the doctor's office while I've got 10 minutes to spare,? Zachary said. "That's a tremendous convenience. It lends itself to this impulse-buy compulsion. You're killing time, you want to play a game and you're bored, so you decide to get one. The worst-case scenario is that you blow four bucks and you don't have fun. That's a lot different than making a special trip to Best Buy or Circuit City to buy a $40 boxed game for your computer."

A Buffet of Apps

The iPhone works as a phone, but the tiny apps obtained via the iTunes store are what make it hum. Users can also "jailbreak" the phone, cracking the system open and violating Apple's restrictive covenants on the iPhone, to add unapproved applications to the device. There's still plenty of good stuff to be found via the official channel, however:

Mapping:

Some apps add value to the built-in Google Maps function

Loopt. A location program allows two or more iPhone users to track each other's whereabouts on a map and via messages. It's invitation-only and there are opt-out features to prevent stalking or preserve some privacy. (free)

I Map My Ride/I Map My Run: Keep track of where you're going, compare with others, and send out smack via Twitter (free)

Car Spotter: Drops a Google Map pin where you park and then plots your route back when you're ready to leave. 99 cents)

Around Me: Finds gas stations, restaurants, stores, hospitals and lots of other stuff that's ... around you. (free)

Music: There's music to be had beyond the built-in iPod

Shazam: Hold it up to a speaker and it will search a database to pick out the artist, title and CD where the song can be found. If there's a video, you can see it, and if it's on iTunes, you can buy it. (free)

Midomi: Does the same recognition thing as Shazam and claims it can pick out a song from your humming or singing. (free)

Pandora: The Web's greatest music discovery system comes to the iPhone. Give it a sample song and it builds a radio station of similar musical styles around it. (free)

AOL Radio: Connects to Internet stations programmed by genre, as well as broadcast radio stations from around the world. (free)

Fat fingers:

iPhone's keyboard isn't built for human-sized digits. Here are some work-arounds.

Freemail/Compose: Turn the iPhone sideways to send e-mails

Touch Type: The free version allows landscape typing for e-mails. The premium version includes a spell check and allows Twitter updates. (Free or 99 cents)

Write Pad: Forget the keyboard and use handwriting recognition for quick notes and e-mails (free)

Magic Pad: Takes notes that can be e-mailed and adds "cut and paste" features to the process. ($3.99)

Friends:

Stay in touch with your buddies on nearly every platform you use

Facebook: Do everything you can do with Facebook on a PC or Mac. (free)

MySpace: Another faithful re-creation of the big screen experience without the gaudy page designs and annoying robo-music (free)

Fring: Integrates messaging programs from Yahoo, AIM, GTalk, and MSN with Skype, Twitter and other communication systems. (free)

Twitter: There's no official Twitter app, but at least 30 based on it. (Prices vary, but most are free)

Games:

There are thousands. Here are some hot ones.

Soul Trapper: Capture ghosts... and more! ($6.99)

Flick Sports Fishing: Uses the phone's built-in motion sensing system to let you cast away in a Wii-like game. (99 cents)

Strategic Assault: Sim City + Call of Duty = this game. (99 cents)

Tetris: No explanation needed for one of the world's most popular games. ($4.99)

Weird Stuff:

Ocarina: "Holes" appear on the screen and you blow into the phone's mouthpiece to play it. There are Web sites dedicated to the tunes created and performed by the thousands who have bought this app. (99 cents)

Mixmeister: Play a song on the iPod and then punch this up to "scratch" like a DJ. (free)

Oblique Strategies: Creative notions and suggestions from music pioneer Brian Eno and Peter Schmidt. Flip over a "card" and then follow the bizarre advice it offers. (free)

MyLite: Turns your screen into a flashlight and strobe (free)

EDITION: STATE&METRO

Word Count: 1561
12/16/08 SAEN 01E
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LexisNexis

January 26, 2011 Wednesday

SECTION: BREAKING; Technology; Personal Technology; News; Business

LENGTH: 881 words

HEADLINE: Tech review: Apple's App Store makes downloading Mac software simple

BYLINE: By Dana Wollman Associated Press

BODY:

NEW YORK -- By now, many of you are familiar with the App Store on iTunes -- the portal through which Apple sells mobile applications, or "apps," for its family of iPhones, iPads and iPod Touches.

Now, Apple has made downloading software on a Mac computer as easy as it is on an iPhone.

The Mac App Store, which launched this month, lets Mac owners browse various categories of software in one place, both from Apple and outside parties. Moreover, downloading apps is as easy as clicking "Buy" and letting the software install itself.

I set up the Mac App Store on my MacBook and spent a week treating myself to new games and other apps. Suffice it to say, I can get used to having a computer that tries to be as smart as, well, my smart phone.

Getting started: The Mac App Store is its own program, available as a free download for laptops or desktops running Snow Leopard, the latest version of Apple's operating system.

You sign into the store using the same Apple ID you would use to buy apps for your iPhone or music for your iPod. If you already have credit in your iTunes account, you can use it in the Mac App Store.

Selection: Three weeks after opening for business, the Mac App Store sells more than 1,000 apps -- a fraction of the 300,000 available for iPhones, iPads and iPod Touches. Its 21 categories include sports, news, weather, productivity, games and education. As with iTunes, the Mac App Store lists new additions, staff favorites and the most popular free and paid apps.

Some, such as the game "Angry Birds" ($5), began as apps for mobile devices and were adapted for Macs' larger screens. Other well-known -- and free -- apps include Twitter, the note-taking program Evernote and Amazon.com Inc.'s Kindle app for reading e-books. Other popular games include "Flight Control" ($5) and "Call of Duty" ($50). The latter game has already been available for the Mac, both on a disc and as a download -- the App Store just makes it easier to buy it.

Meanwhile, there are some you might not have heard of, such as the photo editor Pixelmator ($30) and Wallet ($20), which stores credit numbers and other sensitive information.

Apple's own software is on display as well. For the first time, the company is selling individually the various pieces of its iLife suite, which includes iMovie, iPhoto and GarageBand. Same goes for the productivity suite, iWork. For in-

Page 4

Tech review: Apple's App Store makes downloading Mac software simple San Jose Mercury News (California) January 26, 2011 Wednesday

stance, you can buy Apple's word processor, spreadsheet program and presentation creator for $20 each. The full suite costs $79 in Apple's online store and retail stores.

Notably absent from the store is Microsoft Office for Mac. Microsoft says it's still studying the store.

Apps such as Twitter and "Angry Birds" loaded quickly on my aging MacBook. That's not to say they can't use improvement: Twitter lacks the "show retweets" function Twitter's website has; that allows you to keep track of who has re-posted updates you've made. Meanwhile, "Angry Birds" takes up the entire screen, obscuring, say, instant-messaging conversations in the background. The game works well with the MacBook's touch pad, but it lacks some of the immediacy of touching the screen to pull back the slingshot to fire a bird.

Luckily, when a developer improves an app, it's easy to update it -- or several, in one swoop. For its regular App Store on iTunes, Apple has pages of submission guidelines and is known for summarily refusing apps that fall afoul of them. It's not clear what guidelines apply to the Mac App Store, but Apple did say it tests apps to ensure they run smoothly.

Easy installation: The Mac App Store is smart enough to know what software you already have installed on your computer. So, when I looked at the product page for Pages, Apple's word processor, the option to buy was grayed out because I already own it.

Once you click "Buy" to begin the download, the installation process takes a turn for the cute. An icon for your new app flies across the screen and lands in the dock at the bottom. A progress bar beneath it shows how much of the download remains. When the app is finished installing, its icon will start bouncing up and down in the dock.

And there you have it. Installing apps on a Mac is now as easy as installing them on an iPhone. It's a big improvement over having to find software on a developer's website, click through various dialog boxes authorizing the download and then click through even more to begin the installation.

Verdict: Because it's a free download, the Mac App Store didn't trigger the kind of around-the-block lines and breathless anticipation that new iPhones or iPads get.

Yet it's revolutionary. We've seen smartphones become more and more like computers. Now, that evolution is coming full circle: Apple is making its Macs as easy to use as its iPhones.

In essence, Apple is encouraging us to trade the freedom of buying software from all over to the place for the convenience, and security, of buying them in Apple's own store, where Apple gets a 30 percent cut of all sales.

It might sound nefarious, but the iPhone App Store shows that this is a very powerful idea. It has encouraged software developers to create apps no one ever thought of before and encouraged consumers to take chances on software from developers they've never heard of. We've all come out ahead on that one.

GRAPHIC:

LOAD-DATE: January 26, 2011

LexisNexis®

October 20, 2010 Wednesday

SECTION: TECHNOLOGY; Personal Technology; News; Business

LENGTH: 882 words

HEADLINE: Apple's new MacBook Air notebooks: 'If a MacBook met an iPad,' Jobs says

BYLINE: By Troy Wolverton twolverton@mercurynews.com

BODY:

Taking a page from its popular iPhone, Apple is going to be opening an App Store for the Mac.

As with the one introduced for the iPhone, which also serves the iPad and iPod touch, the store will allow Mac users to buy, download and automatically install software for their computers over the Internet. As is the case with the iPhone App Store, the Mac OS store will also alert users when updates are available for their software and allow them to download updates for multiple programs at once.

Apple's move marks the first time that one of the two major PC operating system vendors -- Microsoft and Apple -- has built an application store into their software.

Apple CEO Steve Jobs announced the Mac App store at a small media event at Apple's Cupertino headquarters Wednesday. Jobs also unveiled an updated version and a new, smaller model of its ultrathin MacBook Air notebook computer with quicker start-up times and a longer-lasting battery, and an update to Apple's iLife creative software suite.

Additionally, Jobs showed off some of the new features in the next version of Apple's Mac OS X operating system -- dubbed "Lion" -- which will be released in the summer of 2011, and announced that the company's FaceTime video chat software is coming to the Mac, with a test version of it available immediately.

The new Mac app store, meanwhile, will open within 90 days for the company's current Snow Leopard operating system. "We don't want to wait for Lion," he said.

The new App Store could be a huge move for Apple. The App Store the company introduced for the iPhone has been a runaway success. The store has some 300,000 applications in it -- more than 3 times the number in the application marketplace that Google put together for its Android operating system -- and consumers have downloaded some 7 billion applications since it launched, Jobs said.

Thanks to that success, the iOS App Store has revolutionized the way consumers get applications on their smartphones. Since its debut, every other major smartphone operating system maker has launched application stores for their devices that are integrated into their software. By offering developers a relatively inexpensive way of getting their applications out to a large audience of users, the App Store has encouraged the development of a wide range of low-cost applications.

The Mac App Store may not be similarly successful. But it shores up a problem faced by Mac users, analysts say. With few PC software stores around these days and electronics and general retailers devoting little space to PC software -- much less Mac software -- Mac programs can be hard to find outside of Apple's own retail stores.

Apple's new MacBook Air notebooks: 'If a MacBook met an iPad,' Jobs says San Jose Mercury News (California)
October 20, 2010 Wednesday

"We're not in the days of Egghead anymore," said Ben Bajarin, an analyst with consulting firm Creative Strategies, refrencing a defunct PC software retailer. "This is going to streamline the process of discovering and installing OS X software."

"The App Store is going to be a goldmine for them," said Van Baker, an analyst for technology research firm Gartner.

The Mac App Store will have some important differences from the iOS one. It won't carry iOS software, and it won't work on every Mac. Consumers will have to be running the latest version of the Mac OS X software -- 10.6 Snow Leopard -- to access the store.

Moreover, unlike the iOS App Store, the Mac one won't be the only way consumers obtain software for their devices. Mac users will still be able to buy packaged software at retail stores and will still be able to download software over the Internet from Web sites or through services such as Valve's Steam.

The other new feature coming to Macs is FaceTime, which will allow Mac users to make video calls with their friends on iPhones or iPod touches.

Apple introduced FaceTime when it unveiled the iPhone 4 in June. Last month, the company added the feature to its iPod touch line when it updated the handheld device with two cameras. Apple has now shipped some 19 million FaceTime devices between the iPhone 4 and the new iPod touch, Jobs said. By adding the Mac, the company will greatly expand the potential number of FaceTime users, given that there are now nearly 50 million Mac users, according to Tim Cook, the company's chief operating officer.

FaceTime will run separately from iChat, which is Apple's instant messaging software for the Mac, which also has video chat capabilities.

The new MacBook Air includes a 13.3-inch LED display, a Core 2 Duo processor and a FaceTime camera. Instead of an optical drive or hard disk drive, it only includes a solid state flash memory drive. "It's one of the most amazing things we've ever created," Jobs said. "We think it's the future of notebooks."

A second model comes with a smaller 11.6-inch display. The 11.6-inch MacBook Air costs $999 with 64 gigabytes of storage, or $1,199 for 128GB. The 13.3-inch model costs $1,299 for 128GB or $1,599 for 256GB. Both are available today, Jobs said.

Jobs also announced Apple's upgraded iLife 11 software, which includes iPhoto, Garage Band, iDVD and iMovie.

Jobs said iLife 11 is available immediately. The software is free for new Mac owners, and can be upgraded for $49.

Mercury News staff writer Frank Michael Russell contributed to this report. Contact Troy Wolverton at 408-920-5021. Follow him at Twitter.com/troywolv .

GRAPHIC: Apple CEO Steve Jobs talks about the new Apple GarageBand at Apple headquarters in Cupertino, Calif., Wednesday, Oct. 20, 2010. (AP Photo/Tony Avelar)
CUPERTINO, CA - OCTOBER 20: Apple CEO Steve Jobs speaks during an Apple special event at the company's headquarters on October 20, 2010 in Cupertino, California. Apple is expected to announce a new operating system for its Mac computers. (Photo by Justin Sullivan/Getty Images)
Apple CEO Steve Jobs speaks at an Apple event at Apple headquarters in Cupertino, Calif., Wednesday, Oct. 20, 2010, announcing a new version of iLife, Apple Inc.'s programs for managing photos, editing videos and other tasks. (AP Photo/Tony Avelar)
Apple CEO Steve Jobs talks about the Apple new iLife at Apple headquarters in Cupertino, Calif., Wednesday, Oct. 20, 2010. (AP Photo/Tony Avelar)
Apple CEO Steve Jobs speaks at an Apple event at Apple headquarters in Cupertino, Calif., Wednesday, Oct. 20, 2010, announcing a new version of iLife, Apple Inc.'s programs for managing photos, editing videos and other tasks. (AP Photo/Tony Avelar)
The new Apple Macbook Air laptop is seen on display at Apple headquarters in Cupertino, Calif., Wednesday, Oct. 20, 2010. (AP Photo/Tony Avelar)
The new Apple Macbook Air laptop is seen on display at Apple headquarters in Cupertino, Calif., Wednesday, Oct. 20, 2010. (AP Photo/Tony Avelar)

Apple's new MacBook Air notebooks: 'If a MacBook met an iPad,' Jobs says San Jose Mercury News (California)
October 20, 2010 Wednesday

Apple CEO Steve Jobs talks about the new Apple Macbook Air laptop at Apple headquarters in Cupertino, Calif., Wednesday, Oct. 20, 2010. (AP Photo/Tony Avelar)
Apple CEO Steve Jobs talks about the new Apple Macbook Air laptop at Apple headquarters in Cupertino, Calif., Wednesday, Oct. 20, 2010. (AP Photo/Tony Avelar)

LOAD-DATE: October 21, 2010

LexisNexis®

June 1, 2010 Tuesday
Late Edition - Final

SECTION: Section B; Column 0; Sports Desk; GOAL; Pg. 10

LENGTH: 775 words

HEADLINE: World's Biggest Games Brought to Tiny Screens

BYLINE: By JACK BELL

BODY:

Technology is set to meet soccer at a smartphone intersection when the World Cup begins June 11. This is a leap forward in technology with a clutch of iPhone apps that will enable fans to track games, watch highlights and glean information on players and teams.

Apple's United States App Store offers a collection of World Cup and soccer-related programs. Nearly all of the apps (some of which also run on the iPad, iPod Touch, BlackBerry, Palm, Android and other devices) provide team-by-team analysis, match schedules, background on the stadiums being used for the tournament and a promise to provide real-time scoring updates once the tournament begins.

All of the apps have something appealing and useful, though none have everything in one tidy package. The offerings from ESPN and Fox probably came the closest, which is not surprising because they have the most resources and have made the biggest commitments to showcasing the game in the United States.

ESPN 2010 FIFA WORLD CUP The first free World Cup app at the iTunes store when it started last December, the ESPN app is one of the gold standards.

It is particularly strong in tournament history, with long narratives and breakdowns of every tournament since the first, in 1930. The teams tab provides access to a summary, news and player biographies on each of the 32 teams. ESPN also offers its power index of the top 100 teams in the world and a bracket predictor contest.

The initial ESPN app was free, but a premium upgrade ($7.99) will be available before the tournament that will have enhanced features like live play by play, live audio from ESPN radio, live commentary, scoring alerts and in-game video highlights (which will be unavailable through any other app or online outlet in the United States).

And while the free ESPN app has only been available at Apple's United States-based App Store, the premium version will also include a much-requested international version.

FOX SOCCER CHANNEL TICKET TO SOUTH AFRICA The Fox app, which was released May 19, will attempt to parlay the global presence of Rupert Murdoch's News Corporation (Sky Sports in Britain for example) to augment and enhance ESPN's exclusive TV coverage.

"What we're bringing in are our experts on TV and the Web and making those voices available," said Bhavesh Patel, the vice president for interactive media at Fox Sports International. "We won't have game video, so we have a different attack with our experts and from being a 24/7 soccer network. We'll have original content, including video of interviews, that you can't get anywhere else."

The Fox app is thorough on stadium information and a bit sparse with information about past World Cups. One nice feature is the top-of-the-screen, game-by-game scroll that will be updated with scores, rosters and scoring information once the tournament starts.

Patel said that Fox planned to expand and enhance the app after the World Cup, bringing more video at the start of the next European season.

UNIVISION FUTBOL -- COPA

MUNDIAL 2010 The Spanish-language site has the usual tournament news and schedules. In addition to its World Cup coverage, the Univision app tracks leagues from around the world but is noticeably light in coverage of M.L.S.

GOAL.COM A version updated for the World Cup is coming to the App Store this week. Goal.com's app will be available in nine languages. The app's World Cup component is only part of Goal.com's offerings of news and standings for most of the top leagues and tournaments around the world.

SOUTH AFRICA 2010 TRACKER Useful stadium information, with pictures and the slate of games at each location. Game-by-game results and group standings in a clean and straightforward interface. Nothing fancy, short and to the point -- drawing a four-and-a-half-star rating from nearly 1,400 users at the App Store.

2010 SOUTH AFRICA LIVE Group-by-group info, but this simple app evolves into the only one that presents subsequent knockout rounds in bracket format more familiar to American sports fans (think N.C.A.A. basketball tournament).

SOUTH AFRICA 2010 WORLD CUP GUIDE Extensive information on the host cities of South Africa. The newest version, 1.1, had a section listing each team, but tapping on Argentina, for example, brought no information about the team's players.

2010 WORLD CUP NEWS This app brings the news feed from FIFA.com to an iPhone app. A quicker route to some news than launching and navigating FIFA's generally excellent Web site.

VUVUZELA 2010 Those long plastic horns, which have been deemed annoying by most of the Western news media, can now bother anyone within earshot.

URL: http://www.nytimes.com

LOAD-DATE: June 1, 2010

LexisNexis®

April 1, 2010 Thursday

SECTION: BREAKING; News

LENGTH: 969 words

HEADLINE: Developers scramble to get their iPad apps in Apple's App Store

BYLINE: By John Boudreau jboudreau@mercurynews.com

BODY:

In the weeks leading up to Saturday's iPad launch, as eager consumers lined up on virtual waiting lists for the coveted tablet computer, another group has been even more frantic to get their hands on one: code writers hoping to get their apps in Apple's online store.

Many of these programmers learned a lesson from the launch of Apple's hit iPhone: In a highly competitive market for games, media readers and other applications, it's critical to be early. And a lucky few   no one will say who   have been given access to the iPad to get their apps ready on time.

Being first to display iPad apps in the App Store gives developers an edge over competitors because being discovered is much easier when the number of iPad apps is small. Many will be lost in the crowd when the number of apps reaches into the thousands and then tens of thousands. There are now some 150,000 iPhone apps in the nearly two-year-old App Store.

It's uncertain how many apps for the iPad   either made exclusively for the new device or upgraded from the iPhone   will be available this weekend, but most speculate at least 200 will go on sale when Apple stores open their doors Saturday. In addition, most of the 150,000 apps that run on the iPhone will work on the iPad.

"It's definitely going to be important to be first out there," said Steve Demeter, a San Francisco developer whose puzzle game Trism was among the first apps in the App Store after it launched in July 2008. He says he made $250,000 in the first two months. The instant success enabled him to quit his job writing software for Wells Fargo and start his own app development firm, Demiforce.

"They are scrambling like crazy. It's another form of land grab," said Peter Farago, vice president of marketing at Flurry, a San Francisco-based mobile analytics company that gives developers a tool that compiles information about the use of their applications. According to its data, 40 percent of the apps being developed for the iPad are games.

It's the ultimate street cred in the developer's world   getting hands on an iPad before it hits the market. Those whom Apple has given access to the multimedia tablets have a distinct advantage over those stuck using an iPad simulator provided by the Cupertino company.

"I would like to say I have one in my hand, but I don't," said a dejected Jeff Whatcott, senior vice president of marketing at Brightcove, an online video platform that has created the technology to allow Web sites to run video on the iPad using Apple's required HTML5 standard.

Developers scramble to get their iPad apps in Apple's App Store San Jose Mercury News (California) April 1, 2010 Thursday

Developers who have been given iPads have been pledged to secrecy by Apple, but Whatcott says the favored ones are easy to spot.

"They have a swagger," he said. "But I can't tell you which ones have (an iPad) because they will be universally hated."

Apple has much to gain by over-excited developers working around the clock to create compelling apps for its latest creation. While the iPad has eye-candy appeal, the real buzz generator is what consumers can do with the multimedia tablet that is part e-reader, part gaming device and part online video player.

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"First-mover advantage can be an accelerant, but what really wins out are apps that are beautifully designed," San Francisco tech consultant Raven Zachary said.

When the App Store was launched in 2008, there were already millions of iPhone users ready to gobble up new apps, he said. "What we have here (with the iPad) is a new device with gradual demand (for apps) as it is rolled out," Zachary added.

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Asked if he expects Ngmoco games to be available Saturday, Downie said, "I hope so." He would not say if his company had early access to the iPad. "I can't tell you," he said. "We gotta respect Apple's wishes."

While it's important to get apps out early, Downie said it's even more important that the apps be of high quality.

"I think good games sell whenever, but good games that come out first are generally the titles that are the foundation of the (new) platform," he said. "They define the platform they are evergreen titles that stick around."

Contact John Boudreau at 408-278-3496.

HEADLINE

The launch of Apple"s long-awaited iPad is set for 9 a.m Saturday at Apple"s retail outlets and most Best Buy stores.

The company began taking pre-orders for the device March 12, promising to deliver iPads on April 3. Customers who placed pre-orders by March 27 will get the gadget by that date where Saturday delivery is available. However, Apple said last Sunday that new pre-orders won"t be shipped until April 12.

Apple will offer free personal setup for customers who pick up the multimedia device at one of its retail stores. It will also offer iPad workshops.

The iPads on sale Saturday will connect to Wi-Fi networks and will start at $499. Models that run on both Wi-Fi and a 3G wireless network are expected to go on sale in late April.

GRAPHIC:

LexisNexis®

March 30, 2010 Tuesday

SECTION: NEWS

LENGTH: 940 words

HEADLINE: Developers scramble to get their iPad apps in Apple's App Store

BYLINE: By John Boudreau jboudreau@mercurynews.com

BODY:

In the weeks leading up to Saturday's iPad launch, as eager consumers lined up on virtual waiting lists for the coveted tablet computer, another group has been even more frantic to get their hands on one: code writers hoping to get their apps in Apple's online store.

Many of these programmers learned a lesson from the launch of Apple's hit iPhone: In a highly competitive market for games, media readers and other applications, it's critical to be early. And a lucky few no one will say who have been given access to the iPad to get their apps ready on time.

Being first to display iPad apps in the App Store gives developers an edge over competitors because being discovered is much easier when the number of iPad apps is small. Many will be lost in the crowd when the number of apps reaches into the thousands and then tens of thousands. There are now some 150,000 iPhone apps in the nearly two-year-old App Store.

It's uncertain how many iPad apps will be available this weekend, but most speculate at least 200 will go on sale when Apple stores open their doors Saturday.

"It's definitely going to be important to be first out there," said Steve Demeter, a San Francisco developer whose puzzle game Trism was among the first apps in the App Store after it launched in July 2008. He says he made $250,000 in the first two months. The instant success enabled him to quit his job writing software for Wells Fargo and start his own app development company, Demiforce.

"They are scrambling like crazy. It's another form of land grab," said Peter Farago, vice president of marketing at Flurry, a San Francisco-based mobile analytics company that gives developers a tool that compiles information about the use of their applications. According to its data, 40 percent of the apps being developed for the iPad are games.

It's the ultimate street cred in the developer's world getting hands on an iPad before it hits the market. Those who Apple has given access to the multimedia tablets have a distinct advantage over those stuck using an iPad simulator provided by the Cupertino company.

"I would like to say I have one in my hand, but I don't," said a dejected Jeff Whatcott, senior vice president of marketing at Brightcove, an online video platform that has created the technology to allow Web sites to run video on the iPad using Apple's required HTML5 standard.

Developers who have been given iPads have been pledged to secrecy by Apple, but Whatcott says the favored ones are easy to spot.

"They have a swagger," he said. "But I can't tell you which ones have (an iPad) because they will be universally hated."

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GRAPHIC: FILE - In this Jan. 27, 2010 file photo, the iPad is shown after it was unveiled at the Moscone Center in San Francisco. (AP Photo/Marcio Jose Sanchez)
Event guests play with the new Apple iPad during an Apple Special Event at Yerba Buena Center for the Arts January 27, 2010 in San Francisco, California. CEO Steve Jobs and Apple Inc. introduced its latest creation, the iPad, a mobile tablet browsing device that is a cross between the iPhone and a MacBook laptop. AFP PHOTO/RYAN ANSON (Photo credit should read Ryan Anson/AFP/Getty Images)

LOAD-DATE: April 2, 2010

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December 6, 2009 Sunday
Late Edition - Final

SECTION: Section BU; Column 0; Money and Business/Financial Desk; Pg. 1

LENGTH: 3292 words

HEADLINE: Apple's Game Changer, Downloading Now

BYLINE: By JENNA WORTHAM

BODY:

IAN LYNCH SMITH, a shaggy-haired ball of energy in his late 30s, beams as he ticks off some of the games that Freeverse, his little Brooklyn software company, has landed on the iPhone App Store's coveted (and ever-changing) list of best-selling downloads: Moto Chaser, Flick Fishing, Flick Bowling and Skee-ball.

Skee-ball, Mr. Smith says, took about two months to develop and deploy and then raked in $181,000 for Freeverse in one month. The company's latest bid for App Store fame? A game featuring a Jane Austen character in a lacy dress who karate-chops her way through hordes of advancing zombies.

"There's never been anything like this experience for mobile software," Mr. Smith says of the App Store boom. "This is the future of digital distribution for everything: software, games, entertainment, all kinds of content."

As the App Store evolves from a kitschy catalog of novelty applications into what analysts and aficionados describe as a platform that is rapidly transforming mobile computing and telephony, it is changing the goals and testing the patience of developers, bolstering sales of the Apple motherships the applications ride upon -- the iPhone and iPod Touch -- and causing Apple's competitors to overhaul their product lines and business models. It even threatens to open chinks in Apple's own corporate armor.

Thanks in large part to the iPhone, introduced in 2007, and the App Store, which opened its doors last year, smartphones have become the Swiss Army knives of the digital age.

They provide a staggering arsenal of functions and tools at the swipe of a finger: e-mail and text messaging, video and photography, maps and turn-by-turn navigation, media and books, music and games, mobile shopping, and even wireless keys that remotely unlock cars.

"Apple changed the view of what you can do with that small phone in your back pocket," says Katy Huberty, a Morgan Stanley analyst. "Applications make the smartphone trend a revolutionary trend -- one we haven't seen in consumer technology for many years."

Ms. Huberty likens the advent of the App Store and the iPhone to AOL's pioneering role in driving broad-based consumer adoption of the Internet in the 1990s. She also draws comparisons to ways in which laptops have upended industry assumptions about consumer preferences and desktop computing. But, she notes, something even more profound may now be afoot.

"The iPhone is something different. It's changing our behavior," she says. "The game that Apple is playing is to become the Microsoft of the smartphone market."

The popularity of Apple's app model has reached a fever pitch. Tens of thousands of independent developers are clamoring to write programs for it, and the App Store's virtual shelves are stocked with more than 100,000 applications. Apple recently said that consumers had downloaded more than two billion applications from its store.

Major players like Research in Motion (maker of the BlackBerry), Palm (maker of the Pre), Google (maker of the Android mobile operating system) and Microsoft (maker of Windows Mobile) are taking note and scrambling to replicate the App Store frenzy.

App fever has even prompted cities like New York and San Francisco to open reservoirs of city data to the public to spur software developers to create hyperlocal applications for computers and phones.

One need not look further than the lobby of Apple's headquarters in Cupertino, Calif., to see that the iPhone and applications that run on it are centerpieces of the company's mobile strategy. Planted squarely in the lobby of the main office, at 1 Infinite Loop, is an impressive, 24-foot-wide array built out of 20 LED screens populated with 20,000 tiny, brightly colored icons.

As Philip W. Schiller, head of worldwide product marketing at Apple, describes how the wall works -- each time an application is purchased, the corresponding icon on the electronic billboard jiggles, causing its neighbors to ripple in unison -- he, too, becomes animated.

Normally reserved and on message, Mr. Schiller waves his hands back and forth and allows his voice to ascend into giddy registers as he speaks about the potential unleashed by the App Store.

"I absolutely think this is the future of great software development and distribution," Mr. Schiller says. "The idea that anyone, all the way from an individual to a large company, can create software that is innovative and be carried around in a customer's pocket is just exploding. It's a breakthrough, and that is the future, and every software developer sees it."

APPLE cloaks most of its inner workings in a shroud of secrecy -- a tactic that has helped preserve the company's mystique and generate intense interest in its product rollouts.

But the App Store relies on vast cadres of outside developers to populate its virtual shelves with products, leaving Apple in the unfamiliar and at times uncomfortable position of having to collaborate with folks who haven't drunk the company's corporate Kool-Aid.

This has led Apple to be deeply supportive of developers once shunned by big telecommunications companies, while also frustrating many of them more recently with what developers see as the company's inscrutable and arbitrary process for accepting programs into the App Store.

Apple frames the issue differently.

"I think, by and large, we do a very good job there," Mr. Schiller said. "Sometimes we make a judgment call both ways, that people give us feedback on, either rejecting something that perhaps on second consideration shouldn't be, or accepting something that on second consideration shouldn't be."

For Apple, the review process is a necessary evil. The company places high value on what it describes as "customer trust," or the idea that users have faith that an application distributed on the iPhone won't crash the platform, steal personal information or contain illegal content.

Mr. Schiller says the majority of applications sail through the review with no difficulty, and those that do require greater scrutiny are largely those that are slowed down by bugs or glitches in the coding.

"We care deeply about the feedback, both good and bad," he says. "While there are some complaints, they are just a small fraction of what happens in the process."

Apple says it receives more than 10,000 application submissions each week. Most become available in the App Store within two weeks (creating yet another problem: the difficulty consumers have in efficiently and effectively trolling through 100,000 apps to find hidden gems they hadn't known about).

Still, the App Store is markedly better than the alternative, says Peter Farago, a marketing executive at Flurry, a mobile analytics company in San Francisco. Gone are the days when mobile developers had to negotiate with major telecommunications companies if they had any hopes of publishing their applications on a mobile phone.

Apple's Game Changer. Downloading Now The New York Times December 6, 2009 Sunday

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"It took six to nine months to build a relationship with a carrier, maybe a quarter-million to get the infrastructure built, and the company took 50 percent or more from each dollar," Mr. Farago says, a process that limited access to mobile platforms. "Apple has helped create a much healthier middle class of developers and expanded the pie for everyone."

Apple pockets 30 percent of the revenue earned by any App Store program, with developers keeping the balance. Although barriers to entry for software developers have dropped considerably, Mr. Farago acknowledges that "friction points have changed."

Developers now cite instances in which applications have been held in approval limbo, neither accepted nor rejected for months. And as bigger companies begin churning out programs, the smaller, garage-size outfits worry that they will be squeezed out.

FreedomVoice Systems, a company in San Diego, couldn't wait to roll out a mobile version of its telephone software for the iPhone. The company submitted an application to the App Store last year and excitedly waited. And waited. And kept waiting.

"We're facing 396 days with no contact from Apple," says Eric Thomas, chief executive of FreedomVoice. "The app has been 'pending' in the App Store for a year."

Mr. Thomas says he understands that it is Apple's decision whether to accept his app. "But the idea they wouldn't tell us it was a no -- or even why -- so we could try to do something about it," he said, "is a very strange and unneighborly approach."

Freeverse, which Mr. Smith founded in 1994, also creates games and desktop programs for computers. But like legions of other software developers, the company shifted its focus to the iPhone as the popularity of the device skyrocketed. But that doesn't mean it's been an easy road to riches.

"For our size and seriousness, we are still treated like a college freshman who is doing this as a side project," Mr. Smith says. "The trade-off being that there is a much lower barrier to entry for developers. Anyone can have a shot."

No one knows that better than Cerulean Studios, a software firm in Brookfield, Conn. After e-mail generated only automated responses from Apple for three months, Cerulean got a call in November from an Apple employee.

"He didn't say much, just that our app would be going live in the App Store that afternoon," recalls Scott Werndorfer, a co-founder of Cerulean. "We knew what we were getting into with Apple. They want everything to be pixel perfect, and you have to play ball by their rules."

Some Apple developers are willing to go to greater lengths -- underground -- to avoid dealing with Apple's policies and to get their software out quickly and on their own terms. To do that, they create programs for "jailbroken" iPhones and iPod Touches. Such devices are modified to allow anyone to upload a program onto them, which Apple says is illegal.

"Developers are just tired of the review process and navigating opaque hurdles," says Mario Ciabarra, who operates Rock Your Phone, an online storefront containing a small catalog of applications for jailbroken iPhones. "They've been defecting to the jailbroken community or other platforms, such as Android. That demand has created the marketplace for our products and attracted developers."

Mr. Ciabarra says about 1.5 million iPhones have visited his storefront, an impressive figure though still a small fraction of the 50 million iPhones and iPod Touches that Apple says it has sold.

As the App Store has matured, so has the need to come up with more sophisticated ways to profit from it. Simply having a great application is not enough. Bart Decrem, chief executive of Tapulous, a start-up company that publishes musical rhythm games, recalls the early days when it was enough to develop a shiny application that used the iPhone.

The company's first game, Tap Tap Revenge, was available in the App Store when it opened in 2008. It quickly climbed the store's charts, and Apple eventually ranked it as the most popular free iPhone game that year.

These days, Mr. Decrem says, that kind of instant and relatively easy success is much rarer because more companies are competing in the App Store. They include giant game publishers like Electronic Arts, which recently released a version of its popular video game Rock Band for the iPhone.

"It's still the Wild West, but the stakes are higher," Mr. Decrem says.

Tapulous has begun working with record labels and musicians to introduce paid special editions of Tap Tap Revenge featuring big-name artists. "Simply selling applications is ultimately not a scalable model," he says.

IT'S unclear how concerned Apple is about some of the tensions swirling around the App Store. The company's App Store policies have faced criticism -- and even prompted a Federal Communications Commission investigation of Apple's decision to reject an iPhone application developed by Google, which is still under way. Critics say they wonder whether the company can be trusted to maintain a fair marketplace, especially when developers release products that could compete with Apple's current or future line of products.

Apple runs the App Store under the aegis of its iTunes unit (the operation that, wedded to the iPod, transformed music downloading in a way that analysts say the App Store, wedded to the iPhone, is now transforming mobile computing).

"A rocket ship is even too small of an analogy," says Eddy Cue, Apple's vice president for iTunes, of the App Store's popularity. "We've been able to leverage a lot of our iTunes technology for the App Store. But it's completely different. We're reviewing all of those apps. We really don't have to review each and every song."

Apple executives are quick to point out the importance of ensuring that third-party applications run smoothly and provide a high-quality experience for users.

"Our goal is very simple: We want to have the best platform for applications that there has ever been on any product," notes Mr. Schiller, the marketing executive. "We know we're not perfect, but we know we're better than anything else that has been and we want to keep improving it."

Apple says it has increased the number of product reviewers working on the App Store and has tried to improve and streamline the way it communicates with developers.

The App Store's success -- as much a surprise to Apple as it has been to competitors -- has given rise to a new digital ecosystem. Today, hundreds of software aspirants, from individuals tinkering in their bedrooms late at night to established companies looking for lucrative new revenue streams, are jumping into the App Store fray.

And smartphone manufacturers across the board are trying to make their platforms more attractive and lucrative to bring in the kind of creativity and enthusiasm that Apple has.

It's easy to see why: Although Apple doesn't release specific financial figures for the App Store, analysts estimate that it generates as much as a billion dollars a year in revenue for Apple and its developers.

At a recent conference in San Francisco organized by Research in Motion for BlackBerry developers, the company said it would make several changes to its mobile operating system to increase the kinds of applications developers can create for its devices, including allowing advertising and e-commerce within applications. Jim Balsillie, a co-chief executive of Research in Motion, says he isn't focusing on the sheer number of apps available on a BlackBerry (3,000) but on their utility.

"Is it about 20,000 apps or 200,000 apps or is it about changing those 20,000 apps and their deep integration and how they interrelate to one another?" asks Mr. Balsillie. "We're much more interested in changing the applications and changing the user experience and really unlocking the promise and the money and revenue opportunity for the ecosystem."

Regardless, says Mr. Balsillie, apps and smartphones have created a new playing field.

"It's inevitable that all cellphones will be smartphones," he says. "There will be more services and new ways to monetize and more consumption. Growth is a given; it's just a question of who is going to innovate in the right way to drive that value proposition to capture that growth."

ALTHOUGH Palm is still rolling out the e-commerce portion of its own app store, called the App Catalog, the company hopes to draw developers to write for Palm devices like the Pre because Palm's operating system, called webOS, is based largely on the same programming languages used to create Web sites -- meaning developers are already familiar with the tools they will need to create mobile apps.

So far, however, Palm offers 500 applications, a relatively slim selection compared with the iPhone, and many analysts believe that this has made the device less attractive to consumers. Palm, like Research in Motion, says it doesn't need an avalanche of applications to compete.

"Two years ago, the iPhone blew away expectations for what mobile devices are capable of. And mobile devices and applications are the future of the computing industry," says Ben Galbraith, co-director of Palm's developer relations team. "But the market is becoming saturated with a large volume of applications. When you're number 50,000 out of 200,000, how do you survive?"

Palm says it is offering a breezier review process to developers -- including allowing them the option of submitting their programs as candidates for Palm's App Catalog or immediately publishing their applications in a third-party, online storefront -- which may help it avoid some of the conflicts plaguing Apple's relationship with developers.

Meanwhile, Microsoft, which analysts have criticized for its sluggish approach to the smartphone market, also says it is emphasizing quality for the application store it introduced in October, Windows Marketplace for Mobile.

"Our strategy is to look holistically at how we can provide the best all-around user experience," says Victoria Grady, director of mobile strategy at Microsoft. The Marketplace now has more than 800 apps.

Many developers and analysts think Google's mobile operating system, most recently placed in the Motorola Droid, may evolve into the fiercest competitor to the iPhone. Unlike Apple, Google has eschewed a review process, allowing any developer to publish an application to the Android Marketplace, its version of the App Store, instantly. About 14,000 applications are available for Android-powered smartphones.

"We're doing everything we can to open the device to both developers and consumers," says Eric Chu, group manager of the Android platform at Google. "That is a critical part of what we think makes Android unique: applications are no longer limited to a single device."

Mr. Chu said the growing number of Android-powered phones available on multiple wireless carriers increases the financial opportunity for developers. "Last year at this time, we only had one device," he says. "The volume is going up at a tremendous pace, and the developer ecosystem is seeing that."

Besides being a business opportunity for all of these companies, apps offerings may also be a matter of survival in a make-or-break market. Apple has another strong advantage: the iPhone offers developers a uniform, standard platform.

"When we create an application for the iPhone, you know it's going to run exactly as you tested it on every single model," says David Lieb, co-founder of Bump Technologies, which creates software that lets users share contact information by tapping two phones together. "The same isn't true for the rest of the smartphones, which have varying screen sizes, processor speeds and form factors."

HOWEVER the competitive landscape shapes up, the App Store phenomenon shows no signs of slowing. IDC, a technology research firm, predicts that the number of iPhone apps will triple next year, fueled by the growing popularity of smartphones and other mobile devices. Along the way, analysts say, the App Store will continue to upend the architecture of the smartphone business and threaten competitors that don't have vibrant and extensive offerings.

The way the industry once operated, "Each handset company would come up with its latest iterations and maybe have the hottest device of the season or not," says Ms. Huberty, the Morgan Stanley analyst. "Enter apps into the equation, and that changes. It goes from being a product cycle game to a platform game."

"People will look back on the iPhone as a turning point in the industry," says Craig Moffett, a telecom analyst with Sanford C. Bernstein. "The iPhone will be remembered as the first true handheld computer."

URL: http://www.nytimes.com

GRAPHIC: PHOTOS: PHOTO (BU1)
Ian Lynch Smith, the founder of the software company Freeverse, and Lydia Heitman, the marketing director. Freeverse makes games and programs for computers, but it shifted its focus to the iPhone as its popularity rose. (PHOTOGRAPHS BY G. PAUL BURNETT/THE NEW YORK TIMES)
Flick Bowling is one of Freeverse's most popular apps for the iPhone. (BU11)

LOAD-DATE: December 6, 2009

October 2, 2009 Friday

SECTION: BREAKING; Technology; News; Business; High-Tech; Columnists; Opinion; Science and Tech; Columnists

LENGTH: 957 words

HEADLINE: In Hindsight: 2 billion Apple App Store downloads; $1.59 billion in VC for clean tech

BYLINE: By Frank Michael Russell frussell@mercurynews.com

BODY:

Here's some news you may have missed last week, based on staff and wire reports.

Monday

Two big mergers bolstered the fortunes of stock investors. Xerox (known for its photocopiers) is joining the ranks of hardware-oriented companies moving into the tech-services business with a $6.4 billion acquisition of Affiliated Computer Services. Xerox's move follows computer maker Dell's announcement the week before that it intends to buy Perot Systems for $3.9 billion and Palo Alto tech giant Hewlett-Packard's $13.9 billion purchase last year of EDS. Also Monday, Abbott Laboratories said it would pay $6.6 billion for the pharmaceuticals business of Solvay, a Belgian chemicals company. "It's encouraging to all investors when you see companies buy because basically what that says is they're in a more aggressive mode as opposed to being in the fetal position," Mark Coffelt, portfolio manager at Empiric Funds in Austin, told our friends at The Associated Press.

Cupertino iPhone, iPod and Mac computer maker Apple, meanwhile, said iPhone and iPod touch owners have downloaded 2 billion "apps" from the company's iTunes App Store. More than 85,000 software applications, or apps, are available for downloading, most for free   and others for a fee. "The rate of App Store downloads continues to accelerate with users downloading a staggering 2 billion apps in just over a year, including more than half a billion apps this quarter alone," Apple CEO Steve Jobs said in a statement.

Tuesday

Green Day, Metallica and Madonna videos will be returning to YouTube. The video site (owned by Mountain View Internet advertising juggernaut Google) announced on its official blog that it has reached a deal with Warner Music Group that "covers the full Warner catalog and includes user-generated content containing WMG acts." Chris Maxcy, YouTube's director of partner development, wrote: "With Warner on board, we now have artists from all four of the major music labels and publishers together with hundreds of indie labels and publishers on our platform."

Wednesday

Thanks to a wave of government backing, clean technology has become the biggest sector for venture capital investing, according to a report from the Cleantech Group, a San Francisco market research firm, and Deloitte, an auditing and consulting firm. VC investors poured $1.59 billion into clean-tech ventures in the third quarter, a number that's up 10 percent from the previous quarter, but down 42 percent from a year earlier. The two biggest clean-tech VC invest-

In Hindsight: 2 billion Apple App Store downloads; $1.59 billion in VC for clean tech San Jose Mercury News (California) October 2, 2009 Friday

ments in the quarter were $198 million for Fremont solar-panel maker Solyndra and $82.5 million for San Carlos electric-car maker Tesla. Solyndra won a $535 million federal loan to build a new factory, and Tesla received a $465 million loan from the U.S. Energy Department.

Thursday

Speaking of big mergers, San Jose network-equipment giant Cisco Systems had its own deal: It offered $3 billion for Tandberg, an Oslo, Norway, maker of videoconferencing equipment. Buying Tandberg allows Cisco to offer videoconferencing equipment ranging from desktop to "immersive, multiscreen" systems, the company explained. "This acquisition showcases Cisco's financial strength and ability to quickly capture key market transitions for growth," Cisco CEO John Chambers said in a statement announcing the deal.

Friday

In more good news for the chip sector, sales were $19.1 billion worldwide in August, up 5 percent from the month before, according to the San Jose-based Semiconductor Industry Association. Benefiting the industry: consumer demand for eco-friendly autos, appliances and other goods, which contain chips that make the products more energy-efficient; and the increasing popularity of smaller "netbook" computers.

Even though the chip industry and other parts of the economy might be turning around, the employment situation is still dismal. Nationwide, the unemployment rate jumped to a 16-year high of 9.8 percent last month, according to a Labor Department report. By contrast, unemployment was at 9.7 percent in August and 6.0 percent a year earlier. The economy lost a larger-than-expected 263,000 payroll jobs, mostly in construction, manufacturing, retail and government.

GOOD WEEK: John Watson

When we think of Bay Area businesses, tech giants like Hewlett-Packard, Apple or Google come to mind. In our carbon-fuel-crazed economy, though, San Ramon oil giant Chevron is far bigger than all three (measured by sales, at least: $184 billion last fiscal year for Chevron vs. $117 billion for HP, $35 billion for Apple and $23 billion for Google). Chevron, second only to Exxon Mobil in its industry, last week announced a changing of the guard: John Watson will be chairman and CEO, replacing David J. O'Reilly, who is retiring after 41 years at the company. Watson is currently vice chairman and was chief financial officer. He's credited with integrating Chevron and Texaco, which Chevron bought for $45.8 billion in 2001.

BAD WEEK: Ken Lewis

In past decades, when we thought of Bay Area businesses, financial giants like Bank of America came to mind. BofA used to be based in San Francisco, but now Charlotte, N.C., is its home. CEO Ken Lewis has grown BofA with a series of multibillion-dollar buyouts, most recently of Countrywide Financial and Merrill Lynch. Bonuses for Merrill executives, though, have drawn the scrutiny of politicians and regulators (and the ire of shareholders). Lewis has decided to step down as CEO at the end of the year - and that's a good thing for BofA, according to one industry observer: "He's drifting out to sea like a dying Eskimo," CreditSights analyst David Hendler told Bloomberg News, "knowing the company can do better and thrive without him."

Contact Frank Russell at twitter.com/mercspike.

GRAPHIC:

LOAD-DATE: October 5, 2009

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Dow Jones Factiva

THE WALL STREET JOURNAL.

The Wall Street Journal

January 24, 2011 Monday

SECTION: Pg. B9

LENGTH: 640 words

HEADLINE: Corporate Watch

BODY:

APPLE

App Store Marks Milestone

With 10 Billionth Download

Apple Inc. says that its App Store has hit the 10 billion downloads mark.

The milestone, announced on Apple's website Saturday, arrives as the company's hugely popular smart phone is likely to become even more popular with the addition next month of Verizon Wireless as a carrier.

The company has sold tens of millions of iPhones since the device launched in 2007 and continues to expand the use of apps with its iPad tablet computer.

Its App Store has drawn an army of software developers hoping to piggyback on the company's success. The store now boasts more than 350,000 different programs for the iPhone, iPod Touch or iPad.

Apple said it would give the 10 billionth person to download an app a $10,000 gift card to its iTunes store, which now offers movies and TV shows along with digital music files.

The prize went to Gail Davis of Orpington, Kent, in the U.K. She downloaded a free game app called Paper Glider.

-- Associated Press

GENERAL MOTORS

Auto Giant Makes Push

For Changes in Europe

General Motors Co. hired consulting firm Alix Partners to speed up the turnaround of its troubled European Opel and Vauxhall brands, according to a person familiar with the matter.

The U.S. auto maker isn't satisfied with the progress of the European restructuring, with the German plants in Kaiserslautern and Bochum facing particular scrutiny, the person said.

Alix Partners declined to comment.

GM enlisted Alix Partners, longtime consultant to the auto industry, to help manage the dismantling of its U.S. operations in the auto maker's 2008 trip through bankruptcy. Alix Partners managing director Al Koch is CEO of Motors Liquidation Co., the "Old GM," where he oversees the liquidation of assets such as old factories and discarded GM brands.

Chief Executive Daniel Akerson wants to see faster improvement from Opel, which the automaker had previously said is on track to be profitable by 2012.

A spokesman for Opel said the company asked for "external help" to implement the restructuring plan. The spokesman noted that improving the profitability of fleet sales was in focus, along with streamlining costs. He declined to comment further.

-- Nico Schmidt

EDUCATION

For-Profit College Group

Sues to Block New Rules

A trade group has filed suit in federal court to block a series of U.S. Department of Education rules that would increase regulatory scrutiny over segments of higher education.

The lawsuit, filed by the Association of Private Sector Colleges, doesn't include the so-called gainful employment regulation, which could punish programs for graduating students with high debt loads. The Education Department is scheduled to issue that final rule in the first quarter of this year, at which point the rule is likely to face court challenges.

The trade group, known as Apscu, instead focused its lawsuit on rules that would change the way state governments review school programs, restrict incentive compensation for employees and curtail misrepresentation in promotional materials. The three rules are among the 13 whose final versions were issued in late October.

On Friday, Apscu asked the U.S. District Court for the District of Columbia to block the rules from going into effect as planned on July 1. The group alleged in the complaint its members are "grievously and irreparably injured" by the three rules and asked the court to find the regulations unlawful. It said the Education Department didn't follow correct procedure in creating the rules and violated its scope of power and the Constitution.

Apscu boasts more than 1,500 member schools including campuses owned by Career Education Corp., Education Management Corp., ITT Educational Services Inc., Washington Post Co.'s Kaplan Higher Education and others.

-- Melissa Korn

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NOTES:
PUBLISHER: Dow Jones & Company, Inc.

LOAD-DATE: January 24, 2011

Dow Jones Factiva

THE WALL STREET JOURNAL

The Wall Street Journal

July 15, 2009 Wednesday

SECTION: Pg. B1

LENGTH: 676 words

HEADLINE: Seeking Fame in Apple's Sea of Apps

BYLINE: By Yukari Iwatani Kane

BODY:

Corrections &Amplifications

Digital Chocolate Inc. Chief Executive Trip Hawkins was the founder of Electronic Arts Inc. A Marketplace article Wednesday about Apple Inc.'s iPhone App Store incorrectly called him a co-founder.

(WSJ July 17, 2009)

(END)

Apple Inc.'s App Store has spawned a cottage industry of software developers trying to profit from games and other applications that people can download onto their iPhones.

But with more than 65,000 free and paid applications in the online store, success has hinged on an app's ability to stand out. So developers are increasingly coming up with various strategies to make a splash, employing everything from temporary discounts to guerilla marketing tactics.

PopCap Games Inc., maker of the popular Bejeweled puzzle game, experimented in June by cutting the price on its Peggle game from to 99 cents from $4.99 for four days. Peggle, which had been ranked at around 60 in top paid apps, shot up to second place within 24 hours.

Andrew Stein, PopCap's director of mobile business development, declined to provide revenue figures but said sales during the discount period increased 20 to 25 times the previous volume.'

For Apple, the one-year-old App Store has been a key driver of sales of its iPhone and iPod touch devices, by giving consumers new applications to keep coming back to download. Rivals like Palm Inc. and Research In Motion Ltd. are also pushing application stores for their devices.

Apple, which approves every app before putting it in the store, gets 30% of any third-party app sales. On Tuesday, the company said customers had downloaded more than 1.5 billion free and paid apps so far. Apple doesn't disclose the store's revenue.

"The App Store is like nothing the industry has ever seen before in both scale and quality," Apple Chief Executive Steve Jobs said in a press release. "With 1.5 billion apps downloaded, it is going to be very hard for others to catch up."

Developers say the key to succeeding on the App Store is to appear on the lists of top-ranked apps that Apple compiles. The 25 most downloaded apps appear on the first page of the store when someone accesses the site from their iPhone. People also find apps through keyword searches or by browsing categories.

"If it appears in the top 100, then everybody will see it," said Vijay Chattha, head of VSC Consulting, a San Francisco marketing firm that is launching a business to help iPhone app developers promote their wares.

For many developers, their strategy to get on the top-ranked list starts when they submit their app to Apple for approval. Many developers jostle to release their apps around weekends, when consumers are most active on the store.

Some developers attempt to boost their profile in the App Store by listing their apps in categories that are less crowded. Apple requires developers to put their app into one of 20 categories. The largest category, games, has more than 13,000 apps, according to data-tracking firm Mobclix Inc. The smallest, weather, has 310 apps.

DistinctDev Inc., which created a quiz game dubbed the Moron Test, chose to list the 99-cent app in the less competitive entertainment category. The Moron Test has been one of the App Store's top 10 paid apps since its mid-April launch.

Still, developers say no tactics will help if an application is low quality. "If your application isn't good, it might get to the top, but it's not going to stay there," said Mike Monaco, co-founder of DistinctDev.

Some developers try to capitalize on popular brands by embedding those brand names into their own apps' descriptions. For example, a recent search for EA, the brand for game giant Electronic Arts Inc., turned up 15 games from a company called Digital Chocolate Inc. A close look at the games' description showed that the word "each" was abbreviated to "ea." Digital Chocolate Chief Executive Trip Hawkins was a co-founder of EA.

An EA spokesman called the tactic "barnacle marketing." On Monday, Digital Chocolate stopped using the abbreviation.

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