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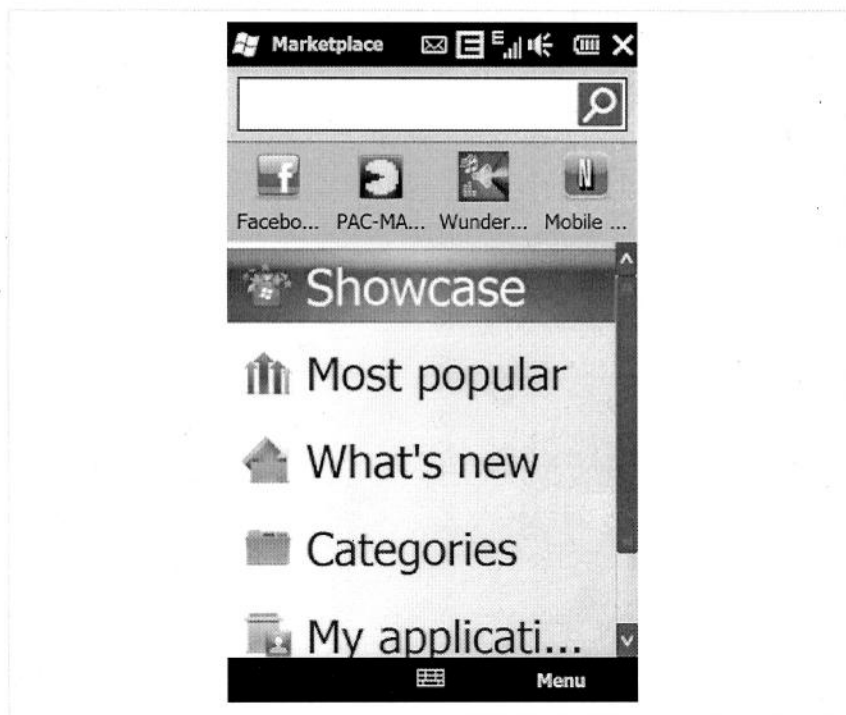
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October 6, 2009 7:55 AM PDT

By: Jessica Dolcourt

At last, inside the app store

The Windows Marketplace for Mobile app store, which launched Tuesday, looks a little plain compared with other app stores, like the darker-themed BlackBerry App World and Google's Android Market.

But the essential elements are here, like a search bar and browsable categories.

Read more about Windows Marketplace for Mobile.

Photo credit: Screenshot by Jessica Dolcourt/CNET

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October 6, 2009 7:01 AM PDT

Windows mobile app store, My Phone service officially opening

by [Jessica Dolcourt](#)

1

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Updated at 8:05 am PDT with a slideshow and some first impressions of the Windows Marketplace for Mobile app store, at 4:25 pm PT with a correction about Marketplace reviews, and at 12:10 am PT on 10/7/09 with an update about the availability of Marketplace on other Windows Mobile platforms, and details on the My Phone service.

On Tuesday morning, as Microsoft's Windows Mobile 6.5 phones **hit the market**, two of its mobile services are officially launching.

Brand new to 6.5 phones are Windows Marketplace for Mobile--an application storefront like that found on **iPhone**, BlackBerry, and every other major mobile OS--and a Web-based backup and sharing service called **My Phone**.

We've heard plenty about both services in the days and months leading up to this release. The much-anticipated Windows Marketplace for Mobile has a well-thought out model that will eventually include both a Web and on-phone storefront, and a flexible billing system that lets you purchase apps using either a credit card or your monthly phone bill (depending on the carrier). According to Microsoft, the PC catalog isn't available now but is planned to be released before the year's end.

There's also a self-service return policy that gives you a full refund from unwanted apps within a 24-hour period. There's a caveat, of course. You'll be limited to one refund per month to avoid abusing the system. The app store launches in 29 countries on Tuesday.

In our pre-release demo, we found the app store to be a little visually boring, though serviceable. Following a proven app store model, Windows Marketplace for Mobile has a search bar, a featured apps showcase, and a list of browseable categories. In them, you'll only see applications that work on your phone model and in your country. There's also an personalized screen that helps you manage the apps you have. As with iPhones and BlackBerrys, if you switch devices, you can easily re-download the apps you installed through the Marketplace. You'll sign on with your **Windows Live ID**. We heard before the launch that you won't be able to create your own reviews until the second phase, but in truth, rating and reviews are fully functional today.

Microsoft didn't tell us how many apps were expected in the app store Tuesday morning, but with 82 games ready to download, there are at least 100 apps altogether. We already see Facebook, Netflix Mobile, Zagat to Go, Windows Live, and the Midomi music app. Most app prices range so far from free to about \$10, though the most expensive one we spotted so far is a \$25 golf calculator. We saw quite a few \$20 games as well.

Windows Marketplace for Mobile--screenshots



[View the full gallery](#)

If you're not planning to pick up a Windows 6.5 phone yet, Marketplace should also be available to download to 6.0 and 6.1 phones before the end of 2009. That's been the official word, but at least one of our readers has gotten it to work on a 6.1 phone. Download at your own risk.

My Phone



Manage My Phone online.

(Credit: Microsoft)

Unlike the application Marketplace, the My Phone backup and media sharing service is well known from its public beta. Through its online dashboard, you can access and manage contacts, calendar, texts, and photos and videos (no e-mail or apps). At launch, you'll be able to post photos to Windows Live, Flickr, Facebook, and MySpace, with bulk uploads and captioning to come later on.

The new features are mostly premium, and center on remotely finding and securing your phone. If you're in the U.S., you can force your phone to ring even when it's turned to silent or vibrate. You can remotely lock the phone, map it--this wakes up the phone and plots it on a map--and can erase the contents remotely, the most extreme measure. My Phone will show you the handset's last known location for free.

My Phone is treated like application package and can be downloaded in the Marketplace for Mobile. The premium features can be purchased through the online dashboard. Until November 30, Microsoft is offering a free trial of My Phone's commercial capabilities.

As in the beta, My Phone limits you to 200MB in media storage. According to Microsoft, fewer than 5 percent of the current users hit that ceiling.

Who gets it?

Windows Marketplace for Mobile launches on Tuesday in Australia, Austria, Belgium, Brazil,

Canada, Denmark, Finland, France, Germany, Greece, Hong Kong SAR, India, Ireland, Italy, Japan, Luxembourg, Mexico, New Zealand, Netherlands, Norway, Poland, Portugal, Singapore, Spain, Sweden, Switzerland, Taiwan, United Kingdom, and the United States.

The premium My Phone features are available at launch in the Unites States, Canada, Mexico, United Kingdom, Germany, France, Italy, Spain, Portugal, Denmark, Netherlands, Greece, Poland, Finland, Norway, Sweden, Brazil, Australia, Japan, Singapore and Taiwan. The Map Current Location feature is U.S.-only right now.



Jessica Dolcourt

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Jessica Dolcourt pits phone against phone while turning a critical eye to smartphone apps. [Email Jessica](#) or follow her on [Twitter](#).

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List of App Stores

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News: Meizu M8 app store to become reality this month?

Posted on December 9, 2009

Now that Meizu is setting the M8 up with some new firmware and further turning its back on the handset's KIRFish origins, how about an app store? Apparently that's exactly what's happening, as the following video will attest. Not too many details here — it's called MyStore, and the company is planning to split revenue with developers 30 / 70. The store is currently being tested internally, and with any luck it should see the light of day as a part of the new firmware release later this month. If you've been dying for a chance to play a Chinese knockoff of *BubbleWrap*, that day is finally drawing near!

Via [Engadget](#)

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News: Next Nintendo Handheld May Come with Free 3G Wireless

Posted on October 31, 2009

Nintendo is looking at the business model of Amazon's Kindle as it considers the future for its portable consoles, the company's president said on Friday.

"I'm interested because it's a new business model in which the user doesn't bear the communications cost," Satoru Iwata said.

Amazon's portable electronic reader connects to a 3G mobile phone network to download new books, but the service is included in the device's upfront cost.

Mr Iwata's comments highlight a tactic Nintendo could use to counter the strategic threat to its DS handheld console from the iPhone and other smartphones that download games from "App Stores".

At present, the DS is able to download contents via a wi-fi connection, but most games are sold on cartridges that are expensive to produce and distribute.

"Only people who can pay thousands of yen a month [in mobile phone subscriptions] can be iPhone customers. That doesn't fit Nintendo customers because we make amusement products," Mr Iwata said.

[via [FT.com](#)]

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Blog: Things are starting to take shape!

Posted on October 31, 2009

Today we entered information on the first 5 mobile app stores on the right. Some of it is not complete, but we're working on it.

We have learned that Palm will allow to post open source apps (with certain licenses, i.e MIT, BSD, etc) for free in the web catalog, but will charge other apps \$50 per app to post in 'on device' catalog on top of a \$99 program fee. Palm, please don't make things complicated, and don't alienate your devs. I personally loved developing for Palm OS, and the fact that there were enormous amount of apps for it, and I'm hoping Palm doesn't screw up again. WebOS looks awesome, wouldn't want to lose it. Google on the other hand has a simple fee structure – \$25 one time developer fee. That's it. That's how we like it. Pay attention Palm.

-denis

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Blog: App Store List is launched.

Posted on October 29, 2009

This list was launched in hopes to help developers to distribute their applications to as many markets as possible.

We wanted to show mobile developers that there's life beyond Apple App Store and that the mobile landscape is expanding. As of today there are over 100,000 applications in the Apple App Store and as much as we love it, it is getting hard to compete in it. Perhaps some of you would be interested to migrate development to emerging app stores such as Palm App Catalog and Android Market. Perhaps you didn't know about other app stores. Either way we're here to give you as much information as we can.

We believe the future is in mobile, however we also like desktop publishing platforms such as Steam that made distributing games much easier for indie developers.

Following the success of the Apple App Store many other manufacturers and vendors will start offering their own version of app stores and we want to make sure you, the developer, is aware what's out there. Already big players such Intel and Dell announced an app store for netbooks. With the growth of e-book readers we believe that they will too provide application store and we want to be here to break the news. Linux vendors will not want to be left behind and they too will offer app stores eventually if not already. We want you to see the options, explore the options, and make educated decisions.

-denis

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Uncategorized: First!

Posted on October 28, 2009

The title says it all.

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Phones

Samsung promises new app store, convergence, and Digital TV Moment

January 8, 2010 | by Andrew Kameka

Samsung



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Samsung is testing a new version of the Samsung Moment that can digitally stream TV to the phone, and the company also took the time to announce plans to launch a new app store available for multiple devices.

At CES, Samsung announced that it would use a remodeled version of the Samsung Moment to debut the world's first mobile phone with single-chip ATSC technology. This remixed Moment will digitally broadcast local stations, news, sports, and other channels to the Moment's beautiful AMOLED screen. The phone will only be available for testing purposes in Washington, D.C. Current Moment owners will be unable to get this new feature because their phone lacks the new ATSC chip necessary to stream digital TV to the phone. I asked a Samsung Mobile rep if there would be some type of upgrade program available and she said it's too early to discuss that considering that the new TV content technology is only in testing.

Samsung also confirmed that it too will be launching an app store. Samsung Apps will be a distribution point for Samsung-targeted apps for mobile phones and a new line of televisions slated for release later this year. The apps will be developed through an SDK that is "open" and able to work across multiple platforms. The company also stressed that it would support integrated services across devices, leaving open the possibility that you could eventually use your phone as a remote for your Samsung HDTV and stream content from the TV to your phone. The program or event would be paused on one device and resumed at the last point of play when switching to another. The Omnia II

is the only phone confirmed to have this feature enabled, but how cool would it be to have this appear on an Android product?

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SurfKitchen powers T-Mobile's web2go app store

By Sarah Reedy

SurfKitchen signs up first tier-one US operator, powering T-Mobile's web2go app storefront on the Nokia 7510

Mobile Internet platform provider [SurfKitchen \(http://www.surfkitchen.com/\)](http://www.surfkitchen.com/) announced today it is powering T-Mobile's (NYSE:DT (<http://www.google.com/finance?q=DT>)) wireless application store, [web2go \(http://www.t-mobile.com/promotions/pcmtemplate.aspx?passet=Pro Pro Web2Go&WT.mc_n=3GLP Web2go&WT.mc_t=OnsiteAd\)](http://www.t-mobile.com/promotions/pcmtemplate.aspx?passet=Pro%20Web2Go&WT.mc_n=3GLP%20Web2go&WT.mc_t=OnsiteAd), on the Nokia (NYSE:NOK (<http://www.google.com/finance?q=NOK>)) 7510. This is the former on-device portal (ODP) company's first US-based tier one customer, but chief technology officer Dave Evans said the company plans to scale it across more T-Mobile devices and more US operators.

SurfKitchen is providing the user interface for consumers to discover and purchase content, as well integrating with T-Mobile's existing content provider. The companies initially made the store available to a select group of T-Mobile customers in December, but are now opening it up to all Nokia 7510 owners. While the scope of the project is small today, Evans said that T-Mobile will likely follow a similar trajectory of its two major partners Telstra and Orange.

France Telecom's Orange has been a partner to SurfKitchen since 2007 when the vendor began powering Orange's walled garden ODP for ringtones and wallpaper. Since that time the carrier has evolved its content strategy to be one of the most aggressive in competing with its own app store (<http://www.mobileburn.com/news.jsp?id=8380>), the Orange App Shop (http://www.orangepartner.com/site/enuk/mobile/application_shop/p_application_shop.jsp). SurfKitchen provides the billing integration for Orange and worked closely to develop touchscreen support and ensure that the app store was given prominence over the handset maker's own version.

Last May, SurfKitchen also extended its relationship with Australian operator Telstra (<http://www.surfkitchen.com/press-centre/press-releases/telstra-selects-surfkitchen-to-power-innovative-new-mobile-user-interface/>) to include an idle-screen experience in which users

are presented with a catalog of services and search integration when their mobile phone powers up. Since SurfKitchen launched on Telstra in June, the operator has seen 60% of its customers using data compared to the feature-phone average of 20%, Evans said. Like T-Mobile, both Orange and Telstra started with a limited experience on just one device, but have evolved their ODPs to app stores that are an integral part of the consumer experience, he said.

"I think it's an experience curve people go up," Evans added. "They start in the short-term testing the water. All the operators have launched on one device and see how it goes then load up on more devices. With Orange and Telstra, we are just so much more advanced, we've worked with them for years, but I expect T-Mobile to go a similar path. And I expect it to go faster. T-Mobile will catch up very quickly, but is just takes time for people internally within operators to get a grip on what needs to be done to retail solutions."

With its roots in ODPs, SurfKitchen's experience in building walled garden app portals lent itself well to powering T-Mobile's web2go app store, which is essentially an updated app-enabled version of T-Zones (<http://connectedplanetonline.com/wireless/commentary/application-store-launches-0224/index.html>), Evans said. T-Mobile is supporting Android on its higher level handsets (<http://connectedplanetonline.com/wireless/news/t-mobile-android-0923/index.html>), but he said the SurfKitchen app-store experience is superior in that it provides integrated billing, built-in services and the ability to bundle apps. SurfKitchen would also like to work with other US carriers, all of which are chasing the app-store opportunity. He said that while AT&T relies on Qualcomm on the low-end for Brew apps and device manufacturers' own app stores on its higher-end smartphones, it has a gap in the mid-range that SurfKitchen would like to fill.

SurfKitchen's software runs on smartphones and feature phones, including Symbian Series 60, Microsoft, Java, Brew, RIM and Android phones. The company also counts Telefonica Moviles Espana, Maxis, Saudi Telecom and Cincinnati Bell in the US as customers.

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Verizon To Launch App Store Next Monday Wonder if they'll help offer Google Voice?



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Broadband Phone Service

by Karl Bode Thursday 25-Mar-2010
tags: business · content · net-neutrality · wireless

Last summer, Verizon Wireless [announced](#) that they'd be developing their very own wireless phone application store, as part of the company's [claims](#) that they are embracing a truly open wireless ecosystem (despite [continued evidence to the contrary](#)). Speaking at the CTIA trade show, Verizon announced that their "VCast Apps" store would finally launch next Monday, March 29 with about 300 applications. According to Verizon, the store will first be made available on select Blackberry phones, and users will be able to buy applications via their cellphone bill. The company told attendees their app store will somehow "take priority" over RIM's App World or the Android Marketplace -- so we'll have to see exactly what that means -- and whether Verizon is "open" to selling applications like Google Voice.

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Forums > Verizon To Launch App Store Next Monday

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fifty nine

join:2002-09-25
Sussex, NJ
kudos:1

I thought they had an app store

Wasn't that what GIN is/was?

permalink · 2010-03-25 09:18:21 · [reply](#) · [qreply](#)

BuzzDar
join:2006-01-28
West Frankfort, IL

Re: I thought they had an app store

just what we need is yet another app store. another way for vzw to make more money. i guess they need to make money now to pay for the new skype app.

permalink · 2010-03-25 10:28:45 · [reply](#) · [qreply](#)



cghh
join:2001-01-15
Milpitas, CA

said by fifty nine:

Wasn't that what GIN is/was?

GIN uses the BREW platform which is not on smart phones. Presumably this new store is for smart phones such as Blackberries and Android phones.

permalink · 2010-03-25 15:28:01 · [reply](#) · [qreply](#)


pende_tim
Premium
join:2004-01-04
Andover, NJ
Reviews:
 Verizon Online DSL


Better Not "Take Priority"

This Verizon store better not disable the BB app world. A lot of nice "free" stuff there.

Verizon typically has the word "free" confused with "fee" in my experience. Nothing is "free" with Verizon.

Tim
--
The difference between genius and stupidity is that genius has its limits.

permalink · 2010-03-25 11:06:30 · [reply](#) · [qreply](#)


jmn1207
Premium
join:2000-07-19
Reston, VA

Re: Better Not "Take Priority"

I imagine it will be very similar to how Sprint currently runs their own store. By default, the link for the Sprint Store is pre-loaded onto your BlackBerry, but you can still load BB App World on your device and use that rather than Sprint's own store utility. I prefer BB App World, but I keep both around, as sometimes Sprint has a special sale going on for certain apps.



cghh
join:2001-01-15
Milpitas, CA
2 edits

Maybe it will "take priority" in the same way that Bing "takes priority" as the search engine in the Blackberry browser on certain models such as the Storm2. 😊 They removed all other choices such as Google and Yahoo search, and replaced it with one choice: Bing. Yes, you can still navigate to Google or wherever and do your search, but you cannot just click on the "search" box for anything other than Bing.

permalink · 2010-03-25 15:33:39 · [reply](#) · [qreply](#)


joebear29
join:2003-07-20
Alabaster, AL
1 edit

I'd rather pay for apps when I purchase them

Am I the only one who would rather pay for apps as you buy them instead of waiting until the end of the month with your cell bill? It so much easier to track my spending that way, and, from a budget perspective, I prefer the expense to show up the month I make the purchase, not a month later.

Yes, I know it doesn't really matter, but for whatever reason I never bought ringtones etc. for fear of inflating my cell bill, but I have no problem spending \$5 a month on apps that I pay for as I buy.

permalink · 2010-03-25 11:08:35 · [reply](#) · [qreply](#)



gball
Master Yoda
Premium
join:2000-11-28
South Bend, IN

Re: I'd rather pay for apps when I purchase them

No you're not but I think thats exactly why they do it because ppl will probably tend to spend more cause they won't really know how much they really spent till they get the bill..

Theres plenty of sheep out there thats for sure.

permalink · 2010-03-25 11:34:45 · [reply](#) · [qreply](#)


ozzny
Premium
join:2005-04-22
New York, NY

App

If this new App Store disables the Android Marketplace then I am definitely going to leave.

permalink · 2010-03-25 11:14:36 · [reply](#) · [qreply](#)


mxmumtuna
join:2000-08-11
Ashburn, VA


Re: App

said by ozzny:

If this new App Store disables the Android Marketplace then I am definitely going to leave.

Just root your phone and don't sweat it.

permalink · 2010-03-25 11:26:10 · [reply](#) · [qreply](#)



kryptonian
join:2005-09-14
Philadelphia, PA
1 edit

said by ozzny:

If this new App Store disables the Android Marketplace then I am definitely going to leave.

I would certainly hope big red wouldn't disable the Android Marketplace. Most people who buy their Android phones buy them for Android applications. As a Droid user, I would be very irked if they did such a thing.

permalink · 2010-03-25 11:48:47 · [reply](#) · [qreply](#)


thegeek
Premium
join:2008-02-21
united state

said by ozzny:

If this new App Store disables the Android Marketplace then I am definitely going to leave.

I doubt that will happen. If it did it would only lead to ATT airing even more ads starring an even fatter Luke Wilson proclaiming how superior the ATT app store is (but only for 1 phone).

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