

**wildcat man**

join:2007-11-03  
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### what would attract app developers to Verizon directly?

I don't get it. Why would a developer sell through VZ vs. the Android market? Just another outlet? Will VZ somehow make it easier to find my app vs. Google, the search leader? There is an app store I can access from my online page. Those apps, although shown, aren't available for my BB Tour. BTW, many of them resemble the advertisements in Vegas - a lot of smut, mixed in with a little Disney (no kidding, try for yourself through the "apps and tools" section of myverizonwireless.com

Maybe there's a Vodaphone angle here that I'm missing. So now I can get (or in my current case, can't get) Slovakian babes as opposed to simply Latina ones?

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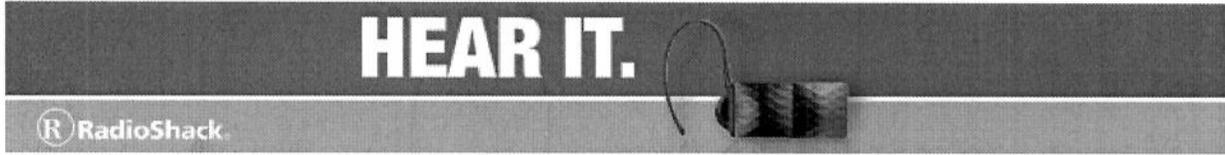
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## Verizon Sets March 29 for App Store Debut

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posted Mar 24, 2010, 3:05 PM by Eric M. Zeman

Today Verizon Wireless announced that it will open its own mobile application storefront on Monday, March 29. The store will offer Verizon customers access to games, applications and other services that can be downloaded directly to their handsets and billed to their Verizon Wireless account. Verizon customers using smartphone platforms such as Android, BlackBerry, webOS and Windows Mobile already have access to branded app stores for their specific devices.

[more info at Reuters](#) »

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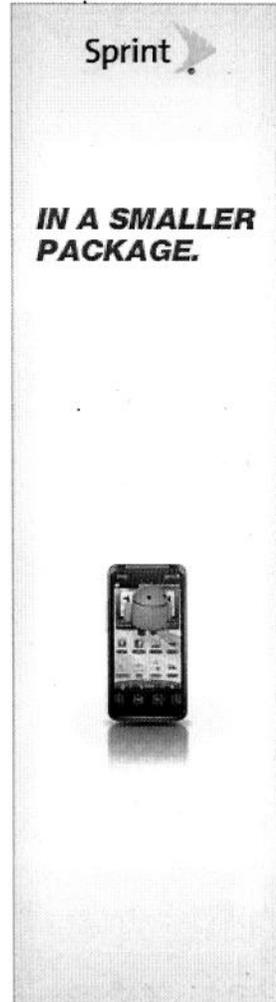
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Thursday, 25 March 2010 02:56

# App sales to start in Palm App store

Written by David Stellmack

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## Should arrive next week say sources

**Palm** will finally be adding pay applications to their App Catalog. Our sources tell us that Palm is letting developers know that they will be able to start selling Apps beginning March 31st. Applications will be able to be purchased worldwide once the applications go on sale.

International application sales is one area where Palm is looking to have an advantage over other application stores because of the easy approval process for international sales. Tell Palm that you want the app to be available for sale internationally and then resubmit it, and it will in turn be rushed through the approval process. As far as International sales go, Canada, UK, Ireland, Germany, Mexico, and Spin will be the first to get International app sales.

The news is good for Palm, who can use the income generated from the app sales; in addition, it addresses the perception that the WebOS platform does not have any applications. Our sources tell us that Palm has a stockpile of apps that are ready to go for sale as soon as the switch is thrown. If this is true, it could be a very big day for Palm and could help get the company back on the right track once again.

Last modified on Thursday, 25 March 2010 10:24

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## Intel creates Linux version of its app store for netbooks

March 25, 2010 | Dean Takahashi

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Encouraged by early results on Windows, Intel said today it will add a beta test version of popular Intel AppUp Center for Linux.

The Intel AppUp Center has a wide range of apps for netbooks, which often don't have the horsepower to run most PC applications. These apps are tuned to run without a lot of bells and whistles. That's why they can run on any netbook, adding very little cost.

To help the market take off, Intel introduced a Windows version of its app store at the Consumer Electronics Show in January. Now it will add an Intel AppUpCenter beta for Mobilin version 2.1.

Intel is also making the existing AppUp Center available in 27 European cities on March 31.

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# RIM's BlackBerry Mobile App Store Revamp: Better Late Than Never

By [Kevin C. Tofel](#) Jun. 16, 2010, 1:05pm PT [2 Comments](#)

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Research In Motion has unveiled the latest version of its mobile software store, BlackBerry App World 2.0, which will support carrier billing for application purchases and enable developers to use QR barcode links for their software titles (and thus make it easier for customers to find applications). Along with the new storefront, RIM will also reportedly implement a singular BlackBerry ID to track purchases and allow for easy software and data transfer from one BlackBerry device to another.

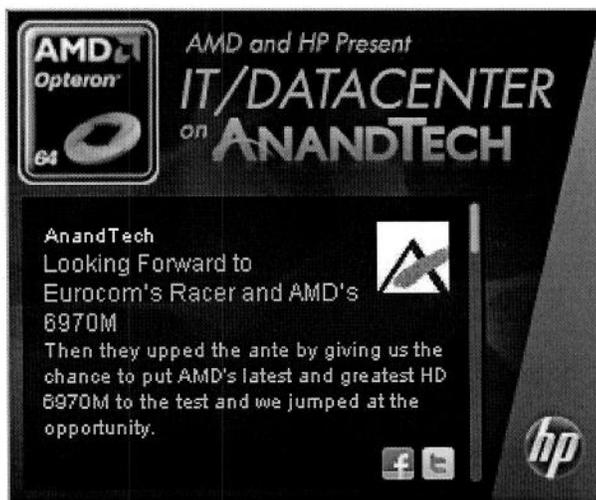
When RIM launched the initial App World in March of 2009, Om declared it to be “good enough.” But by modernizing its BlackBerry App World, RIM is following a proven model when it comes to mobile software — if you remove clunkiness and make it easy to find, purchase and transfer data, customers will buy more software and services. The sales cycle doesn't end with consumers, though; improving a mobile app store also helps bring developers to a platform. Given the right tools, support and financial incentives, programmers are more apt to create compelling software titles for a device. Without such support, a handset vendor runs the risk of developers leaving for other platforms, creating a downward sales spiral.

Handset makers still need to create desirable hardware, but making smart software available in a simple-to-use and effective mobile store is a key ingredient in the recipe for smartphone success. This is especially true for RIM, as noted in a recent GigaOM Pro report (subscription required). Unfortunately, it's taken the company until now to figure this out; in the meantime, nimble rivals have perfected the model — and in Apple's case, used it to generate a billion dollars in revenue for developers. And the clock doesn't stop ticking with RIM's unveiling today as it hasn't yet announced the launch date for the new store. Tick-tock, RIM. Tick-tock.

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*Brian S Hall* Wednesday, June 16 2010

Behind the curve but having carrier billing is nice. I like having apps and other services I get on my smartphone to be paid for on my monthly bill. I'm sure the carriers like this model, too.



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## Amazon's own Android app store now confirmed

October 8, 2010 | by [Lars Aronsson](#)

[Android](#), [Android OS](#)



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A few weeks ago [a rumor started](#) that Amazon.com was going to build its own Android [app store](#), just like [Verizon](#), and that rumor has now been confirmed to be true via a document Amazon sent out to potential developers. It's still unclear what the new Android exclusive [application store](#) will be called and when it will arrive, but Engadget suggests that Amazon will have its new digital endeavor ready for the holiday season.

Amazon — America's largest online retailer, will apparently require software to be run through a "App Packaging Tool" before it can be submitted to the store. According to Amazon, it will "ensure that the apps will install properly on customers' devices and... enable the digital rights management (DRM) policies outlined in the developer agreement." DRM is optional, and developers may freely decide whether to enable it or not. Developers can also submit demo videos that will be displayed next to their apps — a welcome feature that the Android Market currently does not have.

Amazon won't allow "offensive content" to be published in its store, and the company will have final say on the matter, thus leaving the door open for some iOS App Store censorship. What do you think about yet another app market for Android? Is it a nice addition that will benefit the Android ecosystem, or are multiple [app stores](#) just one more way of fragmenting the platform?



### Amazon.com App Store Overview:

The Amazon.com [app store](#) will help customers find, discover, buy, download, and install Android mobile applications for smartphones and other connected devices. By contributing apps to the Amazon.com [app store](#), you gain exposure to Amazon's large online traffic base and proven discovery and merchandising features.

#### Audience:

This guide is intended for developers who will be uploading their application to the Amazon.com [app store](#).

#### Required Knowledge and Skills:

Uploading apps to the Amazon.com [app store](#) assumes you are familiar with the following:

- Creating screenshots in the PNG, TIFF, JPEG, or GIF format
- Eclipse for installing an Amazon App Packaging Tool

#### Application Submission and Approval Process Overview:

You've already taken the first steps towards listing your app in Amazon.com's [app store](#) – you joined the program. Now you need to prepare and upload your application files for review by Amazon.

The two phases to the submission process for your application are:

**Phase 1 – what you will complete now:** Prepare and submit the marketing and promotional information for your app to our FTP

**Phase 2 – to be completed in a few weeks:** Finalize your app using an Eclipse plug-in that we are creating, and submit the app to our FTP; we will send you an email notification with directions on how to finalize your app

This packet provides you with step-by-step instructions for preparing and submitting the marketing and promotional information for your app.

After you complete both phases in the submission process, and once Amazon tests and approves your app and verifies that we have all the information necessary to market your app effectively, your app will be eligible for inclusion in the store.

Preparing and submitting your marketing and promotional materials can be done in four simple steps. Let's dive in!

Via [[Engadget](#)]

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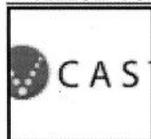
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Verizon confirms V Cast Android App store coming soon to Froyo



October 20, 2010 11:11am EST

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# Mozilla Beats Google with Open Web App Store Preview



By Sara Yin

0

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Mozilla has released the prototype and documentation for an open Web apps store, which will let users install apps via the Web browser.

Open Web Apps will feature a directory of paid and free Web apps where you can search for, download and install apps onto a special dashboard within your mobile phone or Web browser. The dashboard lets you view, delete, and organize your apps.

Apps can be built in HTML, CSS, or JavaScript, which means interoperability between browsers, mobile phones, and operating systems. According to Mozilla's blog, such openness will force developers to "compete on customer service, price, policies, app discoverability, ratings, reviews and other attributes."

"Many of us now use Web apps for tasks we used to have dedicated desktop software for. A couple examples of where this migration is happening include checking e-mail, talking to our friends, listening to music and even playing games," Mozilla said in a blog post.

"Because our behavior is changing, it only makes sense that the tools we use on the computer where these behaviours are expressed change as well," the company said.

Google is prepping a similar Web store for its Chrome browser. The company Google first provided a preview of the Chrome Web store at its Google I/O developer conference in May; days later, Mozilla then announced plans for its own Web app store.

Google released a developer preview for the Chrome apps store in August. Days before, there were rumors that Google would release the app store sometime in October, but no announcement has been made.

Developers can find technical information and source code on Mozilla's site.

Tuesday, October 26, 2010 New York 42° | 26°

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Lexmark Tries to Catch App Fever

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By IAN SHERR

Lexmark International Inc. is seeking software developers to create applications for some of its business printers, a move the company hopes will increase competition with industry leader Hewlett-Packard Co.

Lexmark plans to open an app store and release specialized tools that allow developers to create apps for four of its printers, which have touchscreens and Internet connections. The company says the goal is to expand the capabilities of its devices in the same way other companies have expanded the functionality of cellphones and cars by adding apps.

"Content for printers has largely been limited to the world that you see on a PC," said Todd Hamblin, a Lexmark marketing executive. "Now, they're going directly to the Internet without a computer."

Lexmark already offers about 60 apps, developed by the company and its partners, for download to its printers. One example, is an app from Triplt.com, that will print a travel itinerary directly from the printer. Another, called "Scan to Box" will scan and send documents to Box.net—a file server on the web—without the use of a computer.

Those apps were downloaded about 100,000 times last year, said Mr. Hamblin. The new third-party apps will be written in Adobe Systems Inc.'s Flash technology, he added.

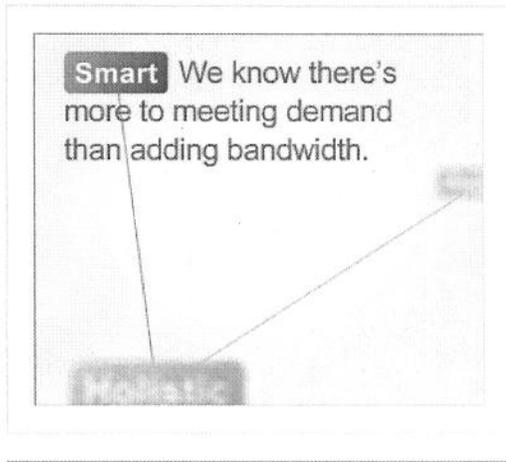
Lexmark's app store comes as many companies try to adopt a model honed by Apple Inc. with its iPhone and iPad devices. Introduced in 2008, Apple's app store now sports a catalog of more than 300,000 apps which have been downloaded a total of more than 7 billion times. Ford Motor Co., Google Inc. and Intel Corp. are among the companies that have invited developers to write programs to be used in conjunction with their products.

Gartner analyst Pete Basiliere said Lexmark and H-P are striving to keep their customers using their products in a market full of nearly identical products. "From a manufacturer's perspective, they're facing declining printing volume overall," he said.

Lexmark's app store also brings it in line with H-P, which has rapidly added capabilities for its printers to access the Internet and print out information without a computer. One H-P printer has a detachable touchscreen tablet running Google's Android mobile operating system that can surf the web and manage the printer at the same time.

H-P is also focusing on services apps, such as printing photos from the company's Snapfish online photo service, an H-P spokeswoman added.

Lexmark said it doesn't yet have a revenue-sharing model for outside developers, but Mr. Hamblin said it would likely be similar to the model adopted by Apple and others for their app stores. Apple keeps 30% of app sales and gives 70% of the revenue derived to developers.



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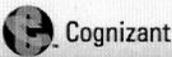
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## Acer set to launch app store next year

By Robin Kwong in Taipei  
Published: October 29 2010 20:06 | Last updated: October 29 2010 20:06

Acer, the world's second-biggest PC maker, plans to launch an [application store](#) next year in a move that highlights the growing importance of software and internet services to the traditionally hardware-focused PC industry.

Acer's "Next Generation Store" will be available on all its devices, from PCs to smartphones and tablets, and also across different operating systems including Google's Android, Window's Phone 7 and Intel and Nokia's MeeGo, according to Gianfranco Lanci, Acer chief executive.

Mr Lanci said Acer's offering would be an improvement to existing application stores, such as those from Apple or Google, because it would recommend programs and applications based on the consumer's profile and usage history. He did not, however, elaborate on how Acer's store would differ in this regard from Apple's, which already offers recommendations based on previous purchases.

"Today one of the problems is that on Apple and Android phones you get thousands of content [from their application stores] but you don't know which one is the one you want," he said.

The move represents a fresh push by the Taiwanese computer maker to expand its reach beyond traditional desktop and notebook PCs into new product categories such as smartphones, tablets and internet-enabled televisions, where consumers place greater importance on services and content than on hardware specifications.

"Hardware without software is not going to fly," Mr Lanci said, but added that he didn't think "the number one goal is to make money from" running an application store. He acknowledged that there had already been a proliferation of application stores in recent months, but said Acer's would have a unique advantage in emerging markets because the company would localise the service to a range of emerging market countries. "We will be the first one and the only one with this capability," he said.

Acer also remained bullish about the overall PC market in spite of worries about weakening conditions.

Acer reported a 24 per cent increase in after-tax profits in the first quarter compared with a year ago, to \$137m, even as revenues remained flat at \$5.35bn. The company expects its shipments of notebook and netbook PCs to rise 20-25 per cent next year.

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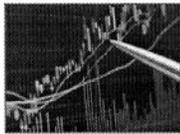
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## Nokia Woos Developers to Juice Up App Store

Nov 2 2010 - 1:26 pm | 1,375 views | 0 recommendations | 5 comments

posted by **TREFIS TEAM**

Nokia's success depends in part on retaining share within the fast growing smartphone market. Consumer preferences for smartphones are influenced by the availability and quality of smartphone apps. By making it easier for app developers to create new apps for Nokia's Ovi app store, Nokia is trying to counter the success of competing apps stores such as that of Apple and Google's Android.

### Nokia's Ovi App Store

Ovi is the application store provided by Nokia in the area of games, maps, media, messaging and music. These applications are developed by developers and downloaded by consumers. Developers and the applications that they provide play a very important role in a mobile phone's success. The Ovi store has around 2.7 million app downloads per day [1], significantly less than the 200 per second (17 million per day) for Apple's app store [2].

Nokia's Ovi app store was criticized by developers for having poor search capabilities, slow provisioning of new applications and a cumbersome user interface. Furthermore, Nokia has multiple mobile phone platforms meaning that developers currently have to code different applications for different platforms.

### Nokia's Multiple Mobile Platforms

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Nokia currently offers two different operating system platforms as part of the developer ecosystem. These platforms are the Series 40 and Symbian, which are used for feature phones and smartphones respectively. Symbian also has different versions with Symbian 3 currently being used for the development of its smartphones. Symbian 4 is expected to be released in 2011. Another operating system named MeeGo is also under development and Nokia plans to release it in 2011.

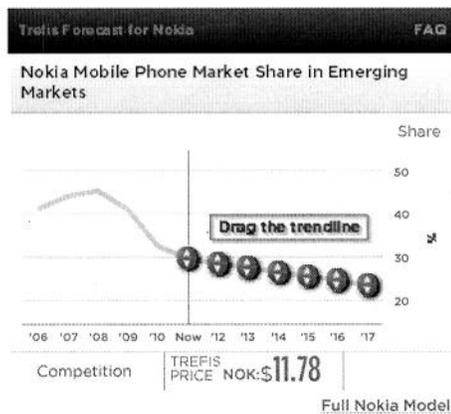
**Advantages of having a single unified platform**

Nokia now plans to have a single platform based on the Qt framework for native application development and HTML 5 for web-based development. Qt is a commonly used application framework used by developers to develop application software. The advantages of having a single framework are two fold:

1. **Developers developing applications on the Nokia app store will save time** by focusing on developing applications on a single platform. Once the developer is able to create the application in Qt, it can easily then be deployed to Nokia devices on both the Symbian and MeeGo platforms. This will help Nokia enhance the popularity of its Ovi store and increase the availability of apps on its app store.
2. **Nokia mobile phone users will experience the software improvements much faster.** For example, if a customer's Nokia phone is based on the Symbian 3 platform, he won't have to wait for the Symbian 4 to arrive in the market to experience the software related improvements. A single platform will ensure that the improvements that Nokia plans for Symbian 4 will be introduced on the Symbian 3 phones as and when available.

**Can these efforts result in Nokia market share gains?**

Nokia has consistently lost market share to high end smartphone players like Apple and RIM, and low end mobile phone players like Samsung in the past. Its market share in emerging markets (India, China and Brazil) declined from 44% in 2007 to 40% in 2009 [3]. We expect Nokia's market share to decline to 34% by the end of Trefis forecast period.



If the above efforts help the company improve its software platform, it could become more popular amongst developers and consumers, thereby benefiting Nokia's mobile phone sales. There could be an upside of 8% to the \$12.43 Trefis price estimate for Nokia's stock if its market share remains constant over the Trefis forecast period, instead of the decline as we forecast.

**You can see the complete \$12.43 Trefis Price estimate for Nokia's stock here.**

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Notes:

1. According to the company's press release for Q3 2010 results [□]
2. Mentioned by Apple in September 1st 2010 music event, as reported by macnn.com [□]
3. According to the SEC filings. Estimated by calculating the mobile phones units sold in emerging markets [□]

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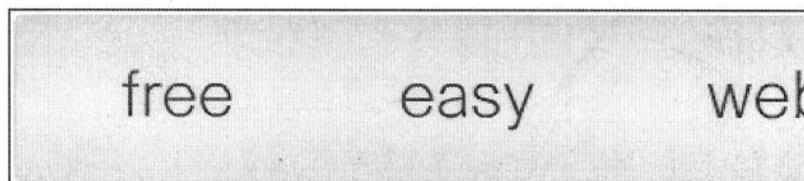
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# Verizon's Android App Store: Everything There Is To Know

By JR Raphael, PCWorld Nov 4, 2010 3:27 PM

Android users are about to get a new place to shop.

Verizon Wireless will officially open the doors to its Android V Cast Apps store next week, the carrier has confirmed. The V Cast Apps store will initially launch on the HTC Droid Incredible; a software update will deliver access along with a handful of general improvements to the phone. Other Verizon Android devices will soon follow suit.



So what's Verizon's Android app store really all about, and what'll it mean for you? I spoke with someone from Verizon to get the full scoop.

## Verizon's Android App Store and the Android Market

First of all, Verizon's V Cast Apps store won't override Google's main Android Market. The V Cast Apps store will simply be a second option built into devices; Google's Android Market and Verizon's new store will be equally accessible.

"We look at as a complementary store to the other stores that are out there," Verizon Wireless spokesperson Debi Lewis explains.

Verizon actually launched a similar version of its store on BlackBerry phones earlier this year; the configuration on that platform is pretty much the same.