

# CNNMoney.com

Amazon said it will reject apps that contain pornography or other offensive content, and it plans to publish "maturity" ratings for those it sells.

Initially, the market will only sell Android applications, but Amazon is leaving the door open for expansion.

"I can't speculate, but it wouldn't surprise me," Amazon spokeswoman Sally Fouts said, when asked whether the store will expand to other app ecosystems.

Right now, Apple (**AAPL, Fortune 500**) has by far the most active app ecosystem, with more than 300,000 iPhone apps available. Google (**GOOG, Fortune 500**) has 200,000 applications stocked up in its Android Market, while rival platforms BlackBerry, Palm webOS and Windows Phone 7 **trail far behind.**

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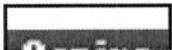
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Thursday, 3rd March 2011 at 10:12 pm

# Amazon Appstore will verify Android apps

by [Mat Bettinson](#) | [Email a friend](#) | [Print](#)  
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A safer alternative to malware infested Marketplace?

The world's largest retailer Amazon is set to launch the firm's own Android 'app store' in competition with Google's Android Marketplace.

The Amazon Appstore will offer one substantial benefit to users over the default Android Marketplace, the firm is planning on implementing an Apple-style approval process which aims to validate applications prior to them appearing for sale.

Taken from the new developer FAQ: "...we will be testing the apps you submit prior to making them available in our store to verify that each app works as outlined in your product description, does not impair the functionality of the mobile device or put customer data at risk once installed."

The announcement comes hot on the heels of major malware attack on the Android Marketplace with one cyber criminal republishing 21 popular free applications infected with malware capable of rooting Android smartphones, stealing user data and downloading further malicious code.

Google's (in)famously open Marketplace meant there was no barrier between the criminals and potentially millions of Android smartphone owners. When notified Google acted with lightning speed to remove the applications but they were still on the site for four days, downloaded tens of thousands of times.

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### Interactive Ideas

The Amazon Appstore terms also bans pornography, intellectual copyright infringement and any form of illegal activity.

Amazon Appstore boss Aaron Rubenson told [mobile-device.biz](http://mobile-device.biz) that the company decided to launch the service in order to "improve the customer experience."

"The sheer number of apps available today makes it hard for customers to find high-quality, relevant products. Similarly, developers struggle to get their apps noticed - and we think of developers as customers also."

"We've spent years developing innovative features that help customers find and discover relevant products from our vast selection, and we're excited to apply those capabilities to the apps market segment."

The Amazon Appstore will initially launch in the US 'soon', according to Rubenson, with a worldwide launch to follow.

The store will be initially Android only but Rubenson said the retailer is looking to "evaluate opportunities to expand our selection on an ongoing basis."

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From: [www.itworld.com](http://www.itworld.com)

## Amazon's Android app store: Steve Jobs doesn't get it

by JR Raphael

**March 17, 2011** —Roll out the welcome wagon, Android fans: It looks like you'll soon have a new place to shop.

[ See also: [10 Must-Have Android Apps for Business](#) ]

Amazon may be days away from launching its Android app store, if recent signs are any indication. The company briefly had its storefront online this week, as discovered by German website [AndroidNews.de](#). The blog had the bright idea to pull up [amazon.com/apps](#); there, it found a page entitled "Appstore for Android" with a list of 48 "top-selling" applications.

The page has since been taken down, but from its brief stay, we learned that Amazon's Android app store will have apps that aren't available in the main Android Market (beyond just the Angry Birds Rio exclusive Amazon had previously announced). It looks like the store will also offer cheaper prices on some common applications; several programs were marked down by as much as a couple dollars below their Android Market rates.

### Amazon's Android App Store: Differing Viewpoints

In the grand scheme of things, the launch of Amazon's new app store signifies an exciting step forward for the world of Android. Think about it: This kind of high-profile competition will bring richer and more diverse options for us, the customers. And, as competition tends to do, it'll encourage competitive pricing. Remember, too, that Amazon is offering its own incentives to developers, which'll help attract new talent and drive innovation on Android even further. And the best part: If you don't like the way Amazon approaches app sales, you don't have to use its store. It's just another choice -- the first of many on the way.

What's fascinating to me is that some people, such as the CEO behind a certain competing smartphone platform, like to characterize multiple app stores on Android as a bad thing. Remember Steve Jobs' anti-Android rant from his company's earnings call last fall?

"In addition to Google's own app marketplace, Amazon, Verizon, and Vodafone have all announced that they are creating their own app stores for Android -- so there will be at least four app stores on Android, which customers must search among to find the app they want," Jobs said.

"This is gonna be a mess for both users and developers," he went on to proclaim.

### Amazon's Android App Store: The Jobs Perception Problem

Here's the problem: Jobs, as usual, is looking at this through his Apple-tinted glasses. As I wrote in a friendly letter to the turtlenecked one last year, most markets -- virtual or otherwise -- do allow people to buy products from multiple providers. Choice doesn't lead to chaos (nor does it lead to unstoppable scary-virus-monster attacks, by the way -- but that's another story).

Let's translate this into a more traditional retail scenario for some perspective. Say there's a giant shoe store with thousands of shoes on its shelves. It has something for everyone; its selection is unmatched.

Now, would any of us look at that store and say it should be the only shoe store anyone's ever allowed to visit? Of course not. It may be large, convenient, and the de facto option for many families. But competing shoe stores will add diversity into the mix, offering different items and maybe better prices. They'll take advantage of their

own strengths to create new kinds of value for shoppers -- better customer service, for example, or easier ways to check out. Why wouldn't we want that choice?

Competition may not be good for the retailer -- particularly when the retailer is a giant tech company that makes loads of money by owning the only store its customers can utilize -- but competition is almost always good for the consumer. For users, choice doesn't equal chaos. Choice equals power.

Android's app selection is already growing at an alarming rate -- more than three times the rate of Apple's, according to a recent analysis. The introduction of high-profile supplementary app stores like Amazon's is only going to speed up that growth, while simultaneously expanding the marketplace in new and interesting ways.

Apple can slant things however it wishes, but mark my words: This is the beginning of something big.

JR Raphael is a PCWorld contributing editor and the author of the *Android Power* blog. You can find him on both Facebook and Twitter.

PC World

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# Amazon's Android App Store: Your New Android Market

**Kat Hannaford** — The alternative app store for Android is now live—however much Apple doesn't like others using the term "app store,"—where US Android owners can download the new Angry Birds Rio game for free, along with 3,799 other apps. It's been years wandering the desert, but Android users finally have an app oasis of their own.

Amazon's got all the big developers names on there, including Gameloft, Glu Mobile and Rovio, offering up apps either for free or a few dollars and cents. Don't want to waste valuable money on an app that turns out to be... well, rubbish? No problemo says Amazon, who will let you "Test Drive" an app for 30 minutes—within a browser. If you like what you see, you can download and pay for it with one click if you have your payment details already on file with Amazon. They'll also be offering one paid app for free every day for the foreseeable future.



As expected, Amazon's using its web store recommendation algorithm to suggest similar apps for download. You know when you buy a camera on Amazon, and they instantly suggest

a camera case or photography book? Same thing. Recommendations are of the "people who bought X also bought Y" variety, which means that, just a few hours into the store's existence, you'll mostly see staples like Evernote and Kindle. As Amazon gains traction in the app biz, though, the recs will become more and more targeted. At its most helpful, the service may



Get it together, Amazon.

 tokugawa @tylerstyle promoted by tyler... Tue 22 Mar 2011 9:55 AM

Actually, it's worse...

Companies do business on a global scale as long as it benefits them (i.e. cheap labour somewhere, no matter how bad the working standards).

As soon as globalization is something that would benefit the customer... "nope, sorry, not planned at this moment!"

 tylerstyle @tokugawa Tue 22 Mar 2011 10:09 AM

Seems like it, doesn't it?

Problem for such things are legally most of the time. Different Taxes, different Laws and interest groups behind Content. Yadda, yadda, yadda.

It's hard to do such a thing.

But we're not talking about a backyard company here. We're talking about the biggest online seller on this Planet. They should be able to pull off a global launch, if no one else would.

See 11 more replies by Marshall, TheIllusive, enquiries5, Tudor Dimboianu, No Devices Found, suemey, dangeorges, Dan Georges, hipstertuna, honey\_hunk143, stamp.your.foot and more...

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## One Extension to Rule Them All: Kynetx Opens Cross-Browser App Store

By Mike Melanson / March 23, 2011 1:16 PM / 2 Comments

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*This post is part of our ReadWriteCloud channel, which is dedicated to covering virtualization and cloud computing. The channel is sponsored by Intel and VMware. Read the case study about how IBM helped one client solved its server sprawl problems.*

Here an app store, there an app store, everywhere an app store. 2011 is quickly becoming a year of app stores, with each browser offering its own marketplace of Web apps. What's a multi-browser user to do in this world?



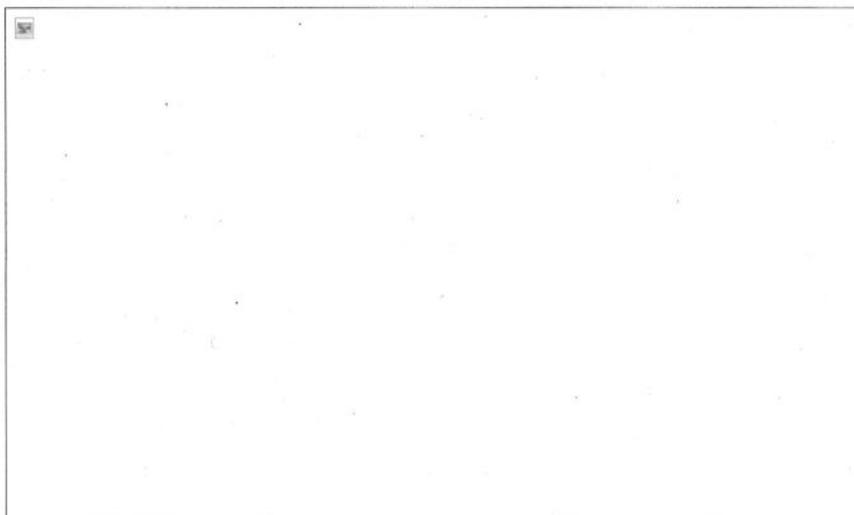
Kynetx (<http://kynetx.com>), a cross-browser platform for browser extensions and apps, wants to give both developers and users a one-stop shop for apps that don't discriminate according to what browser you use for what task. The company has launched an app store of its own for something it's calling "browser apps."

"Browser apps," according to the company, are "cloud-based, event-driven applications for the 'Live Web' that seamlessly run in Google Chrome, Firefox, Safari and Internet Explorer." Calling itself a "Greasemonkey (<http://en.wikipedia.org/wiki/Greasemonkey>) for the cloud," Kynetx offers tools for developers to create these cross-browser apps and an app store for users to discover browser apps, regardless of which browser they are using.

The difference between something like Kynetx and a browser-specific service like Greasemonkey, explained VP of "platform evangelism" (<http://www.linkedin.com/in/bradhintze>) at Kynetx Brad Hintze, is that Kynetx runs entirely within a single browser extension. It also runs entirely in the cloud, meaning that the end-user never needs to worry about updating their extensions; the moment a developer uploads an update, the user sees the results.

We spoke with Hintze last week at SXSW (<http://sxsw.com>), where he explained that the Kynetx extension saves both memory and processing power by only loading individual extensions when they are needed. This is the "event-driven" part mentioned above. Take a browser extension like my6sense (<http://blog.my6sense.com/2011/02/new-my6sense-chrome-extension-for.html>) for Chrome. It modifies Twitter.com to provide a personalized experience. If you look at your resource usage, however, you'll notice that it's always on, whether or not you're actively looking at the Twitter website. The same goes for all Chrome extensions. With a Kynetx "browser app," it would only become active in response to an event, such as visiting Twitter.com.

The other primary difference between Kynetx and individual browser extensions is that once a user installs the Kynetx extension for a particular browser, they have access to all the same browser apps that they would on any other browser. For both user and developer, Kynetx offers a uniform experience across browsers. Will users want to adopt another app store? If Kynetx can draw in developers with the lure of one code for multiple browsers, the users may follow.



### See Also

- Firefox 4 Trounces IE9 in Release Day Downloads
- Amazon's Android App Store Launching Tomorrow (Report)
- Opera Opens Cross Platform Mobile App Store

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March 24, 2011 1:24 PM PDT

# Nook Color Android app store coming in April along with Flash support

by [David Carnoy](#)

148

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According to the HSN Web site, Barnes & Noble is launching the Nook Store in April and giving Flash support to the Nook Color.

(Credit: Barnes & Noble)

While plenty of people have "rooted" their Nook Colors with custom firmware that allows them to access the Android Market and download applications, most Nook Color buyers have stuck with the official firmware that came with the device. If you're in the latter group, you'll be happy to note that you'll soon have access to Barnes & Noble's version of an app store, which is due to launch in April, according to the HSN Web site, where the Nook is being sold for \$299.90.

While the HSN site doesn't offer a specific launch date, it does have some nice nuggets of info:

### Coming Soon "Sneak Peek" Updates

- HSN will have the "sneak peek" of the new NOOK updates, which launches in April
- The new updates will be sent out automatically if your device is connected to Wi-Fi
- HSN customers will receive the update first when it's available

### NOOK Apps

- Shop the NOOK Store for a wide variety of fun and engaging NOOK Apps
- Download all types of apps to get even more out of your device
- Some of the exciting new apps include Angry Birds, Lonely Planet Phrasebook and Drawing Pad

### Adobe Flash

- Expand your web experience by watching videos that use Adobe Flash

### Built-in Email

- Stay connected via built-in email, just like you do on other tablets and high-end smartphones
- No need to go through Internet browser

(Credit: HSN)

None of this comes as much of surprise, as Barnes & Noble has been showing journalists apps running on the Nook Color from the day it launched. But it has taken a little longer than we thought for the company to actually launch an app store for the device.

It's worth noting that Barnes & Noble seems to be shying away from actually calling the Nook app store the Nook App Store, which may be a good idea considering Apple just sued Amazon.com for calling its Android app store the Amazon Appstore for Android. Apple says it has trademarked the term "App Store."

As for HSN selling the Nook Color for \$299.90, that's \$50 more than you need to spend for the Nook Color (its list price is \$249.99). Sure, the HSN Nook Color has some e-books preloaded on it, but they're all public-domain titles you can load up yourself--for free. (HSN will reportedly start its "sneak peeks" of the updates sometime this Saturday.)

We'll have an in-depth look at the Nook Color update once it launches in April. From the looks of it, it will include not only the Nook Store but also a version of Android 2.2 (Froyo), which would bring the Flash support mentioned above. Barnes & Noble CEO William Lynch has previously stated that the Nook Color

would offer Flash support in 2011, though he never committed to a more specific time frame.

*HSN via Review Horizon*

**The following product is available:**

**On Sale Now: \$249.00**

View the latest prices for Barnes & Noble Nook Color



**David Carnoy**

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Hunkered down in New York City, Executive Editor David Carnoy covers the gamut of gadgets and writes his Fully Equipped column, which carries the tag line "The electronics you lust for." He's also the author of "Knife Music," a novel that's available at Amazon, bn.com, and as a Kindle, Kindle UK, or Nook e-book.

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# CrunchGear

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## Here Comes The Nook App Store (And Flash Support)

by **Devin Coldewey** on March 24, 2011

Tags: **android**, **nook**, **nook color**

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While the **Nook Color** may be a popular tablet for hacking, it's also just a plain ol' e-reader — or so they say. Now that they're adding the Nook Store, a device-specific market for apps, like that on the **Galaxy Tab**.

These irregular devices can't access the normal Android Marketplace, so they have to port and redo apps and then offer them via their own service. Sound like fun to you? Me neither. But if you're not interested in hacking your Nook, this will be a good opportunity to get a little more functionality on there.

The information comes **by way of HSN**, where the April update, as they call it, is advertised as coming to HSN customers first. I'm guessing that means that Nook Color units will ship in April with the update installed, and HSN has the first batch. They mention watching Flash-based video, but don't mention the Flash version number.

I'm sure there will be a more comprehensive look at the update in the next couple weeks; we'll keep our eyes open.

Also! Question! I didn't notice this before, but how the *hell* can HSN get away with this pricing?

Retail value, \$500? Are you joking?

[via **CNET**]

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**Devin Coldewey** (like "cold-away") is a freelance writer and photographer based in Seattle. His personal website is **coldewey.cc**, and you can reach him at devin at crunchgear dot com.

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# MobileCrunch

## Samsung App Store Hits 100 Million Download Mark

by **John Biggs** on March 24, 2011

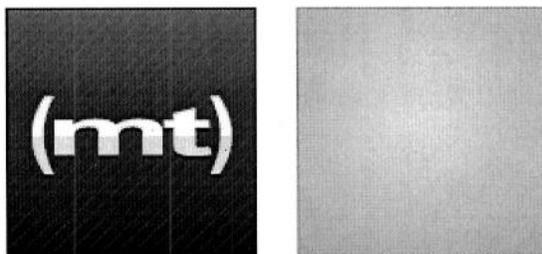
Ten months after Samsung launched their own App Store for Bada devices, the company reached the 100 million download milestone, a notable result for what we can only termed as a Quixotic quest. The rush to app download nirvana began with the **Samsung Wave** last year.

There are currently 13,000 apps available on the platform. Users in France, Germany, and Spain downloaded 40% of the total, making them the biggest consumer of Bada apps.

While this is all well and good, it seems a bit dangerous for Samsung to rest on its laurels here. The Bada app store exists in a situation where a feature phone has its own apps and OS and there is no mention made of how many of those apps are paid. One hundred million is fine and good but current success in the Bada framework, especially considering the inexorable move towards Android in the app phone marker, does not guarantee future success on the platform.

via **Cellular News**

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