

IOS AND ANDROID APPS

Apple iOS Apps

- **Jan 2013**

- 40 billion apps have been downloaded — since the iOS App Store opened in 2008.
- Half of those, 20 billion, were downloaded in 2012
- December 2012: 2B iOS apps downloaded
- There are now **775,000** iOS apps available.
- Apple has “over 500 million” active iTunes accounts
 - Which means the company has that number of customer credit cards on file.
- Developers, who get a 70 percent cut of app sales (Apple takes 30 percent), have made \$7 billion since 2008.

Google Android Apps

- 675,000 Android apps
- 12B Android Apps Downloaded

Apple vs Android App Downloads



iOS vs Android in China



Peter Hirsch Apps

Standard Apple iOS apps

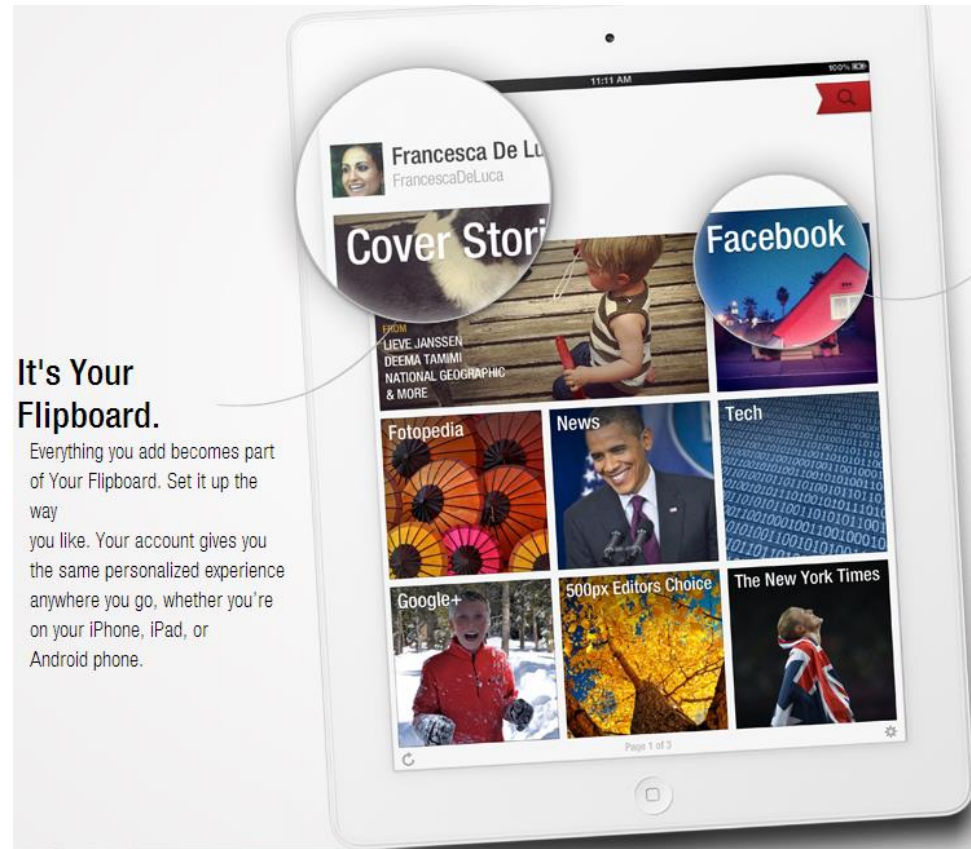
- Messages
 - Calendar
 - Settings
 - Phone
 - Notes
 - Contacts
 - Find Friends
 - -----Not Frequently Used
 - Maps (I prefer Google Maps)
 - Email (I prefer Gmail)
 - Safari web search (I prefer Google)
 - Weather (I prefer Accuweather)
 - Newsstand
 - Clock
 - Compass
 - Siri
 - Passbook
- Camera
 - Photos
 - Stocks
 - Reminders
 - Calculator
 - AppStore

Flipboard

- For Apple iOS
- Free App
- Description: Allows the user to flip between many on-line articles such as:
 - News, Twitter, Facebook, Magazines
- Features: Easy to use User Interface allows the user to flip between sections or items

It's Your Flipboard.

Everything you add becomes part of Your Flipboard. Set it up the way you like. Your account gives you the same personalized experience anywhere you go, whether you're on your iPhone, iPad, or Android phone.



Facebook

- For iOS or Windows
- Free app
- Allows user to view or update Facebook



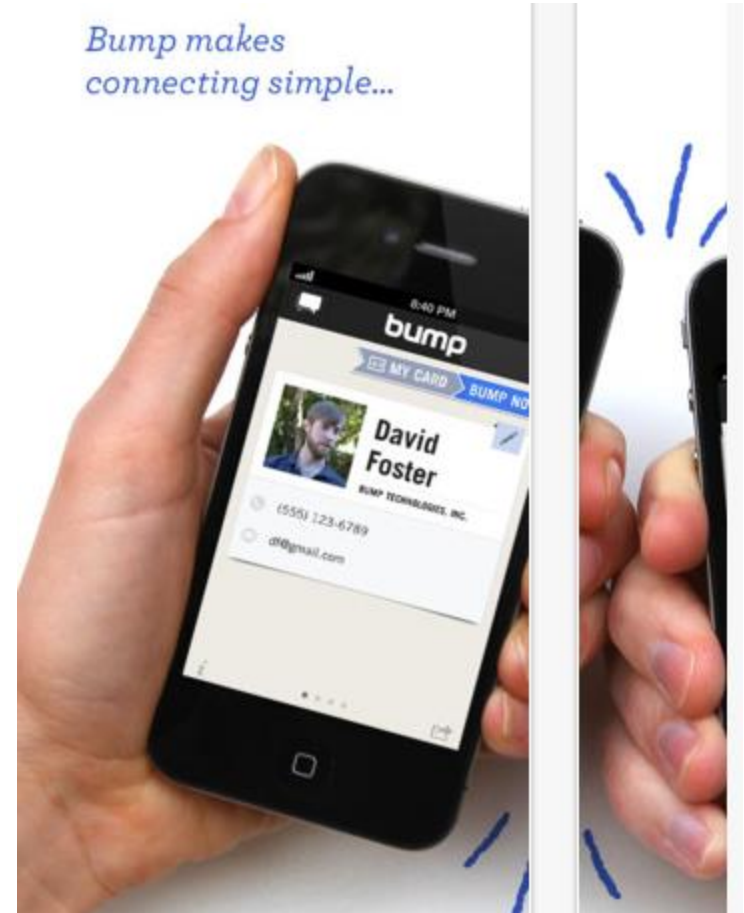
Jobulator

- iOS
- \$30/Year for App
- Description: View substitute teaching jobs available
- Features:
 - Sets alarm when a substitute Job is available
 - View Job calendar



Bump

- iOS and Windows
- Free App
- Description: Allows one to transfer files or photos between iOS and Windows devices by bumping the devices together
- Features: Very clever mechanism to make the transfer work



Google Finance

- iOS or Windows
- Free app
- Description: Allows the user to follow the stock market

Google Maps

- iOS or Windows
- Free app
- Description: Allows the user to see ones current location or any other location and provide GPS like route between locations



Google Search

- iOS or Windows
- Free app
- Description: Allows user to search the Internet for information
- Features
 - Best web search tool
 - Very fast search
 - Google Voice
 - Sorts search by most relevant first



Google News

- iOS or Windows
- Free App
- Description: Allows a user to view the latest news from many major news sources
- Features:
 - You can select areas or topics for which you want news
 - News from multiple sources
 - Latest news events

Accuweather

- iOS or Windows
- Free App
- Description: Allows the user to get accurate current weather or weather forecasts for most places in the world
- Features
 - Hourly weather for today
 - Forecast weather for next month
 - Weather in Multiple location
 - Alerts for extreme weather
 - Weather maps
 - Very accurate forecasts
 - User Interface is good



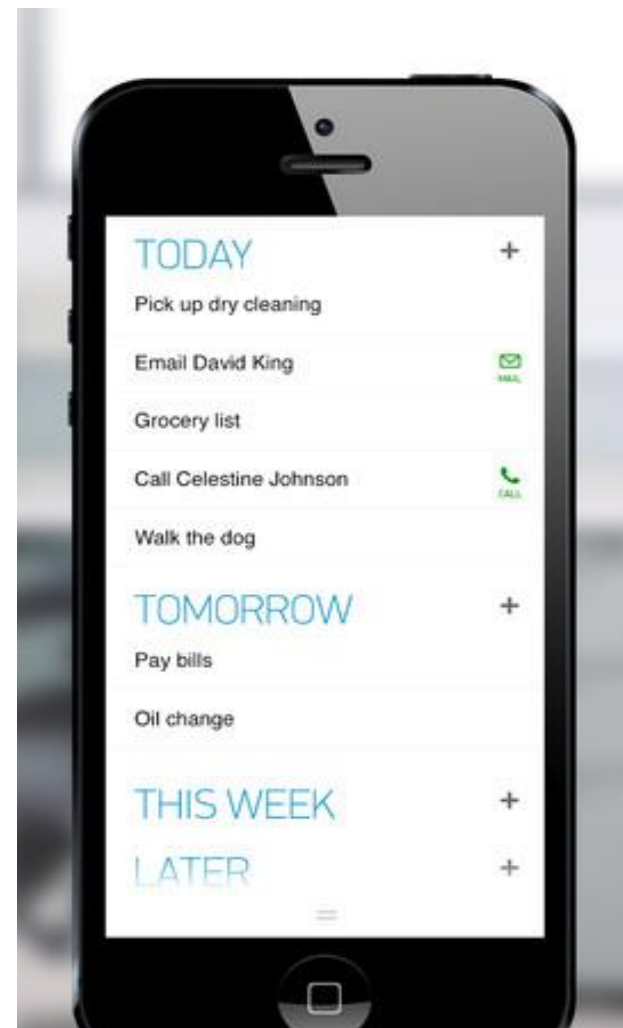
Twitter

- iOS or Windows
- Free app
- Description: Allows the user to see Twitter Tweets or to post a new Tweet



Any.Do

- iOS
- Free App
- [Any.DO To-Do List](#) update (Free)
- ***What's it about?*** Any.DO is a simple, elegant to-do list app with a number of features that make it easy to use and highly responsive.
- ***What's cool?*** A slick interface and a number of intuitive features make Any.DO a solid choice for maintaining your agenda. As with other agenda apps, it's easy to add items to your list, and Any.DO will sync with your online profile to help you keep track of everything you add to your lists, whether on your mobile or your computer, and you can also speak your agenda items rather than type them in. Any.DO's latest update adds Any.DO Moment, which allows you to transition your to-do list into a day planner.



Grocery Gadget

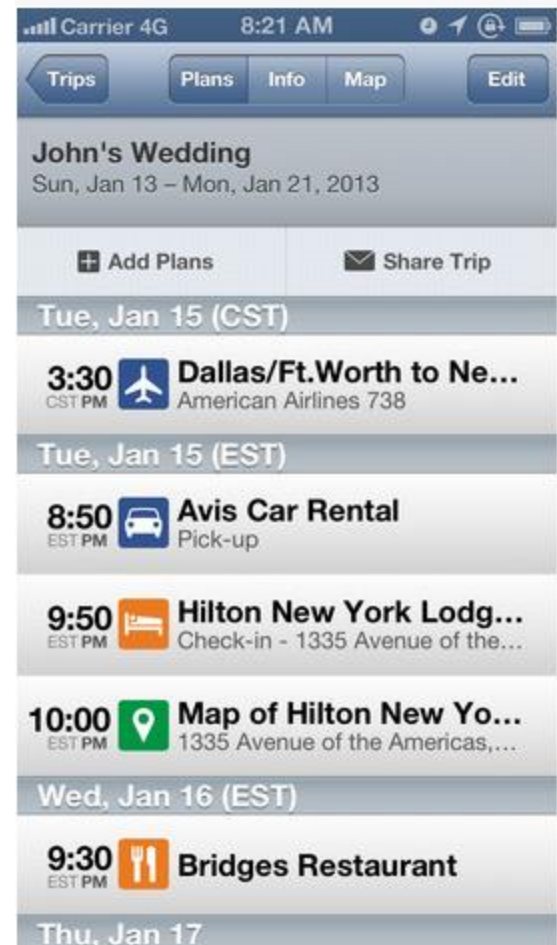
- iOS, Android, Blackberry App
- Free (\$3.99 with Synch) App
- Description: Simplify Grocery shopping with [Grocery](#) Gadgets! Grocery Gadgets allow you to easily organize grocery lists, [coupons](#), recipes on FREE [web portal](#) and on your [mobile device](#).

Features:

- Can scan bar codes to make the list
- Others, such as spouse, with permission can add/synch to the grocery list

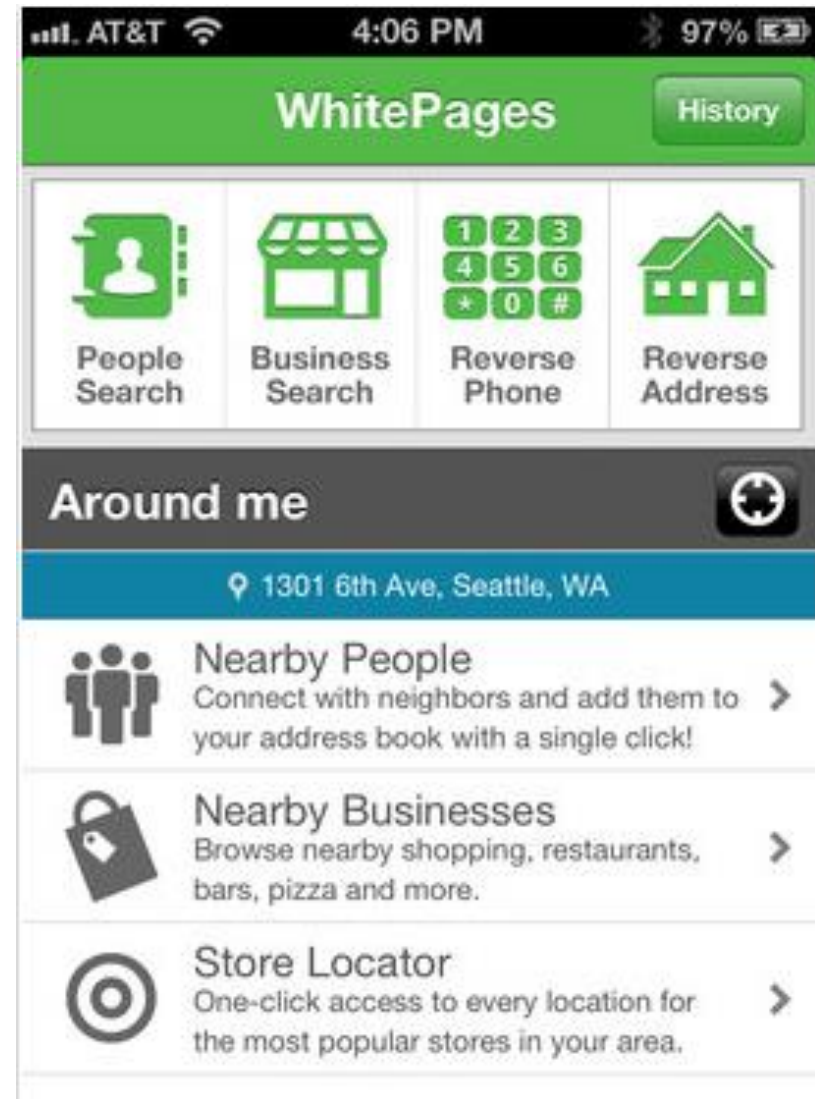
TripIt

- iOS
- \$39/year Fee for professional version
- Description: Tracks your flight and hotel reservations
- Features:
 - Picks up your flight information from your e-mail
 - Professional version gives you
 - Gate change information and
 - Changes in time of departure and arrival
 - Tracks your frequent flyer points



White Pages

- iOS, Windows, Android
- Free
- Description: Find People, Businesses, Reverse phone and address directory
- Note: Unlisted numbers not shown



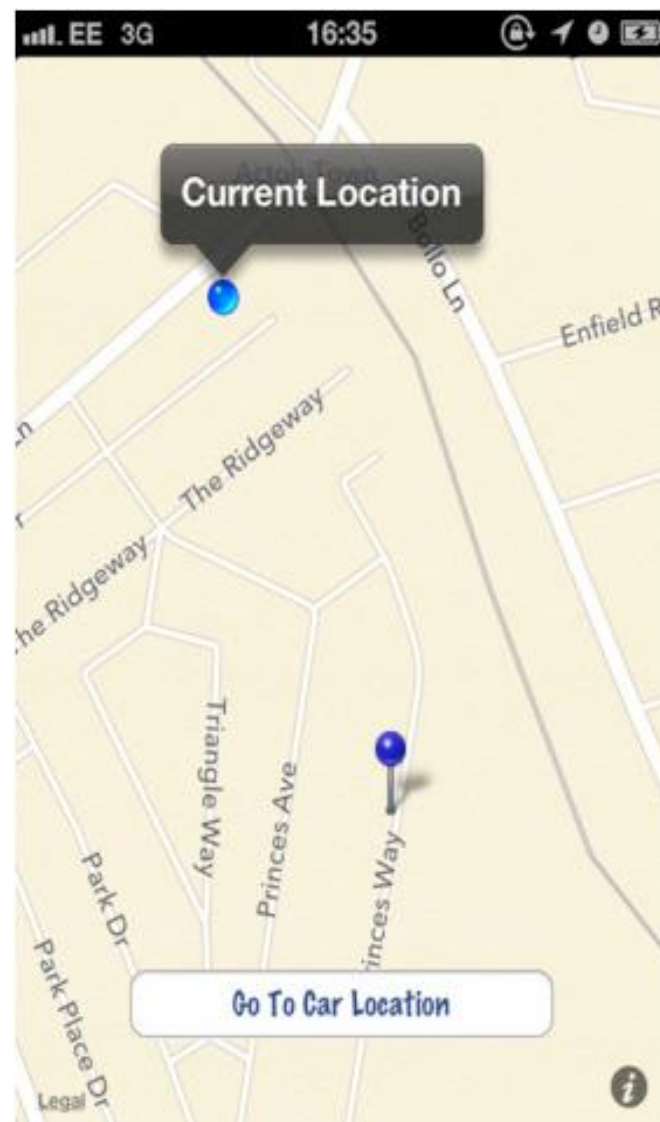
CloudOn

- **Description**
- CloudOn brings Microsoft Office® to your iPhone & iPad
- Links to the Cloud such as:
 - Dropbox
 - Google Drive
 - Microsoft SkyDrive



IFindMyCar

- iOS
- \$0.99
- Description: Locate your car in a parking lot or street
- Features:
 - Pin the Car
 - Find the Car



Astronomy

- Night Sky
- Tides
- Moon Calendar
- Astronomy Picture of the Day

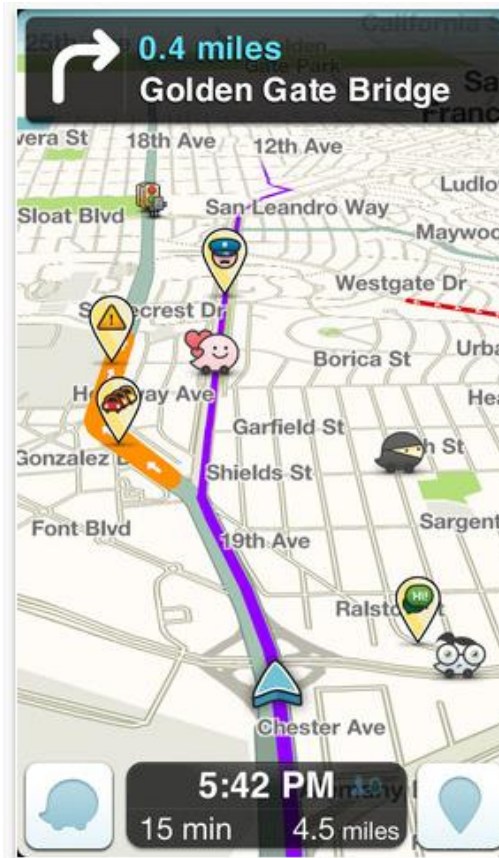
Flashlight

- iOS
- Free
- Description: Makes your iPhone into a flashlight by turning on the camera flash



Waze

- iOS
- Free
- Description: See real-time information from other Waze users to determine traffic congestion and road problems



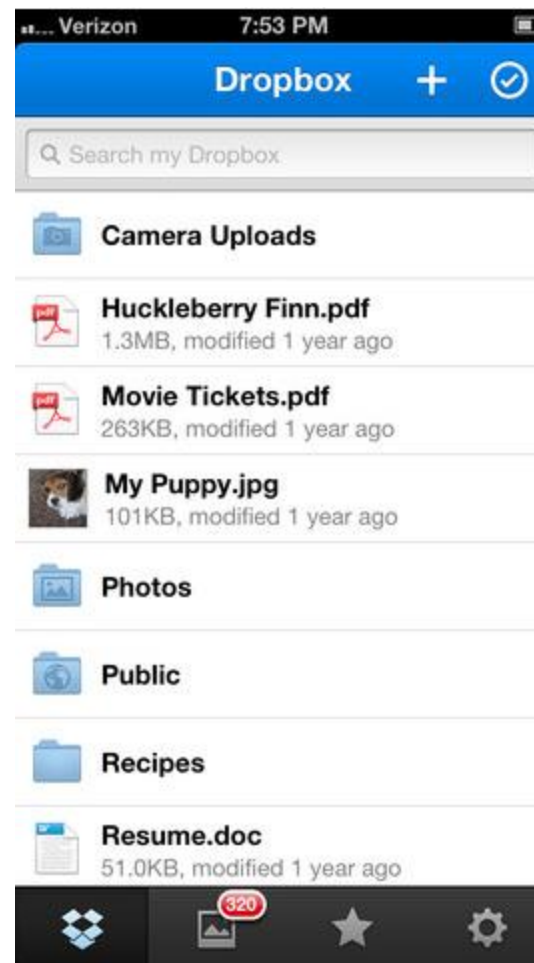
Mirror

- iOS
- Free
- Description: Uses front facing camera to view yourself



GoogleDrive/SkyDrive/SugarSync /Dropbox

- iOS, Android
- Free
- Description: View or Place file on virtual drive for Cloud Computing



QuickOffice

- iOS
- Free
- Description: Provides a version of programs similar and compatible to Microsoft Office

Company Apps

- iOS
- Free
- Description: Access to commercial vendors web pages
 - Verizon
 - E-bay
 - Amazon
 - Fidelity
 - Netflix
 - Comcast
 - Amazon
 - Amtrak
 - American Airlines
 - Wells Fargo