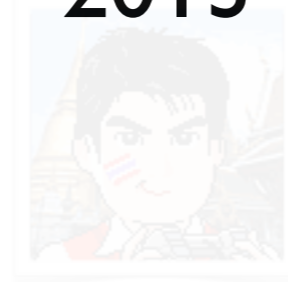




Wrap Up

Witcha Feungchan
2013





Wrap Up

Witcha Feungchan
2013





Wrap Up

Witcha Feungchan
2013



Apps Stat.

- Billions of Downloads
- Millions Apps
- Apple Google Microsoft
- Game is the King

AppStore 09/2013

- Total Active Apps : 878,337
- Total Inactive Apps : 370,338
- Total Apps Seen in US App Store: 1,248,675
- Number of Active Publishers in the US App Store: 232,499
- Current Average App Price: \$1.48
- Current Average Game Price: \$0.79
- Current Average Overall Price: \$1.38

AppStore 09/2013

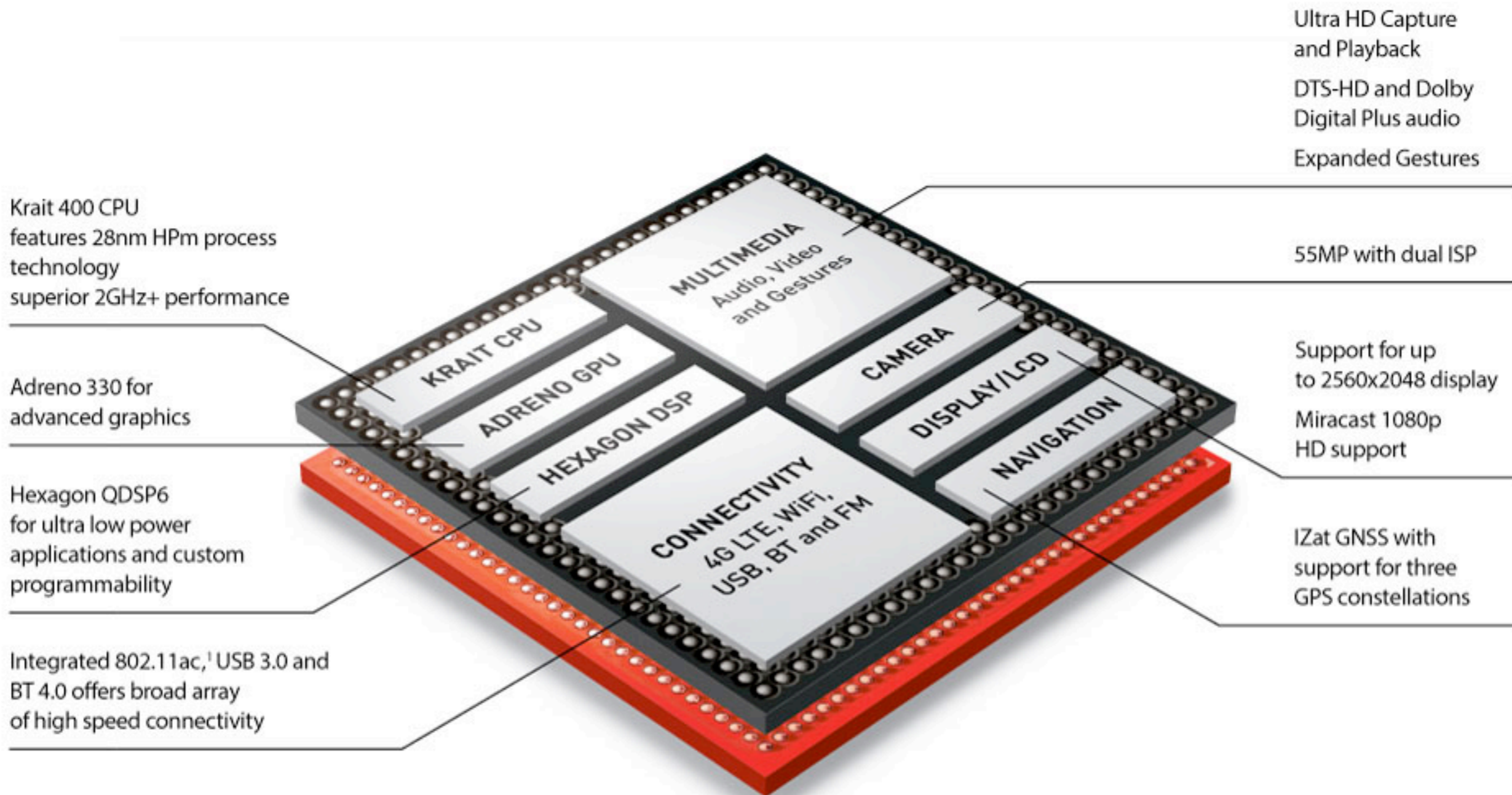
- **Most Popular Categories**

- 1 - Games (153749 active)
- 2 - Education (95235 active)
- 3 - Entertainment (74938 active)
- 4 - Lifestyle (70709 active)
- 5 - Business (60931 active)

Why Mobile?

- Most people own mobile devices.
- Mass market
- Mobility
- Hardware support rich features (fast processor, sensors)

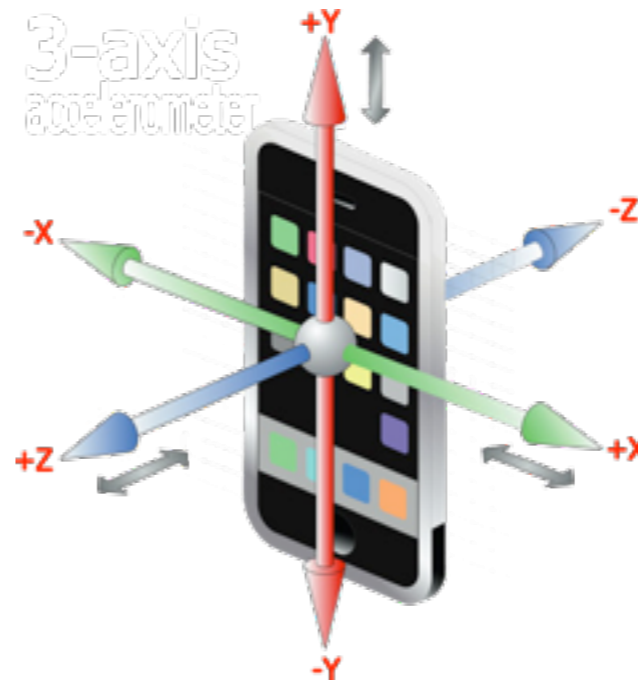
Hardware



<http://www.qualcomm.com/snapdragon/processors/800>

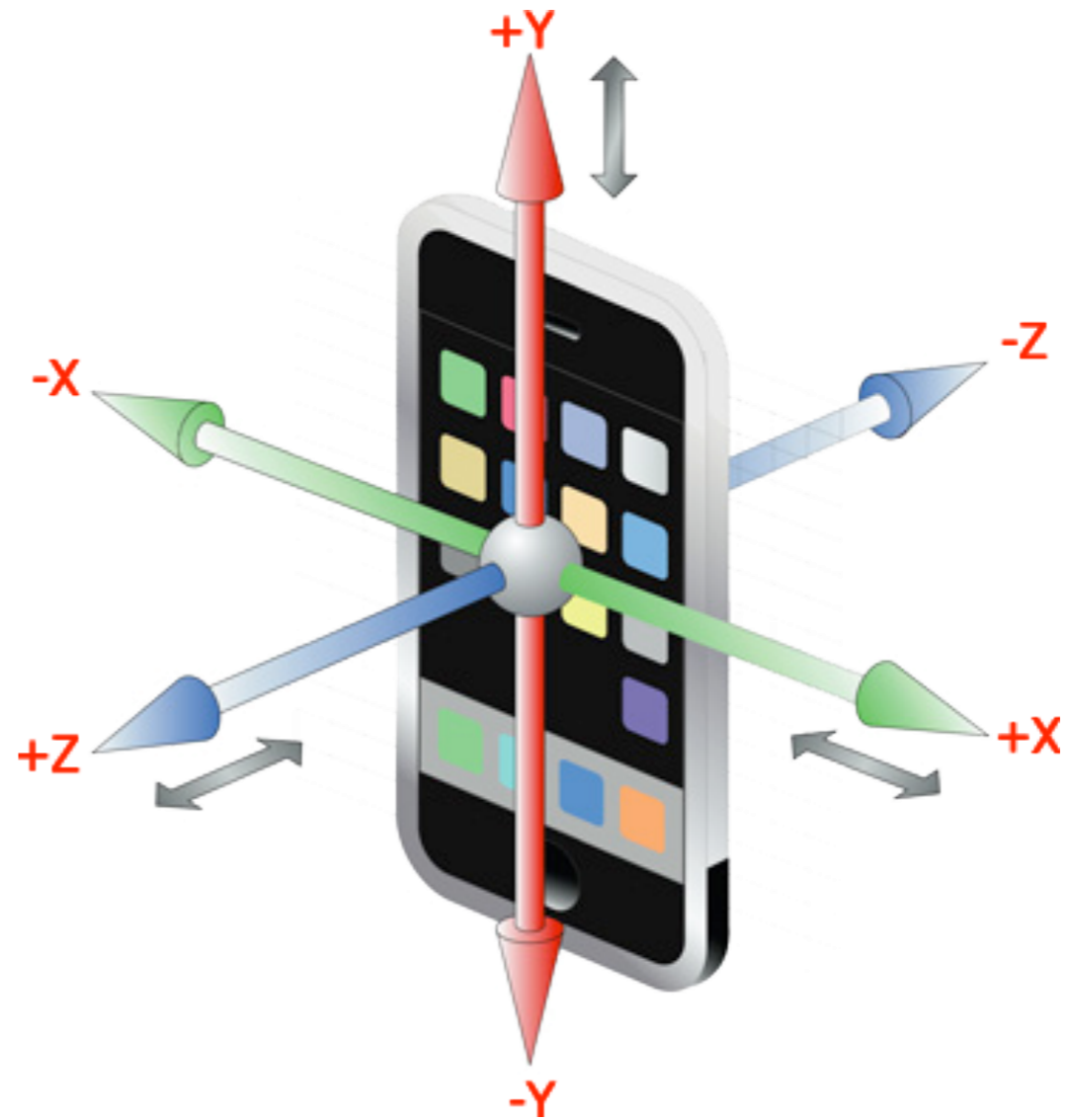
Auxiliary features

- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient



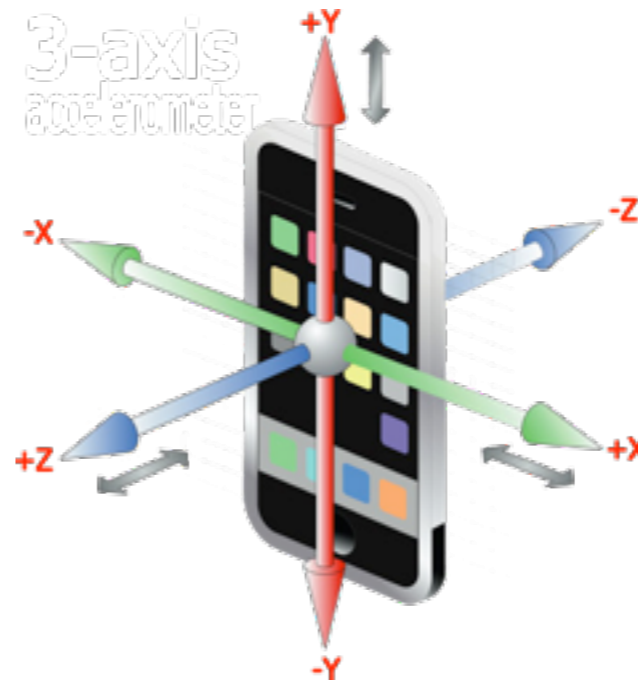
Auxiliary features

- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient



Auxiliary features

- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient



Auxiliary features

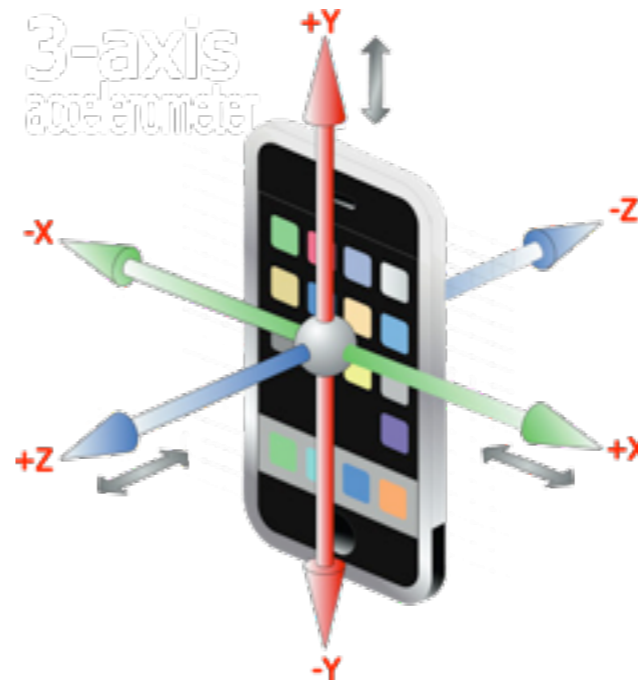
- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient

3-axis
gyroscope



Auxiliary features

- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient



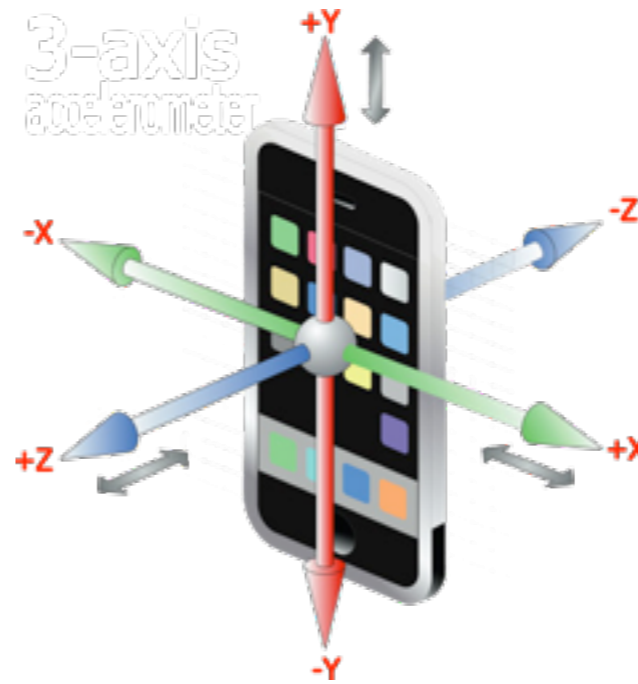
Auxiliary features

- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient



Auxiliary features

- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient



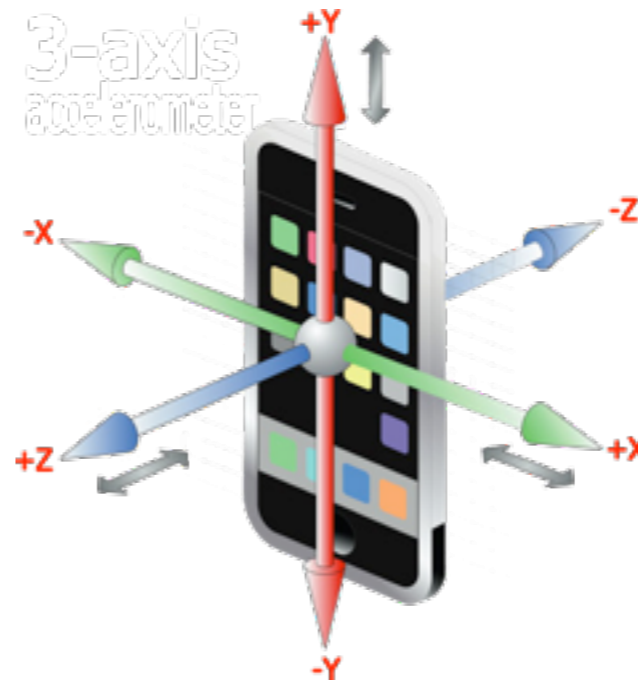
Auxiliary features

- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient



Auxiliary features

- Sensors
 - Accelerometer
 - Gyroscope
 - Camera
 - Magnetometer
 - GPS / A-GPS
 - Proximity
 - Ambient



Academic Researches

- Interactive game design
- Augmented reality
- Mobile Services
- Cloud Computing

Mobile Games

- **New Interaction = New Experience**

Interactions

- Explorers(players) like to have new experience
- The right interaction can bring good or new experience to players. • Challenges!
- Finding the right interaction for your game
- Innovation
- Must fun

Augmented Reality

- Mixed virtual world with the real world
- Provide information along with its environment
- New mobile devices enforce this technology
- Entertainment & life style application

Mobile Services & Cloud

- Mobile banking
- Transaction services (iOS passbook, Google wallet)
- Cloud storage (dropbox, skydrive, Google drive)
- Cloud service (iCloud, Google services, Evernote)

Examples

'Plants vs. Zombies 2' At Nearly 25 Million Downloads In Under Two Weeks

9 comments, 3 called-out + Comment Now + Follow Comments

“Why is everything moving to freemium?” the gamer crowd cries, myself included, much of the time.

This. This is why.

It's only been two weeks since the global launch of Popcap/EA's Plants vs. Zombies 2, but the game has already racked up almost 25 million downloads during that time, a figure which actually surpasses the total lifetime sales figures of the original game.



There are of course many reasons for numbers this wild. The tablet and mobile games markets have grown hugely since the launch of the original game in 2009/2010. The game also now has immediate brand appeal to all those who played the original. And the biggest reason of all? The obvious change that the game is now free instead of costing anywhere from a few bucks to \$20, depending on the sale price of the original game.

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples



The image shows a screenshot of an app store listing for "Angry Birds Seasons Free" by Rovio Entertainment Ltd. On the left is the app icon featuring a red bird with a crown and a blue scarf, with the word "FREE" in large yellow letters above it. Below the icon is a "Free" price tag. To the right of the icon, the app title "Angry Birds Seasons Free" is displayed in a bold, dark font, followed by the developer name "Rovio Entertainment Ltd" and a right-pointing chevron. Below this are three tabs: "Details" (which is selected and highlighted), "Ratings and Reviews", and "Related". Under the "Details" tab, the section "iPhone Screenshots" is visible, showing a screenshot of the game's level design. The screenshot depicts a landscape with green hills and a blue sky with clouds. In the foreground, there is a diamond-shaped structure made of colorful blocks (orange, blue, green, and grey) with several green pig characters (Pigs) placed on it. A white bird is perched on a small green hill to the left of the structure. At the bottom of the screenshot, there is a row of small white flowers.

Angry Birds Seasons Free
Rovio Entertainment Ltd >

Details Ratings and Reviews Related

iPhone Screenshots

★★★★☆ (6,208)
Rated 4+

LINKS
Privacy Policy

© Rovio Mobile Ltd

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples



Jetpack Joyride
Halfbrick Studios >

Details Ratings and Reviews Related

Screenshots iPhone iPad

Free
Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★★ (98)
Rated 9+

TOP IN-APP PURCHASES



JETPACK JOYRIDE

HALFBRICK

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

Draw Something 2™
Zynga Inc. >

Details Ratings and Reviews Related

Screenshots iPhone iPad

\$0.99 Buy
Offers In-App Purchases
This app is designed for both iPhone and iPad

No Ratings
Rated 4+

TOP IN-APP PURCHASES

1. Sack of Coins	\$4.99
2. Little Dipper Star Pack	\$1.99
3. Milky Way Star Pack	\$4.99
4. Stack of Coins	\$1.99
5. Big Bang Star Pack	\$9.99
6. Piggy Bank of Coins	\$9.99
7. Supernova Star Pack	\$19.99
8. Jar of Coins	\$19.99

New Drawing Tools!
Brushes, markers, stamps and more!

Daily Guess!
Expires in 01:22:45

SusiQ
is waiting for you to guess!
just now 14

Garrett P. liked your drawing of Bear Suit 1m

Ben W. is now following your gallery 5h

Sah-rah
[a] yon 19h

Social Feed!
Updates from your friends and daily challenges!

Home My Games New Gallery Me

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

Wuzzit Trouble
InnerTube Games >

Details Ratings and Reviews Related

Screenshots iPhone iPad

Download

This app is designed for both iPhone and iPad

No Ratings
Rated 4+

LINKS
Privacy Policy

© InnerTube Games

WUZZIT TROUBLE

PLAY

MOVES: 3 POINTS: 1000

INNOVATIVE GEAR-BASED GAMEPLAY

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples



Furby BOOM!
Hasbro, Inc. >

Details Ratings and Reviews Related

Screenshots iPhone iPad

Free

This app is designed for both iPhone and iPad

★★★★☆ (24)
Rated 4+

LINKS
Privacy Policy
Developer Website

© 2013 Hasbro. All Rights Reserved

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

The screenshot shows the App Store page for 'Cars 2 AppMATES' by Disney. The app icon features Lightning McQueen and the 'AppMATES' logo. The page includes a 'Download' button, a 'Details' tab, and a list of 'TOP IN-APP PURCHASES'. Two iPad screenshots are shown: one for 'DIGITAL TOYS' and one for 'New Arcade minigames!'.

Cars 2 AppMATES
Disney >

Details Ratings and Reviews Related

iPad Screenshots

DIGITAL TOYS

- Fillmore** \$0.99
For wit, wit! I'm like a virtual car rolling on Homemade Organic Fuel. That's groovy!
- Lightning** \$1.99
Speed, it's Speed! A precision virtual race car! All the skill, half the weight! Ka-chow!
- Luigi** \$0.99
For you? Virtual Luigi is spinning like Ferriswheel Alfredo Whitevol! Mamma mia!
- Mater** \$1.99

TOP IN-APP PURCHASES

1. Tokyo	\$2.99
2. Kabuto	\$0.99
3. Francesco	\$1.99
4. Holley	\$0.99
5. Space Escape	\$1.99
6. Finn	\$1.99
7. Dragon Lightning McQueen	\$1.99
8. Gridlock	\$0.99
9. Tokyo Mater	\$1.99
10. Shu	\$0.99

New Digital Toys!

New Arcade minigames!

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples



Cooking Mama Seasons
TAITO Corporation >

Details Ratings and Reviews Related

Screenshots iPhone iPad

Download

Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★☆ (70)
Rated 4+

TOP IN-APP PURCHASES

Let's have fun cooking!

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples



Zen Bound®
Secret Exit Ltd. >

Details Ratings and Reviews Related

iPhone Screenshots



\$2.99 Buy

★★★★★ (5)
Rated 9+

LINKS
Developer Website

© 2009 Secret Exit Ltd.

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples



Curiosity: What's Inside the Cube? ends, makes one UK player a 'god'

By **Megan Farokhmanesh** on May 26, 2013 at 12:00p @Megan_Nicolett

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

LINE
NAVER Japan Corporation >

Details Ratings and Reviews Related

iPhone Screenshots

Download
Offers In-App Purchases

★★★★☆ (148)
Rated 4+

TOP IN-APP PURCHASES

1. Sorcerer Mickey & Friends	\$1.99
2. Smile Brush	\$1.99
3. Toy Story	\$1.99
4. Brown & Cony's Secret Date!	\$1.99
5. Moon: Special Edition	\$1.99
6. Moon: Salaryman Special	\$1.99
7. Cony: Special Edition	\$1.99
8. Brown: Special Edition	\$1.99
9. Hello Kitty	\$1.99
10. Panda Dog	\$1.99

Enjoy Crystal Clear
FREE CALLS

Express yourself with
FUN STICKERS

Instantly Delivered
FREE MESSAGES

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

The image shows the App Store page for the Dropbox app. On the left is the app's icon, a blue rounded square with a white geometric logo. Below the icon is a 'Download' button and text indicating it offers in-app purchases and is designed for both iPhone and iPad. The app has a 4.5-star rating from 25 reviews. Under 'TOP IN-APP PURCHASES', the 'Pro 100' version is listed for \$99.99. 'LINKS' include Privacy Policy and Developer Website. The 'Screenshots' section shows two device views: an iPhone displaying a photo gallery and an iPad displaying the main Dropbox interface with a search bar and a list of files and folders.

Dropbox
Dropbox >

Details Ratings and Reviews Related

Screenshots iPhone iPad

DBX 10:15 AM
Photos
Camera Upload (6 left)

APR 2013

DBX 10:15 AM
Dropbox
Search my Dropbox

bridge.jpg
1.5MB, modified 1 month ago

Camera Uploads

Huckleberry Finn.pdf
1.3MB, modified 2 years ago

Movie Tickets.pdf
263KB, modified 2 years ago

My Puppy.jpg
101KB, modified 2 months ago

Photos

Public

Recipes

© 2013 Dropbox

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

AR.Rescue
Parrot SA >

Details Ratings and Reviews Related

Screenshots iPhone iPad

Free

This app is designed for both iPhone and iPad

No Ratings
Rated 4+

© Parrot SA

Description

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

Another World Awaits...

Experience Mars

Advanced Interactions LLC >

Details Ratings and Reviews Related

Screenshots iPhone iPad

\$1.99 Buy

This app is designed for both iPhone and iPad

No Ratings
Rated 4+


LINKS

Licence Agreement
Developer Website

© Advanced Interactions LLC

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

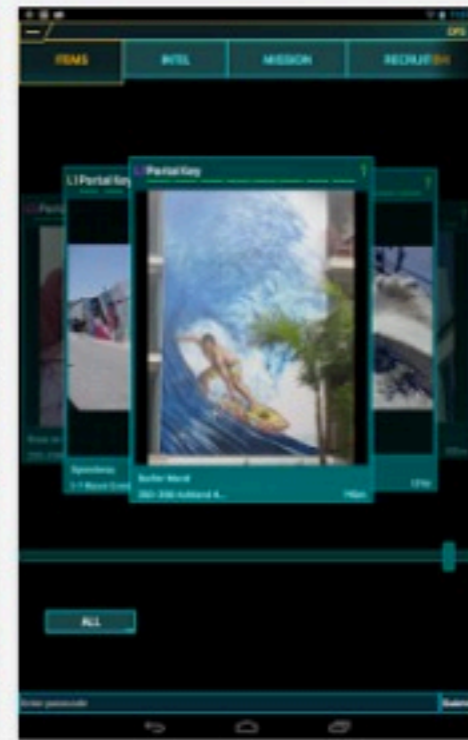
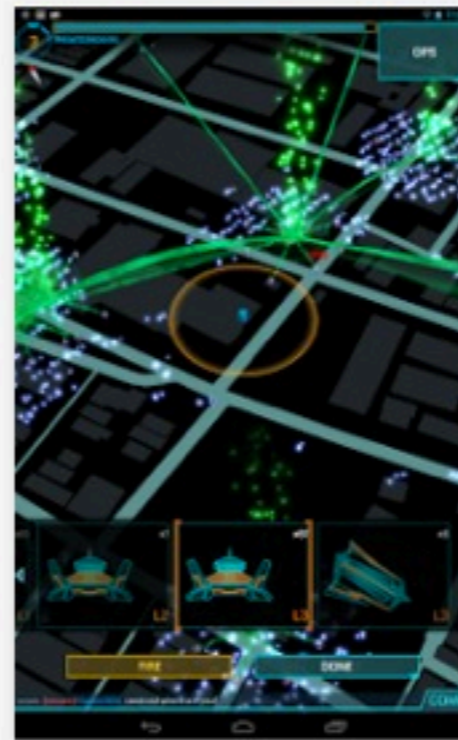
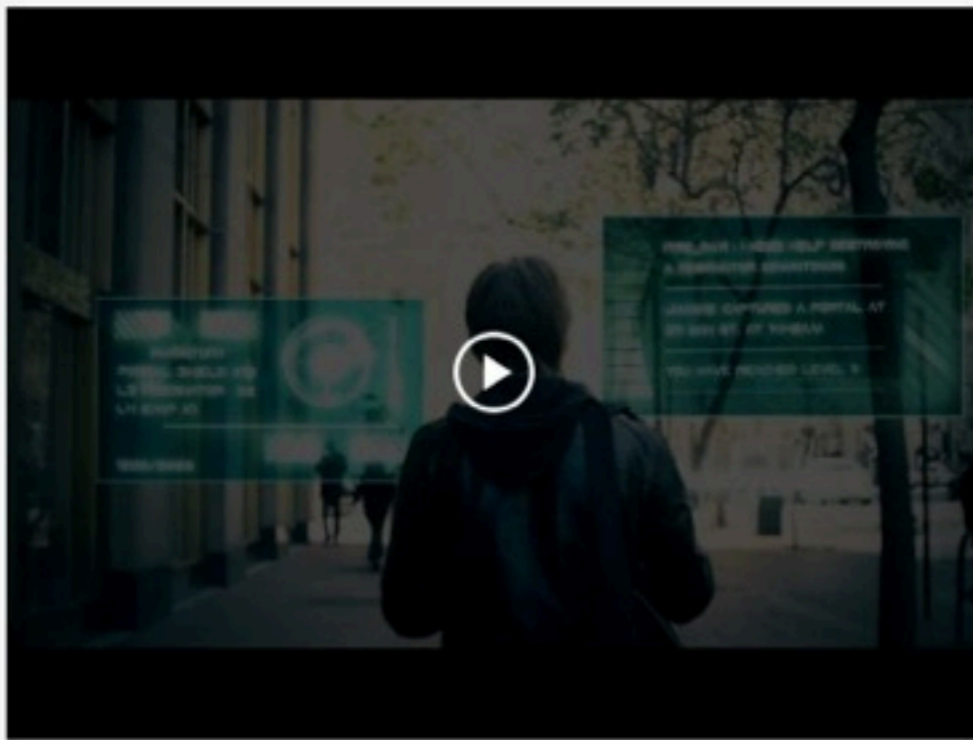
Examples



Ingress
NianticLabs@Google - August 27, 2013
Arcade & Action

[Install](#) [Add to Wishlist](#)

★★★★☆ (34,467)



<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

Night Sky 2
iCandi Apps >

Details Ratings and Reviews Related

Screenshots iPhone iPad

\$0.99 Buy

Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★★ (5)
Rated 4+

TOP IN-APP PURCHASES

1. Night Sky Community Bronze \$2.99

LINKS

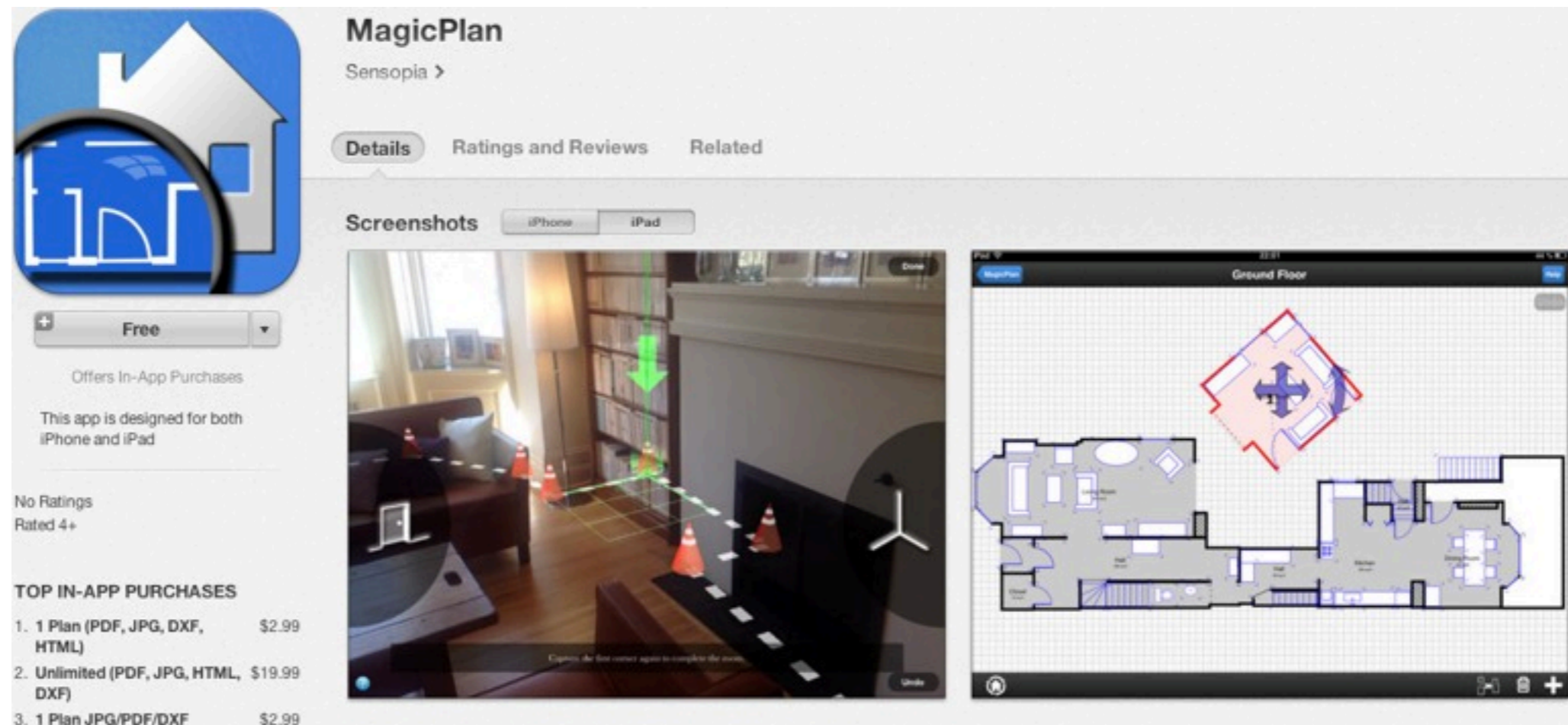
Privacy Policy
Developer Website

© iCandi Apps Ltd.

The screenshots show the app's interface. The left screenshot shows a hand holding an iPhone displaying a star map with labels for 'Algebra', 'Procyon', 'COSMOS 2584', and 'Mercury'. The right screenshot shows a detailed view of the constellation Monoceros, with labels for 'Mercury', 'Procyon', 'Monoceros', 'Saiph', 'Sirius', 'Canis Major', and 'Adhara'.

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples



The image shows the App Store page for the MagicPlan app by Sensopia. The app icon features a house with a magnifying glass over a floor plan. The page includes the app name, developer name, and navigation tabs for Details, Ratings and Reviews, and Related. It also displays the price (Free), a list of in-app purchases, and two screenshots. The first screenshot shows a 3D AR view of a living room with a green arrow pointing down and a yellow grid on the floor. The second screenshot shows a 2D floor plan of a house with a red outline and a blue crosshair.

MagicPlan
Sensopia >

Details Ratings and Reviews Related

Screenshots iPhone iPad

Free
Offers In-App Purchases
This app is designed for both iPhone and iPad

No Ratings
Rated 4+

TOP IN-APP PURCHASES

- 1 Plan (PDF, JPG, DXF, HTML) \$2.99
2. Unlimited (PDF, JPG, HTML, DXF) \$19.99
3. 1 Plan JPG/PDF/DXF \$2.99

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

True iService
True Digital Content And Media Company Limited >

Details Ratings and Reviews Related

iPhone Screenshots

Account Info
Hello MR. TEST ISERVICE >
086XXXXXXX Status: Active
Outstanding Balance: 0.00 ฿ Current Bill: 0.00 ฿
View & Pay
Package : Postpaid
TrueMoveH Net SIM(T) 150, Data 30hrs, Wi-Fi 5hrs
Remaining Usage
WiFi: 5 Hour of 5 Hour
3G/EDGE/GPRS: 30 Hour of 30 Hour

Usage Detail
Billed Unbilled
FEBRUARY 2013

Time	Dialed No.	Unit (min)	Amount (฿)
21 FEBRUARY 2013			
18:45:43	081XXXXXXX	1	30.0
17:55:23	081XXXXXXX	1	30.0
14 FEBRUARY 2013			
16:36:21	081XXXXXXX	1	0.0
14:30:51	081XXXXXXX	00:12:33	0.0
14:27:30	086XXXXXXX	00:03:05	0.0
06 FEBRUARY 2013			
11:28:40	SKT	1	0.21
11:23:23	SKT	1	6.11
11:23:08	SKT	1	15.0
11:22:26	SKT	1	11.25
01 FEBRUARY 2013			
11:03:30	*9399	00:01:04	1.0

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

Krungsri
Bank of Ayudhya Public Company Limited >

Details Ratings and Reviews Related

iPhone Screenshots

Download

★★★★☆ (8)
Rated 4+

© 2012 Bank of Ayudhya PCL.

My Accounts
บัญชีส่วนตัว

บัญชีออมทรัพย์

กรุงศรี ซิมเปิ้ล
9919337999

ยอดเงินในบัญชี 275,769.11
ยอดเงินที่ใช้ได้ 275,769.11

รายการวันนี้ 28/01/2556

วันที่	รายการ	ฝาก	ถอน
28/01	TN 1580000158	32.00	
28/01	TN 1580000158	32.00	

ยอดเงิน (บาท) 275,769.11

My Accounts
MY ACCOUNTS

CREDIT CARD

BANK OF AYUDHYA

VISA CLASSIC STANDAR
4552930089155000

CREDIT LIMIT/LOAN LIMIT 70,000.00

AVAILABLE CREDIT/LOAN 70,000.00

25/07/2555 ST DATE 14/08/2555 DUE DATE

MINIMUM : 0.00 TOTAL : 0.00

BONUS POINTS 35,915 POINTS

โอนเงิน ชำระเงิน ดูรายการเดินบัญชี

PAYMENT BILLED STM. UNBILL ST.

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples

The image shows the App Store page for the Flipboard app. On the left is the app's icon, a red square with a white 'F'. To its right is the app title 'Flipboard: Your Social News Magazine' and the developer 'Flipboard Inc.'. Below the title are tabs for 'Details', 'Ratings and Reviews', and 'Related'. Under 'Screenshots', there are two preview images: one for iPhone showing a grid of magazine covers (News, Tech, Facebook, Vanity Fair, My Dream Trips, Deanne's Picks) and one for iPad showing a full article from 'The Atlantic' about Finland's school success. The page also includes a 'Download' button, a rating of 4+ stars, and links to the privacy policy and developer website.

Flipboard: Your Social News Magazine
Flipboard Inc. >

Details Ratings and Reviews Related

Screenshots iPhone iPad

Download

This app is designed for both iPhone and iPad

★★★★★ (18)
Rated 4+

LINKS
Privacy Policy
Developer Website

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News
Tech
Facebook
Vanity Fair
My Dream Trips by Lauren Parker
Deanne's Picks by Deanne Chen

Page 2 of 4

Top Stories

What Americans Keep Ignoring About Finland's School Success
theatlantic.com / Anu Partanen
The Scandinavian country is an education superpower because it values equality more than excellence. Everyone agrees the United States needs to improve its education system dramatically, but how? One of the hottest trends in education reform lately is looking at the stunning success of the West's reigning education superpower, Fin...

The Atlantic 11 horas
★ ↩ 551 +

<http://www.forbes.com/sites/insertcoin/2013/09/01/plants-vs-zombies-2-at-nearly-25-million-downloads-in-under-two-weeks/>
<http://itunes.apple.com>
<https://play.google.com/>
<http://www.polygon.com/2013/5/26/4367718/curiosity-whats-inside-the-cube-ends-with-uk-winner>

Examples



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Cost Estimation

- 3 Ways: Contract hour wage / Outsource / You!
- IOS wages \$50-\$250 / hour, india \$15/hour
- Simple App cost \$3,000-8,000 (Baby Maker \$5,000 break event at 50 day)
 - More Complex or Recognized Brand App: \$50,000-\$150,000
- Barack Obama app 22 days \$100-\$150/hour, 500-1000 hours = \$50-150K
- Twiterrific 9 week = \$?
- App Development = Expensive: Is it Cost Effective?
- Outsourcing iPhone App Development – the Most Cost Effective?
- Developing an iPhone App Yourself (ADC \$99 + MBP \$1300)



Think Out of Box & Fresh Experience





Think Out of Box & Fresh Experience

