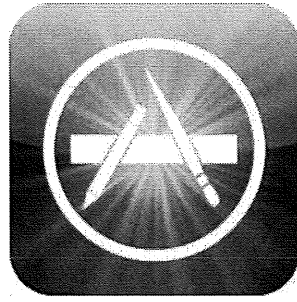


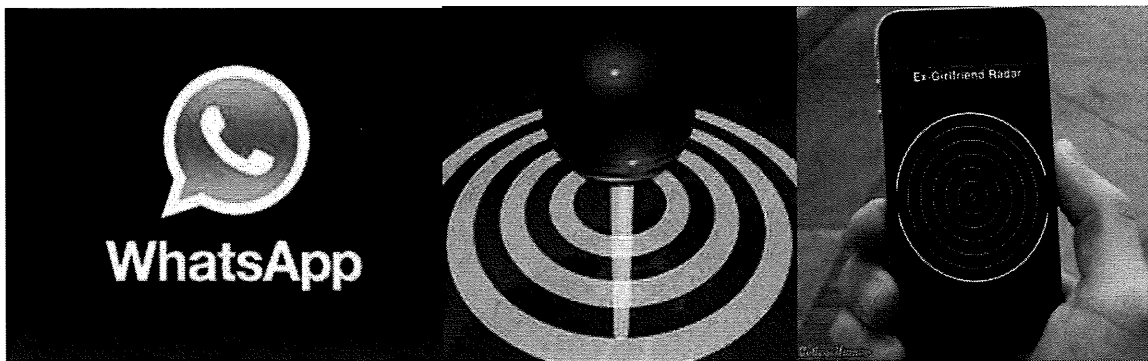
The App



Apple introduced the App Store via an iTunes update in July 2008. Since then over 15 billion apps have been downloaded and is now worth around \$ 7.08 billion.

People know the more common apps such as Angry Birds and Around Me, but can you work out what the following apps do?

- Drunk Dialler (59p): a solution to people who are drunk with mobile phones
- Annoy-a-Teen (59p): a solution to help shop owners with trouble teenagers
- iBeer (99p): a useful application when you are thirsty on the move
- Honey It's Me! (£1.99) : A useful app for single people



What is your favourite app on the market?

What apps would you recommend to others?

What is the strangest app you have heard of?

Strange Apps

<http://www.youtube.com/watch?v=D83xNRXxO8U>

Make notes about each (7 in total) that you hear about:

1) Name:

Description:

5) Name:

Description:

2) Name:

Description:

6) Name:

Description:

3) Name:

Description:

7) Name:

Description:

4) Name:

Description:

A

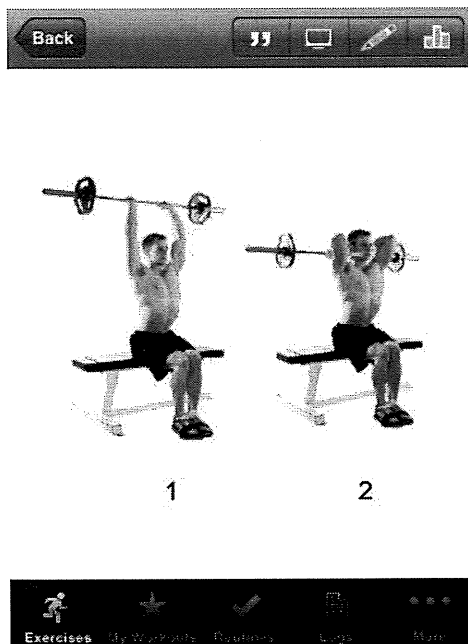
Read the names and look at the pictures of the following apps. With a partner, try to guess what each app does? Then read the description on the right. Look at the words in **bold**. A synonym of the original word has been incorrectly used. What is the original word? E.g. divide (synonym) = share (original word)

All Recipes Dinner Spinner



This app has many features as you can do some really fun things with it. One of the most common things to happen when a new recipe is discovered is to **divide** it with all of your friends. You may remember the days when friends exchanged recipes on index cards. Well those days are over with the Allrecipes app for iPhone. Recipes can be saved in a favourite's folder, shared with friends, and even new recipes can be uploaded. In order to make sure that the recipes are any good, there is a rating system in place. This rating system **exploits** real users who actually cook and make the food that the recipes are based on.

iFitness App



iFitness provides images of people performing over 300 exercises and shows exercise moves to work specific parts of the body. In the app you **modestly** choose a target area of the body that you would like to work on and the app will direct you step by step in accomplishing the exercise correctly. iFitness makes it very easy to create an exercise routine as you can add or take away exercises that fit your daily schedule and strength abilities.

One of the most powerful things about this application is that it gives you the ability to **road** your progress so you can see exactly how much you have done and where you need to go. This can all be accomplished with the simple tap of the finger to pull up schedule history and see what is going on in your exercise life. The app is clean and beautifully designed.

Would you buy this app? Why / Why not?

Can you find any problems with the app?

B

Read the names and look at the pictures of the following apps. With a partner, try to guess what each app does? Then read the description on the right. Look at the words in **bold**. A synonym of the original word has been incorrectly used. What is the original word? E.g. divide (synonym) = share (original word)

eWallet

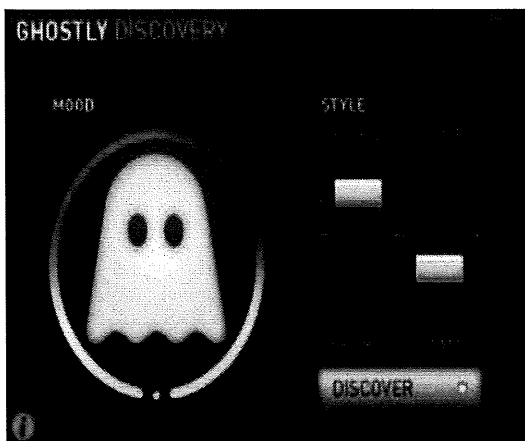


Don't take **dangers** with your passwords, account info, card numbers, or IDs. Keep them protected, secure, and easy to access in eWallet®. Your passwords are very important - just think about it. All your money, your bank accounts, financial info, health info, credit cards, insurance, and everything else you need to keep private is **guarded** by passwords. They're not just for email, Facebook and Twitter.

eWallet lets you synchronize (with optional PC or Mac version) and back up your info:

Would you buy this app? Why / Why not?

Can you find any problems with the app?



Today our friends over at Ghostly International are **throwing** the GHOSTLY DISCOVERY iPhone app — a free application available through the iTunes store that allows you to create a personalized streaming radio station from a **assortment** of music sources based on your musical mood (yellow ghost = energetic, blue = laid back) and style preferences (digital/organic, faster/slower).

The app enables the user to listen to a variety of different music groups and store these in the “ghost library.”

Would you buy this app? Why / Why not?

Can you find any problems with the app?