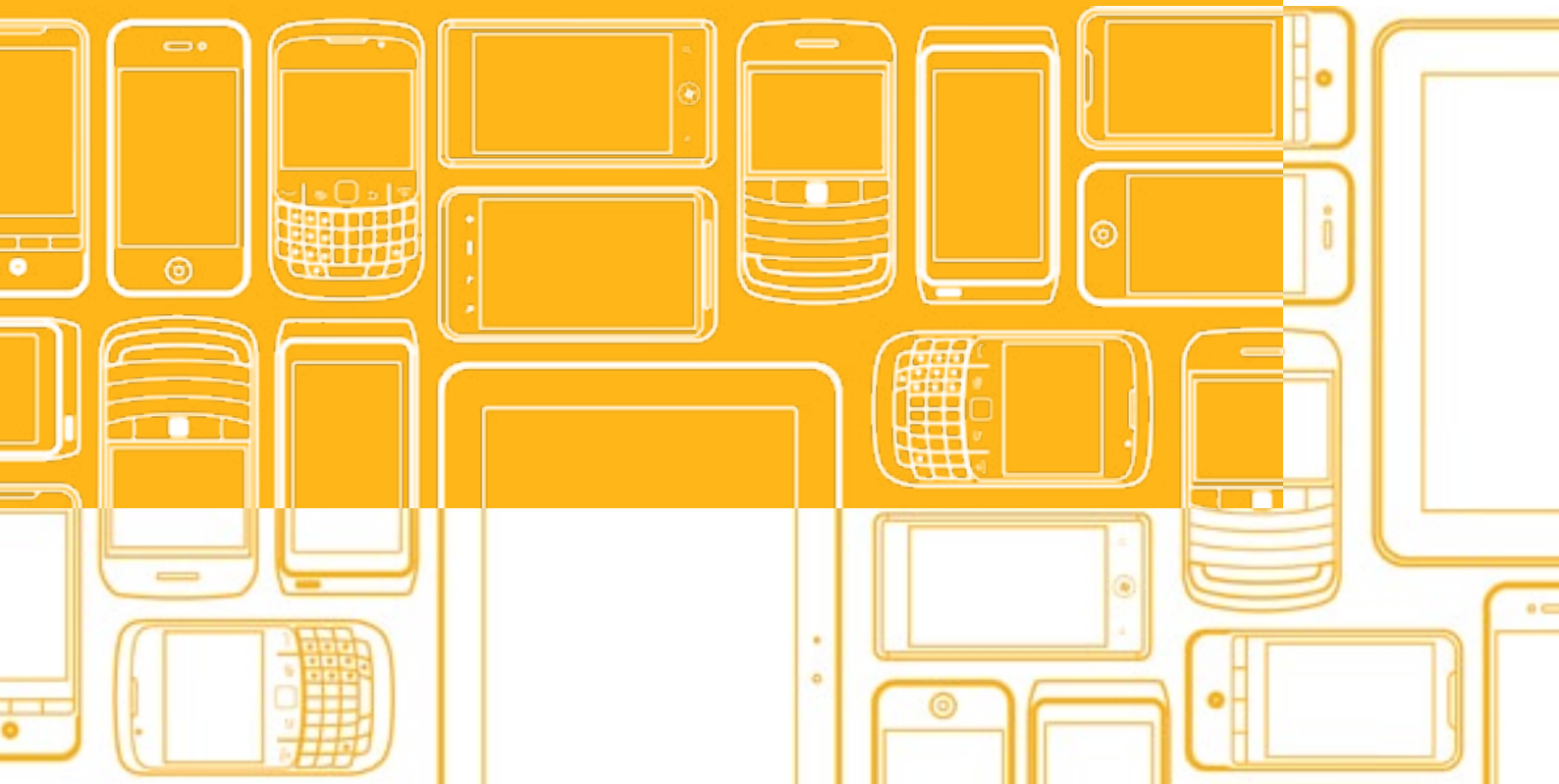


app design & development

SMARTPHONES AND TABLETS



App Market Revolution

titlurile zilei ultima oră categorii fii reporter BZ

cauta anulează

MARTI, 2011-10-25, 16:09:58, 57 VIZUALIZARI

Muammar Gaddafi va fi inmortant...

actualitate trimite un mesaj

eveniment trimite o fotografie

social trimite audio

269 VIZUALIZARI

Perchezitii la lasi pentru prinderea

MARTI, 2011-10-25, 15:01:18, 65 VIZUALIZARI

Rectorul UMF

My Health Tasks Targets

Updates Healthies Community

Plan Adherence Overall Promising

Weight Loss Lose 5 lbs.

Meters maken

Afstand 14,2 km

Snelheid 11,45 km/u

Gem. snelheid 10,24 km/u

Tijd 0:25:17

Type training

Inhoudsopgave

1. Volksverzekeringen
2. Werknemersverzekerin..
3. WAZ - Wet arbeidsong..
4. WWB - Wet werk en bijs..
5. IOAW - Wet inkomstwoo..
6. IOAZ - Wet inkomensvo..
7. WIJ - Wet investeren in j..
8. WMM - Wet minimumlo..

News and Business

MAGAZINUL TĂU VREA PE IPHONE 99€ COMANDĂ ACUM

JOCURI ELECTRONICE COMPONENTE PC LAPTOP-URI

IMPRIMANTE ANVELOPE SCULE ELECTRICE

INSTRUMENTE DE SCRIS ELECTROCASNICE INCALTAMINTE

Curs Valutar

Moneda	Cotatie RON	Variatie RON
AED	0.8634	0.0077
BGN	0.8634	0.0077
AUD	0.8634	0.0077
BRL	0.8634	0.0077

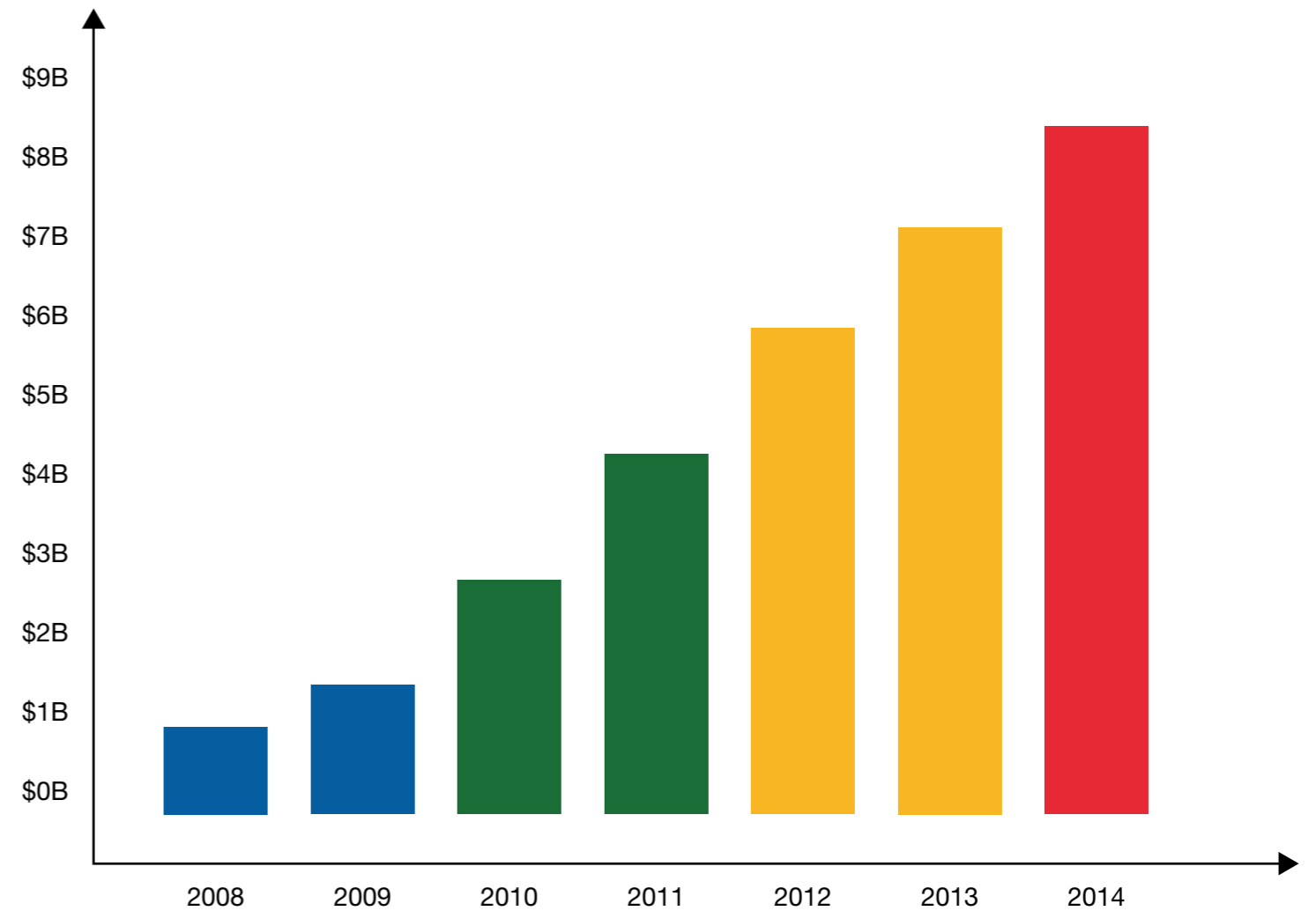
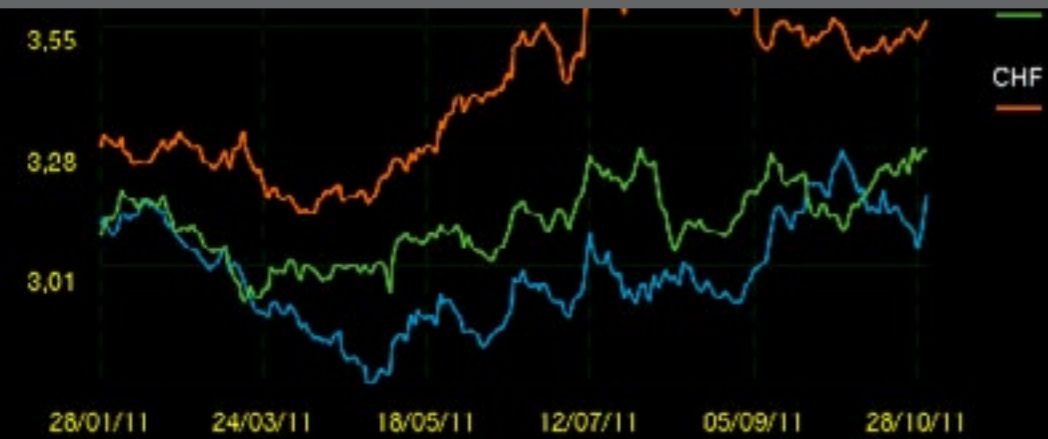
Social

Expres

Economic Local

Bursa Barfelor

Stiri din trafic



From Apple's App Store and BlackBerry App World, to Android's bustling app market and even the Nokia app store, global mobile app markets are exploding in popularity at an almost unimaginable pace.

Combined revenues from the four major mobile app stores will leap 77% in 2011 to \$3.8 billion, with the Apple App Store projected to eat up three-quarters of the total market, up 63% from 2010.

On July 7th 2011, Apple Inc. announced that over 450.000 apps were listed in the Apple App Store, surpassing a total of 15 billion downloads worldwide. From the 450.000 apps available in the Apple App Store, more than 100.000 are native iPad apps. Just a week after Apple made these numbers public, Google announced that Android Market surpassed 250.000 applications and over 6 billion downloads. Launched in 2009, BlackBerry App World has now reached almost 35.000 apps and over 3 million downloads per day.

According to the latest numbers made public by the Apple, Google and Research In Motion, there remains one clear dominant brand in the mobile app world – Apple Inc. As for the smartphone sales by operating systems, Gartner made public in August 2011 the numbers on the smartphone market: the leader is Android, with a market share of 43,4%, followed by iOS (18,2% market share) and Research In Motion (11,7%).

Go mobile

Why us?

The superior user interface and interaction of native apps leads to great commercial opportunities, high adoption and better usage volumes compared to other media.

Recent studies have shown that mobile app users are more affluent, urban, educated professionals; they are young, mobile and engaged with content.

Mobile applications are used as branding, advertising and marketing tools, as well as a product by themselves. Apps can be designed for a wide range of domains: books, business, media, entertainment, utilities, medical, sports, reference, games, nance, navigation, lifestyle, productivity, photography, travel, social networking, education and weather.

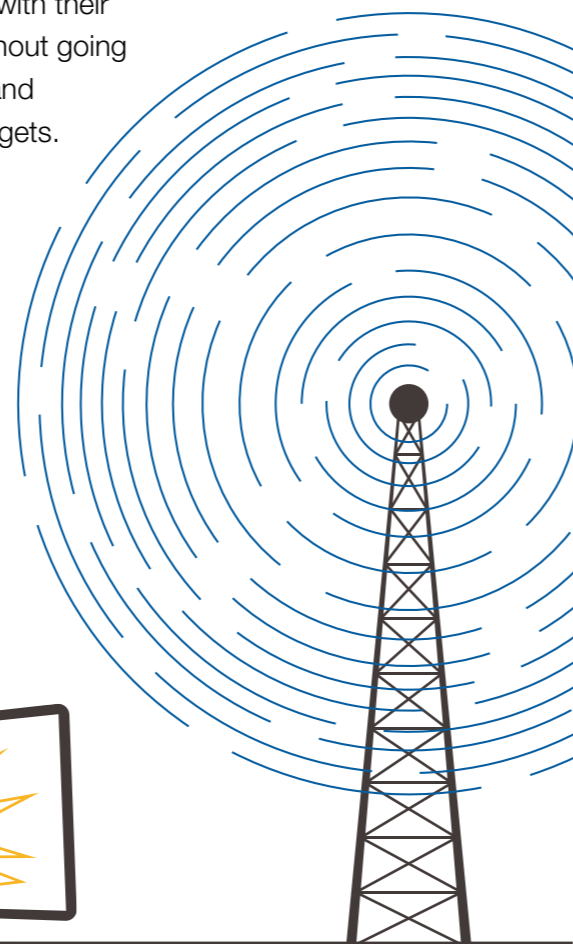
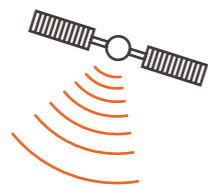
Mobile Advertising, Branding and Marketing

Mobile apps play an important role in the developing of global advertising market by giving agencies the opportunity to reach their customers even when the time is limited and customers don't have the possibility to interact with other types of media.

As a marketing tool, mobile apps are a great way to target niche audiences and to stimulate engagement of the client with the brand. Apps are easy to install, easy to use, can be tracked accurately, provide a great interaction with the customers and instant feedback.

Companies benefit from having their own mobile apps, thus using a new communication channel to reach their public, to make their mission, services and their products known to the world.

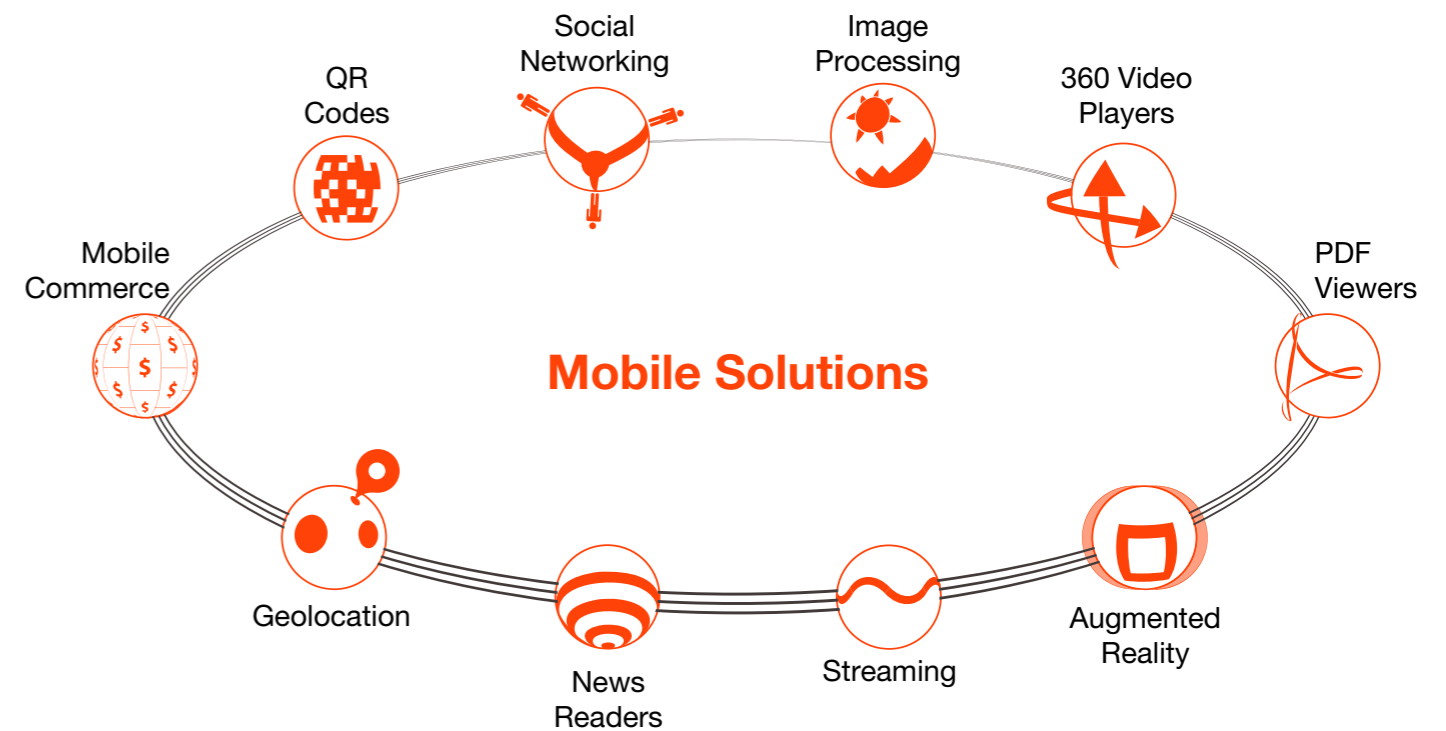
Branded apps make a powerful impression on the users, the interaction is longer, the users are more engaged and companies can connect and communicate with their customers without going over their PR and marketing budgets.



- Experience in developing and publishing mobile apps
- Proficient in working with high-end technologies
- Complete services: from concept to publishing
- Guidance in App Developer Account Setup & Approval process
- Effective communication, reliable client service
- Well trained, passionate, enthusiastic developers
- Competitive pricing

Our solutions

- Mobile Commerce
- QR Codes
- Social Networking
- Image Processing
- 360 Video Players
- PDF Viewers
- Augmented Reality
- Streaming
- News Readers
- Geolocation



Our services

- Concept creation, specification writing and graphic design for mobile apps
- iOS, Android, Windows Phone and BlackBerry application development
- Quality assurance of mobile apps
- Mobile web development and optimization
- Web based backend platforms and web services
- Publishing and post-publishing support

Who we are

Mobile Touch is specialized in developing native applications for mobile devices running iOS (iPhone, iPad and iPod touch), Android, Windows Phone and BlackBerry operating systems. Over the last three years we had over 30 clients and developed over 130 mobile applications.

Our mission is to help our clients understand and use to their advantage the full potential of the mobile applications.

We use our experience and expertise to help our clients generate and adapt ideas in order to create applications integrated with their services and products marketing strategies. Located in Iasi, Romania, Mobile Touch is a privately-held company

founded in 2008 by independent software developers Vasile Alaiba and Alexandru Radulescu.

Since 2008, we are offering our clients end-to-end services for mobile app development: consulting, specification writing, graphic design, implementation, quality assurance, publishing and post-publishing services on all the major mobile platforms: iOS, Android, BlackBerry and Windows Phone.

Our employees are our most valuable asset. Young, smart, talented, dedicated and enthusiastic, our engineers are always prepared for a challenge. The team is highly trained, motivated, professional and results-driven.

Be our partner

Mobile Touch Partner Program

Mobile Touch Partner is a program created with the purpose of supporting mobile apps adoption. Participation is open to companies with an established client base activating in one of the areas: marketing, advertising, PR, graphic design, web design and software development, interested in expanding their current business services.

How does it work?

We assist our partners in providing mobile development services tailored to their clients needs. Our partners will be responsible with consultancy, establishing with their clients the technical specifications of the apps, budgets and contracts. Throughout the project lifecycle our partners will communicate and provide technical support to their clients.

Our partners will collaborate with their clients and will be in charge with:

- Establishing the project's requirements
- Writing the technical specifications
- Presenting application demos for their clients

Mobile Touch offers mobile software development services at competitive prices. As our partner you will be able to extend your services range and you will have the liberty to negotiate the fees with your clients.

How to apply to the Mobile Touch Partner Program?

To learn more about our partner program and how to apply please contact us by e-mail at partner@mobiletouch.eu or by phone: **+40 785 296 286**.

What type of apps we develop for your clients?

- Smartphone versions of existing desktop or web applications
- Mobile commerce applications, smartphone versions of existing e-commerce solutions
- Informative apps to promote services and products (medical, dental, notary private practice, real estate agencies, travel agencies etc.)
- Interactive apps used in promoting new products and services
- Branding apps (for individuals or companies)
- Reader apps for e-books, magazines, journals, catalogues etc.
- Personalized apps for newspapers and magazines
- Business apps for special events: shows, trade fairs, conferences, professional associations events, workshops, exhibitions etc.
- Interactive apps designed exclusively for client's devices used for events
- Educational and presentation apps for public and private institutions, professional associations, non-governmental organizations, public information and education campaigns
- Entertainment, lifestyle apps, games etc.

If the type of project you need is not listed above, please contact us.



Online newspaper: BZI.ro

For iPhone, iPad, Android and Windows Phone

Bună Ziua Iași is the largest newspaper distributed within the Iași area. The name means "Hello Iași", the print edition hitting the newsstands every day early morning. They already had a high traffic web site, bzi.ro, when approached Mobile Touch for the creation of the best mix of native apps for the consumption and engagement of their content on mobile.

iPhone, iPad, Android and Windows Phone were selected as target platforms, these being most commonly used mobile platforms in Iași and the surrounding areas. The process then continued with the wireframe and graphic design for iPhone and the beginning of the implementation. In parallel, the design and implementation for the other platforms, iPad, Android and finally Windows Phone followed, adjusted for the native look and feel of each. News articles are delivered as soon as they are available, and the most important are pushed

using notification services. Besides the formatted text and photo, articles can be accompanied by image or video galleries. Users can select news from more than 10 categories. All content is administered using the same CMS as the web site. Mobile Touch implemented the web services necessary to access the data.

An innovative feature of the apps is the "Fii reporter BZI" – meaning "Be a BZI Reporter". This allows any reader to send text, images, audio and video reports to the newspaper in realtime from all over the city. Accidents, tragedies and ad-hoc interviews are now sent by the users from places where the professional reporters can't be present otherwise.

The app includes a custom built PDF reader solution allowing the readers to see even the print version of the newspaper every day.

Arcade game: Minefield Navigator

For iPhone and iPad

The author of the game approached Mobile Touch with an idea based on an earlier version that he prototyped himself using a simple game engine for Windows. Based on his concept we created original graphics, sound and also online leaderboards.

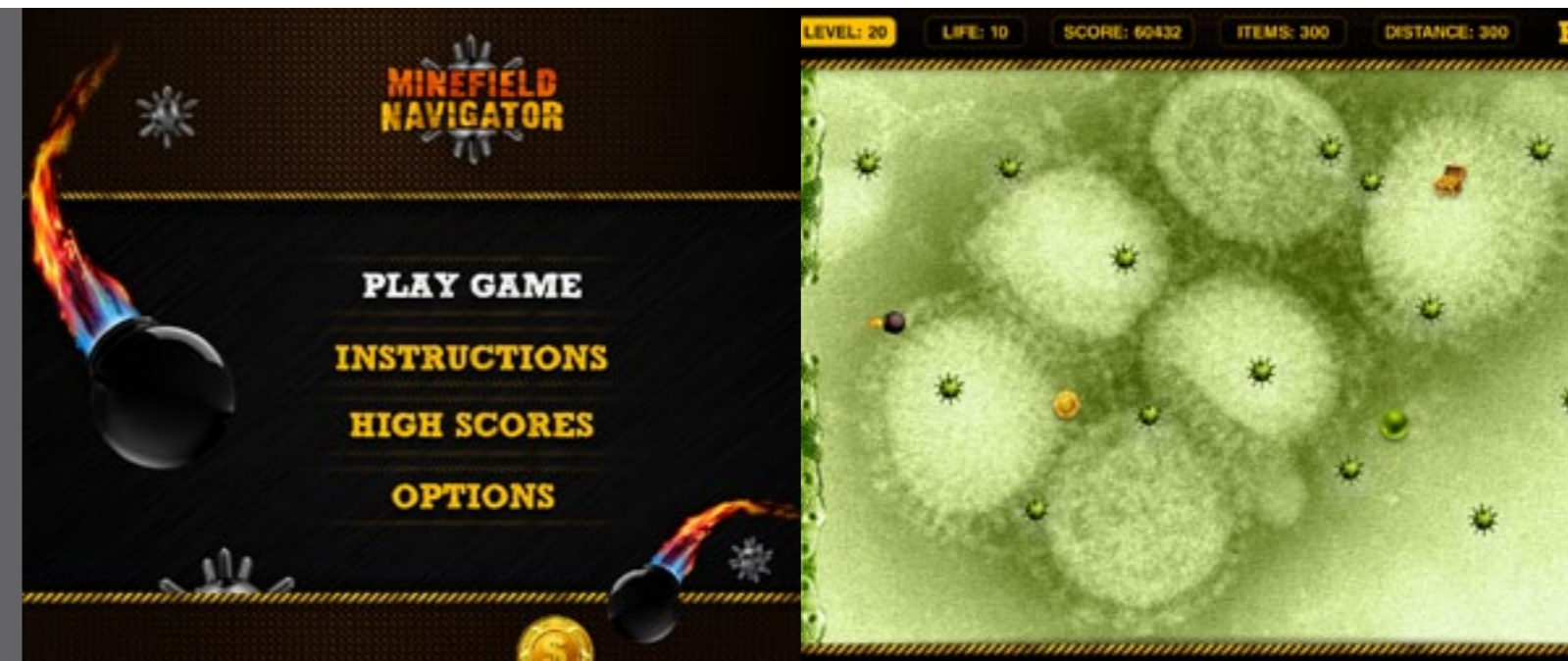
The game has two playing styles, Arcade and Marathon. The first style has three difficulty levels and tracks the total number of lives, while the latter only gives one lives and measures points in term of distance.

A collision detection algorithm has been implemented to detect crushing into mines, collecting bonuses, hitting the upper or lower limits of the playground or reaching the next level. A uniform spread algorithm has been used for mine and bonus placement, also

clearing the entry into the field to avoid "sudden death".

The game has a complex monetization system. It is available as a free app in Apple's App Store, but it has integrated ads using AdWhirl and a cross-promotion system, InstallWall. Two upgrades are available as in-app purchases: God Mode, which grants the user the choice of immortality, albeit limiting high score submission only to the local board, and Remove Ads.

The game features social networks integration. The user can share its score with Facebook, Twitter or via email. Within the options sections, besides controlling the music level and game sounds, one can choose between multiple themes.



mCommerce solution: DjSuperStore

For iPhone

DjSuperStore is an online shop for DJ and musical production equipment. Opened in 2007, the shop is one of the leading providers of high end DJ equipment in Romania. They are involved in projects promoting local creative DJs and related events.

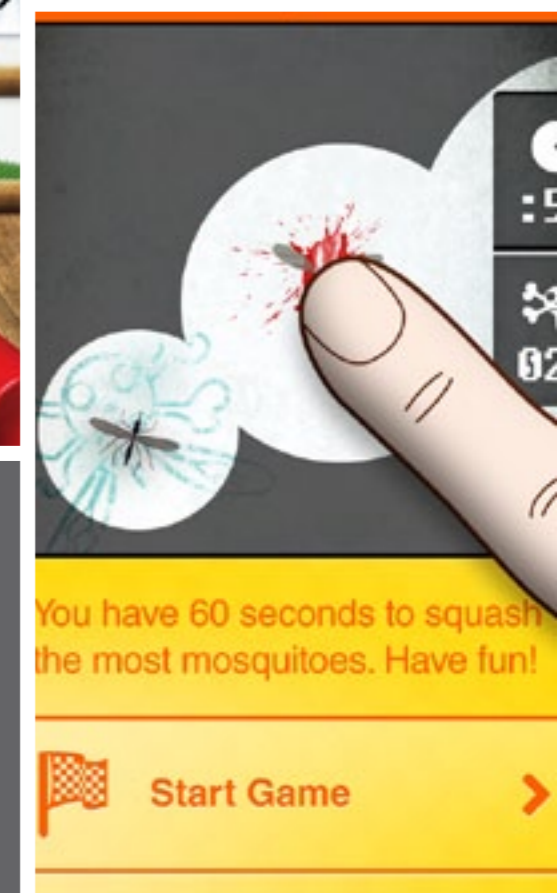
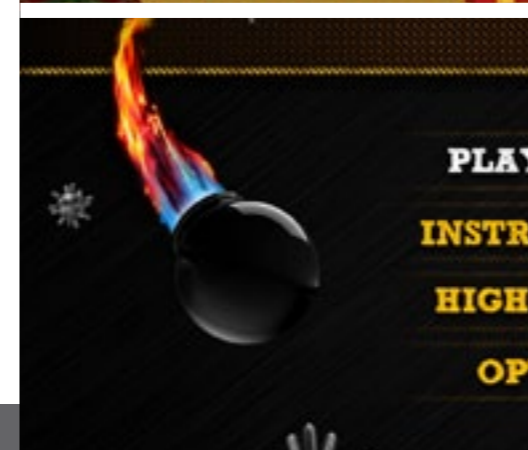
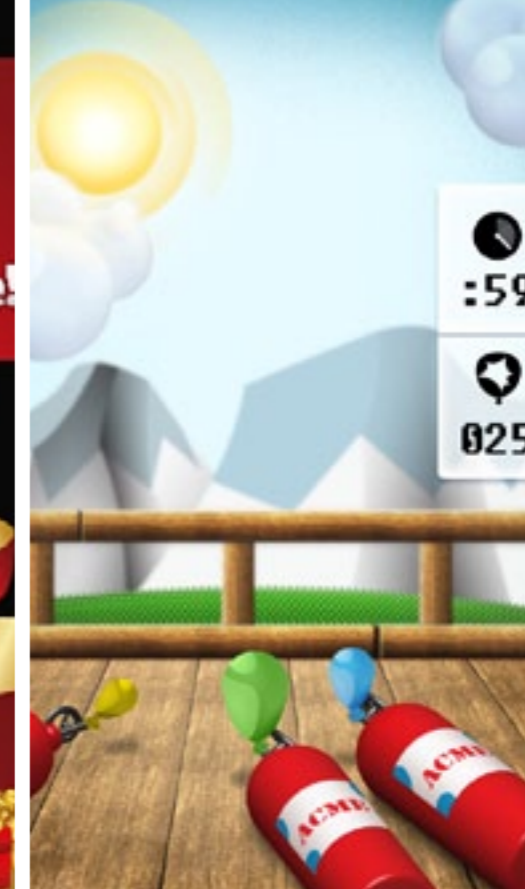
In 2010 they approached Mobile Touch with the purpose to implement a mobile commerce solution to complement their existing website and showroom. The project involved the collaboration between our companies and the e-commerce provider Content Speed.

The process started by identifying the goals of the app and creating wireframes. The client already had a fulltime graphic designer employed and chose to realize the graphic design in-house. The web services

were implemented by the same company that created the e-commerce web site.

The application is dynamic: categories, sub-categories and products can be added and deleted from the backend. All the data is cached within the app for offline viewing. For each product the user can see technical details, price and even a photo gallery.

Search functionality complements the app, also implemented using web services. The customers can at any time place a call with the operators at DjSuperStore to finalize the orders. The large value of the items and their specialized nature makes buying from inside the app impractical.



Telephone: +40 785 296 286

Website: www.mobiletouch.eu

App Store: <http://itunes.apple.com/artist/id333262103>

Address: Mobile Touch S.R.L.
Sos. Bucium 23
700282 Iasi
Romania

