The Situation

Aerial photographer and developer, Michael Jay Kintner, needed an app to deploy his i360Views Panoramic Photos with mapping directions and Interactive 360 Virtual Tours via mobile devices. After trying other mobile app development platforms that were too complicated and time consuming, he turned to Application Craft.
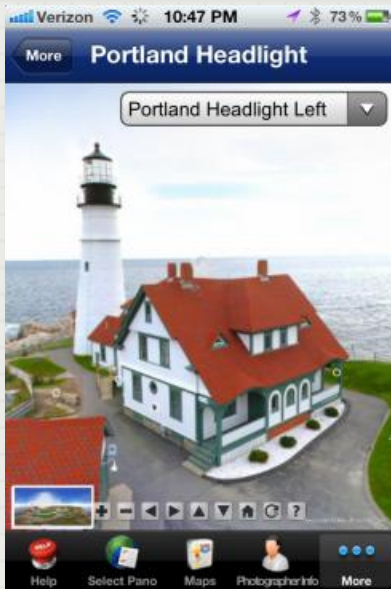
The App

Michael Jay Kintner has created a database for managing photos he takes for his Amazing Aerial Photos business. He wanted an app that would enable him to organize and present his 360 interactive virtual tours using the gyro, maps, videos and photos by country, state, name, etc. Kintner built his i360Views app using Application Craft so that he can display his images via map coordinates or in list form.

Kintner also needed the content from his database to be available in the app when an internet connection wasn't available. "Most of the clients that I take photos for are in the country. There's no cell service or Wi-Fi and this creates a problem for presentation. Using the app that I built using Application Craft, I can display every 360 degree panorama, virtual tour, photo and video in offline mode. This is great for onsite marketing and showing the client its potential in mobile marketing and client presentation."

The i360Viewer is available on the iTunes app store at no charge. If a user wants to view the virtual tours, photos or videos in offline mode, they must pay $2.99 (that purchase removes ads from the app and allows the content to be stored on the mobile device for offline viewing). Kintner will also sell his app to other photographers, as a white-label, off-the-shelf app to display their own photos, which they can distribute or sell via the iTunes App Store. And in his next version of i360 Viewer he plans on taking

advantage of Application Craft's New Ad Manager and selling his own ads for additional income.

The Build

Kintner, who has been doing object-oriented programming for less than two years, found the Application Craft very easy to use. "The Application Craft development process is entirely web based and very similar to other desktop development systems, therefore making it extremely easy to use."

Kintner was quick to emphasize that his favorite feature of the Application Craft platform was the tight integration with PhoneGap. "What really intrigued me about building apps with Application Craft is that you development once and then push your app through the PhoneGap platform with one click. That allowed me to create one app in one environment that is ready for five different phone platforms plus my web site! What a huge time saver!"

It took Kintner only ten days after seeing the Application Craft's platform for the first time to finish his first app. "I am constantly building MySQL databases and trying to write front end interfaces to manage data securely online via any web-based service. This is not only time consuming but difficult to deal with when developing for multiple browsers, devices and different screen sizes. Application Craft is object-oriented and the inherited properties made this process extremely easy to deal with especially when going from one mobile device to another then to your PC and then the MAC. Furthermore with Application Craft, I was able to easily build my apps, tie them into the database, modify the records, and display my data back in a list box, table or custom form in a matter of minutes. I was able to create an entire project in under a half a day

without having to deal with the different types of smart phones devices or platforms. Wow!"

The Results

"I am going to have to hire some people because this is a huge business opportunity for me. Before I found Application Craft, I couldn't develop apps quickly and now I can. Better yet, I'm able to develop apps that will work on five different mobile platforms all from one common development source. I will be able to develop mobile apps for my clients, without having to worry about the different types of smart phones or devices they are using. And I'm able to empower my clients to see their database data, photos and videos dynamically in real time on any device in a matter of minutes."

The Bottom Line

"If you have an idea to build a program, you better be able to bring it to reality quickly. Technology is changing so fast that if you have an idea on Monday, someone else will likely have it developed and done by Friday. If you don't have Application Craft, you could still be in the design phase on Friday."