



Marketing iPhone Apps

# Who am I?

- Scott Michaels, Vice President Atimi Software

# About Atimi

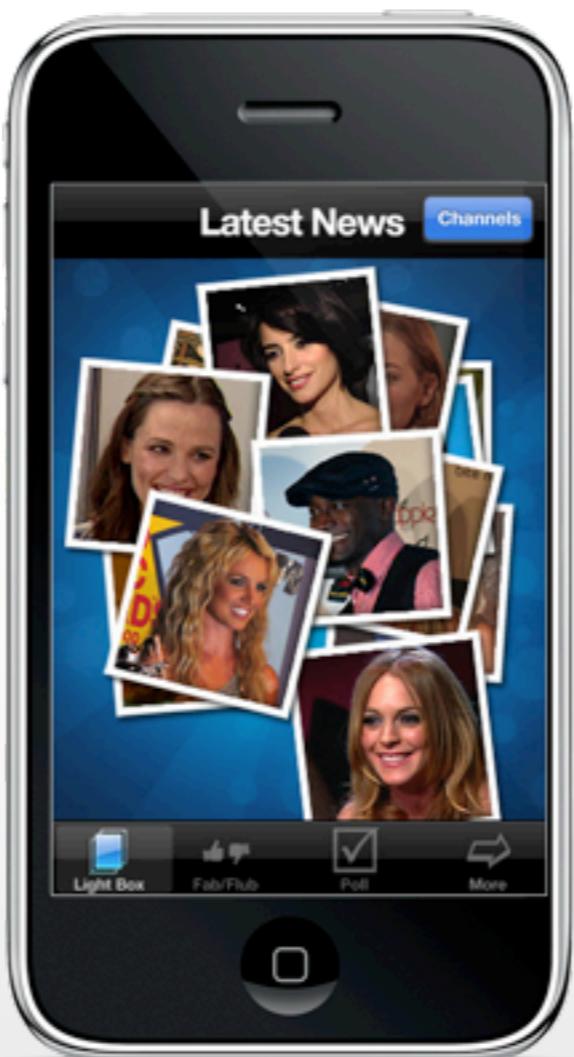
- Founded nine years ago in Vancouver BC
- Named one of BC's fastest growing tech companies 2006 and 2007
- Founder and President, Steven Gully, named one of Business in Vancouver's Top 40 Under 40 in 2007
- Operate as a service firm, we don't produce product under our own name

# Orchard - The Atimi iPhone Kit

Atimi created a set of features most common to iPhone applications, allowing for faster development with high quality

- Server - Side component (messages, data, etc)
- Queue management to take care of all the interruptions to applications (phone calls, etc)
- Photo gallery with all expected bells / whistles
- Integration with statistics tracking packages
- Mapping
- Javascript Bridge to Cocoa
- Much more...

# Atimi iPhone Releases



Access Hollywood

# Atimi iPhone Releases



New York Times  
Reader

# Atimi iPhone Releases



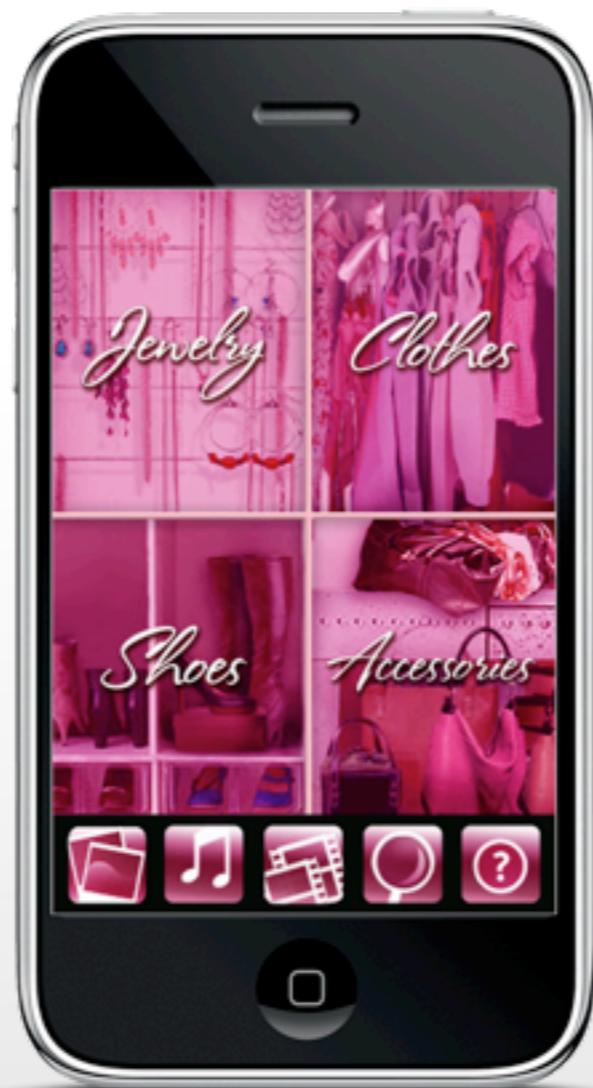
Etch a Sketch

# Atimi iPhone Releases



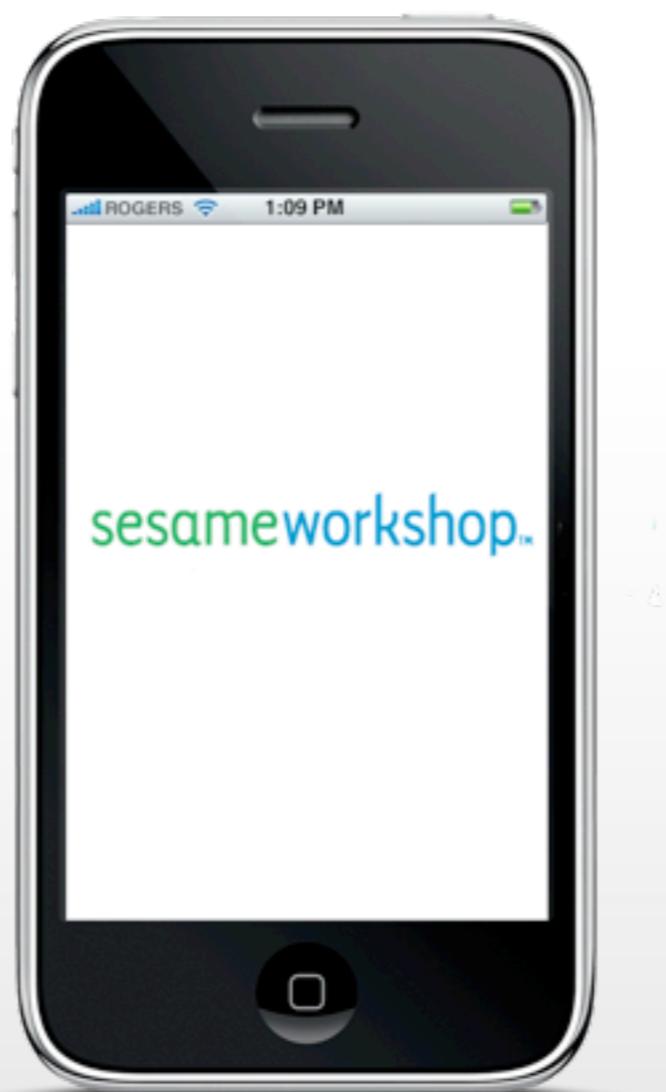
HaHaHa

# Atimi iPhone Releases



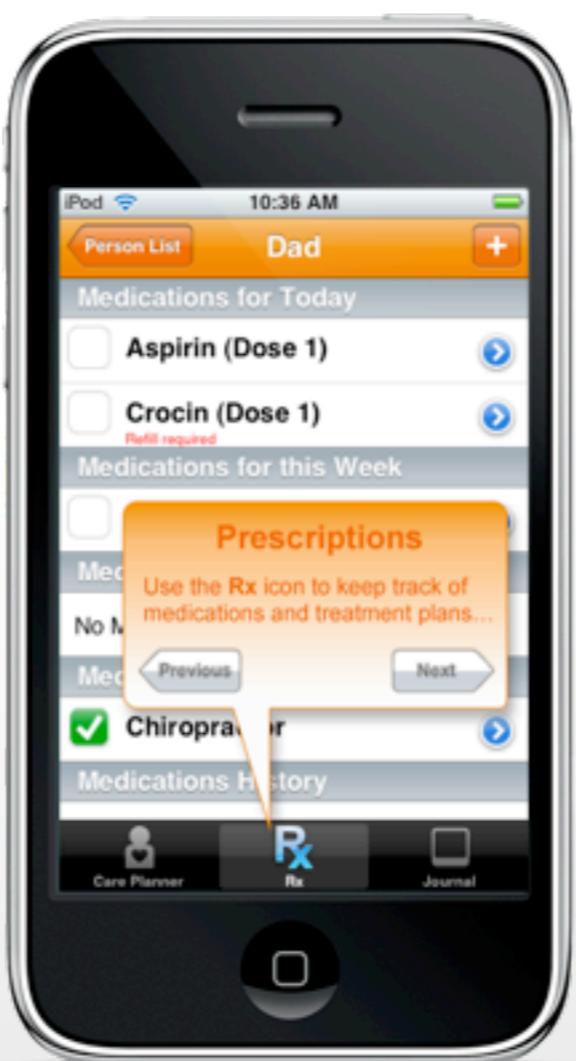
Sex and the City  
Carrie's Closet

# Atimi iPhone Releases



Sesame Street  
iRead

# Atimi iPhone Releases



Johnson & Johnson  
CareConnector

# Atimi iPhone Releases



Poop the World

# Atimi iPhone Releases



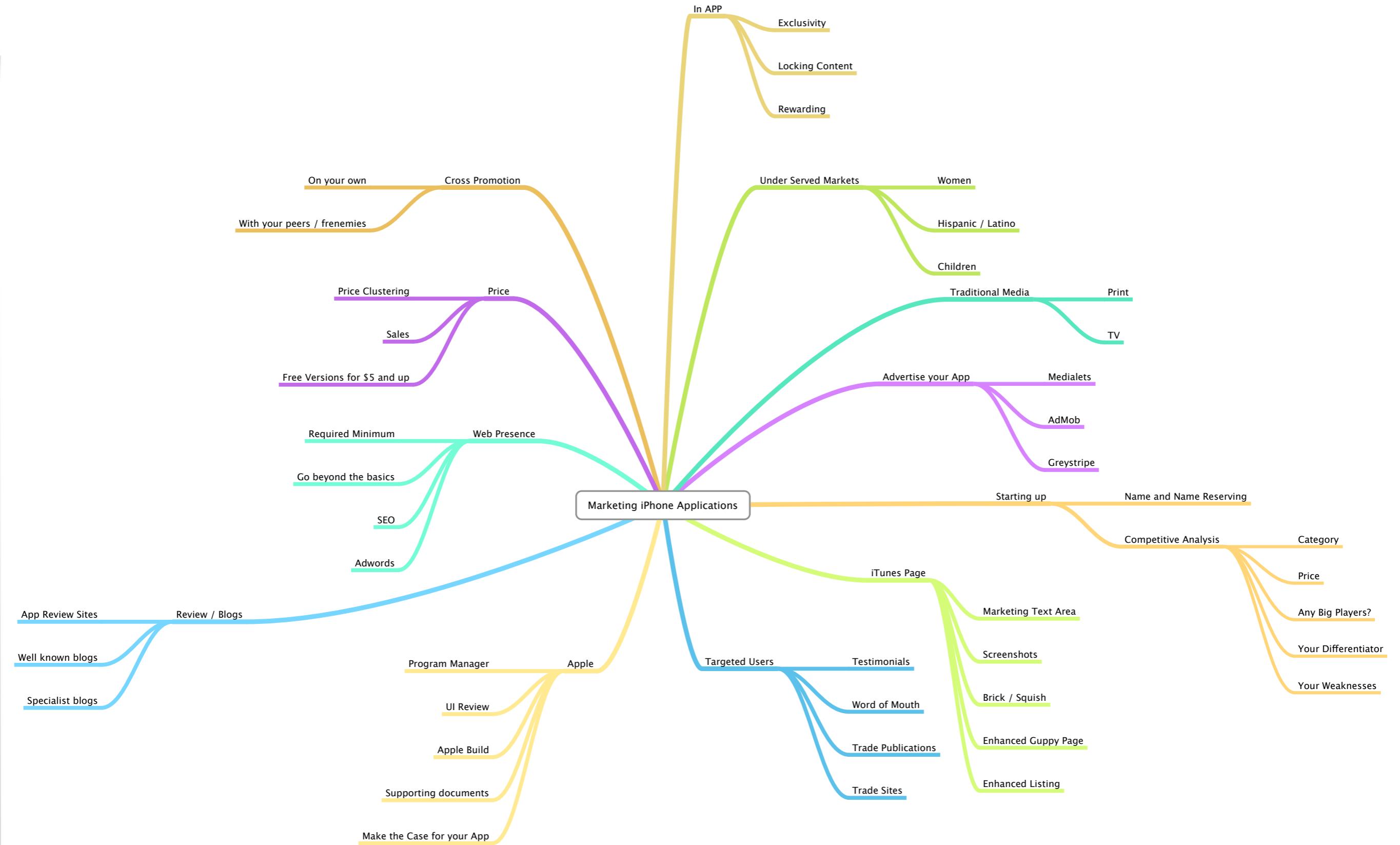
Gin Rummy Deluxe

# Atimi iPhone Releases



Go Fish

# Marketing iPhone Applications



# Starting Up

Names  
Greystripe

Starting up

Name and Name Reserving

Competitive Analysis

Category

Price

Any Big Players?

Your Differentiator

Your Weaknesses

Marketing Text Area

Screenshots

Brick / Squish

Enhanced Guppy Page



## FedEx Mobile for iPhone

Category: Business

Free [GET APP](#)



## Constitution for iPhone and iPod Touch

Category: Reference

Free [GET APP](#)



## craigslist for iPhone

Category: Lifestyle

Free [GET APP](#)



## PhoneFlix - Netflix for the iPhone

Category: Entertainment

Free [GET APP](#)

## APPLICATIONS

Page 1 of 1

**EA SPORTS™ Fantasy Football ...**

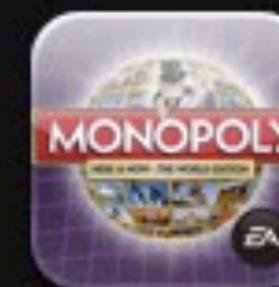
Category: Sports

Released Oct 10, 2008

**Free****GET APP****Free Spore™ Origins LE**

Category: Games

Released Oct 01, 2008

**Free****GET APP****MONOPOLY H...**

Category: Gam...

Released Dec 15, 2008

**\$4.99****BUY APP****SCRABBLE**

Category: Games

Released Jul 09, 2008

**\$4.99****BUY APP****SimCity™**

Category: Games

Released Dec 15, 2008

**\$7.99****BUY APP****Spore™ Orig... H...**

Category: Gam...

Released Sep 15, 2008

**\$4.99****BUY APP****SUDOKU**

Category: Games

Released Jul 09, 2008

**\$4.99****BUY APP****TETRIS®**

Category: Games

Released Jul 09, 2008

**\$4.99****BUY APP****TETRIS® (Jap...)**

Category: Gam...

Released Sep 15, 2008

**\$4.99****BUY APP****YAHTZEE™ Adventures**

Category: Games

Released Nov 10, 2008

**\$2.99****BUY APP**



### VoiceNotes

Category: Productivity

**Free** [GET APP](#)



### Recorder

Category: Business

**\$0.99** [BUY APP](#)



### VR+ Voice Messenger - Record, Email,...

Category: Business

**\$0.99** [BUY APP](#)



### TapeMe Voice Recorder with File Tran...

Category: Business

**Free** [GET APP](#)



20.00 ₽ [BUY APP](#)  
Создать вложение



Бесплатно [GET APP](#)  
Создать вложение



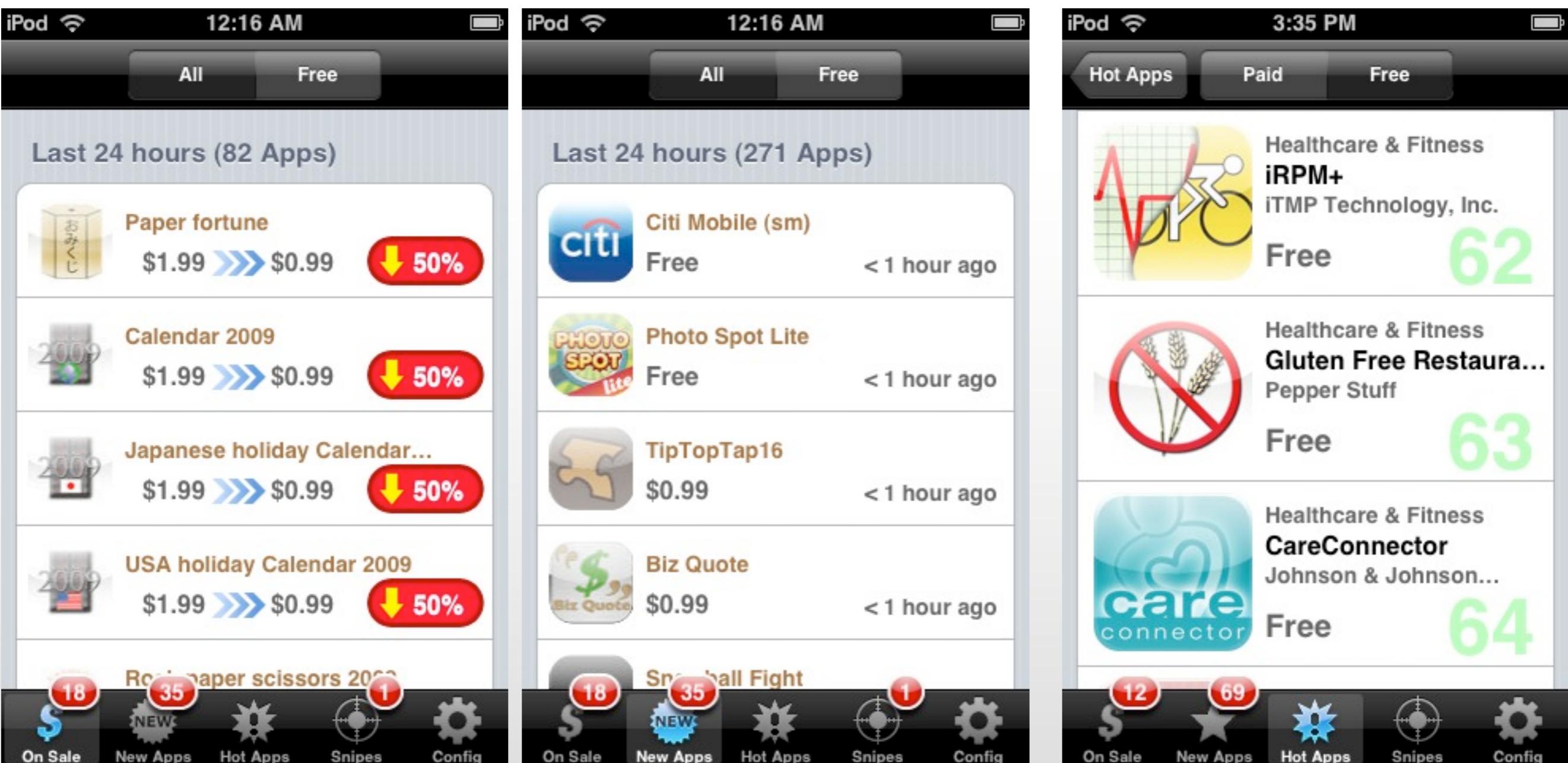
## Time Keeper v1.2

Category: Business

\$5.99

BUY APP

# How do you stay on top of what is new?

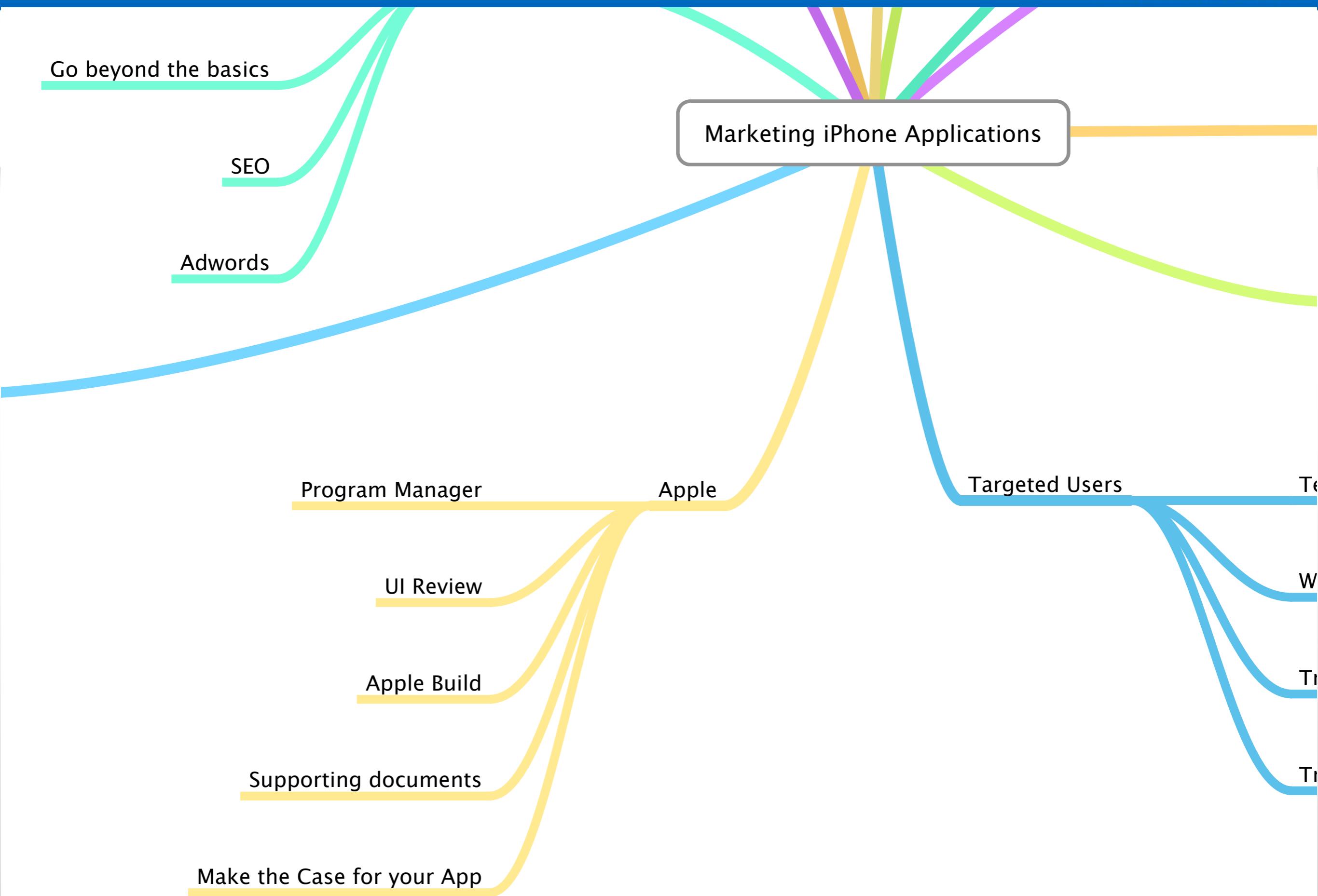


The image displays three side-by-side screenshots of the Atimi iPhone application, illustrating how it helps users stay updated on new mobile applications.

- Screenshot 1 (Left):** Shows the "All" tab selected at 12:16 AM. It displays a list of 82 apps released in the last 24 hours, all of which are currently on sale for \$0.99, indicated by a red button with a yellow downward arrow and "50%". The apps listed include "Paper fortune", "Calendar 2009", "Japanese holiday Calendar...", "USA holiday Calendar 2009", and "Rock paper scissors 2009".
- Screenshot 2 (Middle):** Shows the "Free" tab selected at 12:16 AM. It displays a list of 271 free apps released in the last 24 hours. The apps listed include "Citi Mobile (sm)", "Photo Spot Lite", "TipTopTap16", "Biz Quote", and "Smashball Fight".
- Screenshot 3 (Right):** Shows the "Hot Apps" tab selected at 3:35 PM. It displays a list of highly popular or recently updated apps. The first app shown is "iRPM+", a Healthcare & Fitness app by iTMP Technology, Inc., which is currently free. The second app is "Gluten Free Restaura...", also a Healthcare & Fitness app by Pepper Stuff, which is also free. The third app shown is "CareConnector", another Healthcare & Fitness app by Johnson & Johnson, which is also free.

Each screenshot includes a navigation bar at the bottom with five tabs: "On Sale" (18), "New Apps" (35), "Hot Apps" (1), "Snipes", and "Config".

Apple



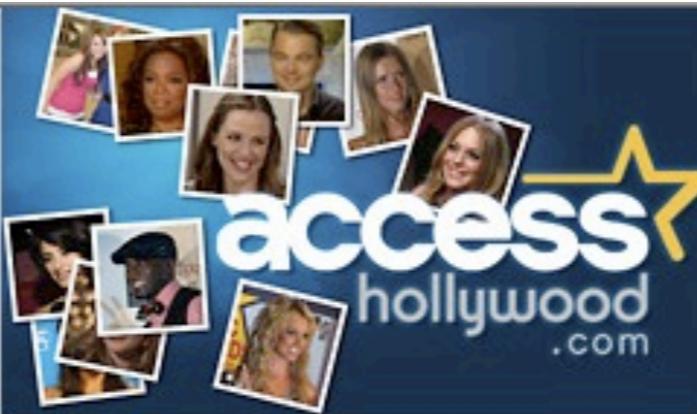


iTunes

ns







## iTunes STORE

Music  
Movies  
TV Shows  
Music Videos  
Audiobooks  
Podcasts  
iTunes Latino  
iTunes U  
iPod Games  
App Store

Genres ▾

## NEW AND NOTEWORTHY



ISpeak Italian Reference

Ralph Lauren Collecti...  
LifestyleHeavy Mach.  
GamesCleartune - Chromatic...  
MusicFedEx Mobile for iPho...  
BusinessPileUp! Candymania  
GamesSpanish Class 1 - Bue...  
EducationHouse Hunter  
Business

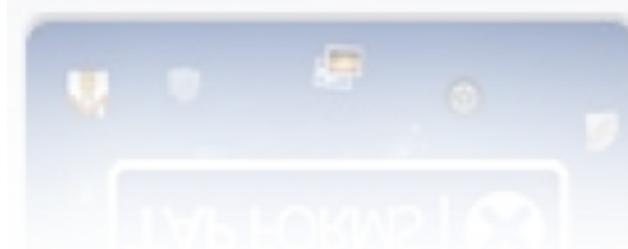
sorts dpa  
samead boi!  
U seantti  
ontaja seantti  
mudia

## QUICK LINKS

Browse  
Power Search  
Account  
Buy iTunes Gifts  
Redeem  
Support  
My Alerts  
Complete My Album

## TOP PAID APPS

Syria DIA 90T  
mudia VM selecmo  
sehola VM  
mudia



**X-Plane 9**

Laminar Research

Category: Games

Released Sep 08, 2008

Seller: Laminar Research

© 2008, Laminar Research

Version: 9.07

34.4 MB

\$9.99 [BUY APP](#)

Rated 4+

•oooo

**APPLICATION DESCRIPTION**

X-Plane 9.07 is here now, the **SEVENTH** free update! This free update contains whole new scenery regions. A few reviews have reported that there are no airports or NAVAIDs... this is simply not so. There are many dozens of airports and many hundreds of NAVAIDs, whether or not certain people can **FIND** them or not may be another matter. Remember, simply touch the screen to see the menu options for instrument panels and maps.

...And now on with the show!

X-Plane for Mac, Windows, and Linux ([www.X-Plane.com](http://www.X-Plane.com)) is the most flexible and realistic flight simulator on the market for desktop personal computers. Using blade element theory for the most powerful and accurate flight model available for personal computers, and earning FAA certification for logging of flight time for pilots, X-Plane is the Gold Standard for accurate flight simulation, offering realism that is unmatched by any other simulator.

And now, thanks to the power of the iPhone and iPodTouch, X-Plane is available for these stunning little platforms. As in the full desktop version, X-Plane for iPhone lets you experiment with different times of day, weather, sky conditions, wind, turbulence and airplanes, all while flying the craft from various different views in the stunning terrain topography of Innsbruck, Austria, home to some of the most challenging mountains and topography for aviation.

We here at Laminar Research are still a bit shell-shocked at how powerful this little device is, and how much power in flight simulation can be stuffed into it... the power of X-Plane can now be had with you anywhere.

**WHAT'S NEW IN THIS VERSION:**

New instrument panel type for ALL X-Plane flavors. This new instrument panel is the 'Heavy' mechanical type, for planes like the King-Air, MD-88, and the B-1 Bomber. This panel is also used in the B-1 Bomber in X-Plane EXTREME.



## FREEVERSE

### APPLICATIONS

Page 1 of 2 Sort by: 

**Days of Thunder!**  
Category: Games  
Released Feb 05, 2009  
**\$2.99** [BUY APP](#)



**SlotZ Racer**  
Category: Games  
Released Jan 14, 2009  
**\$1.99** [BUY APP](#)



**SlotZ Track Editor**  
Category: Games  
Released Feb 12, 2009  
**Free** [GET APP](#)



**Big Bang Board Games**  
Category: Games  
Released Sep 09, 2008  
**\$0.99** [BUY APP](#)



**Big Bang Sudoku**  
Category: Games  
Released Jun 26, 2008  
**\$2.99** [BUY APP](#)



**Burning Monkey Casino**  
Category: Games  
Released Nov 13, 2008  
**\$2.99** [BUY APP](#)



# Web Presence

Free Versions for \$5 and up

Required Minimum

Go beyond the basics

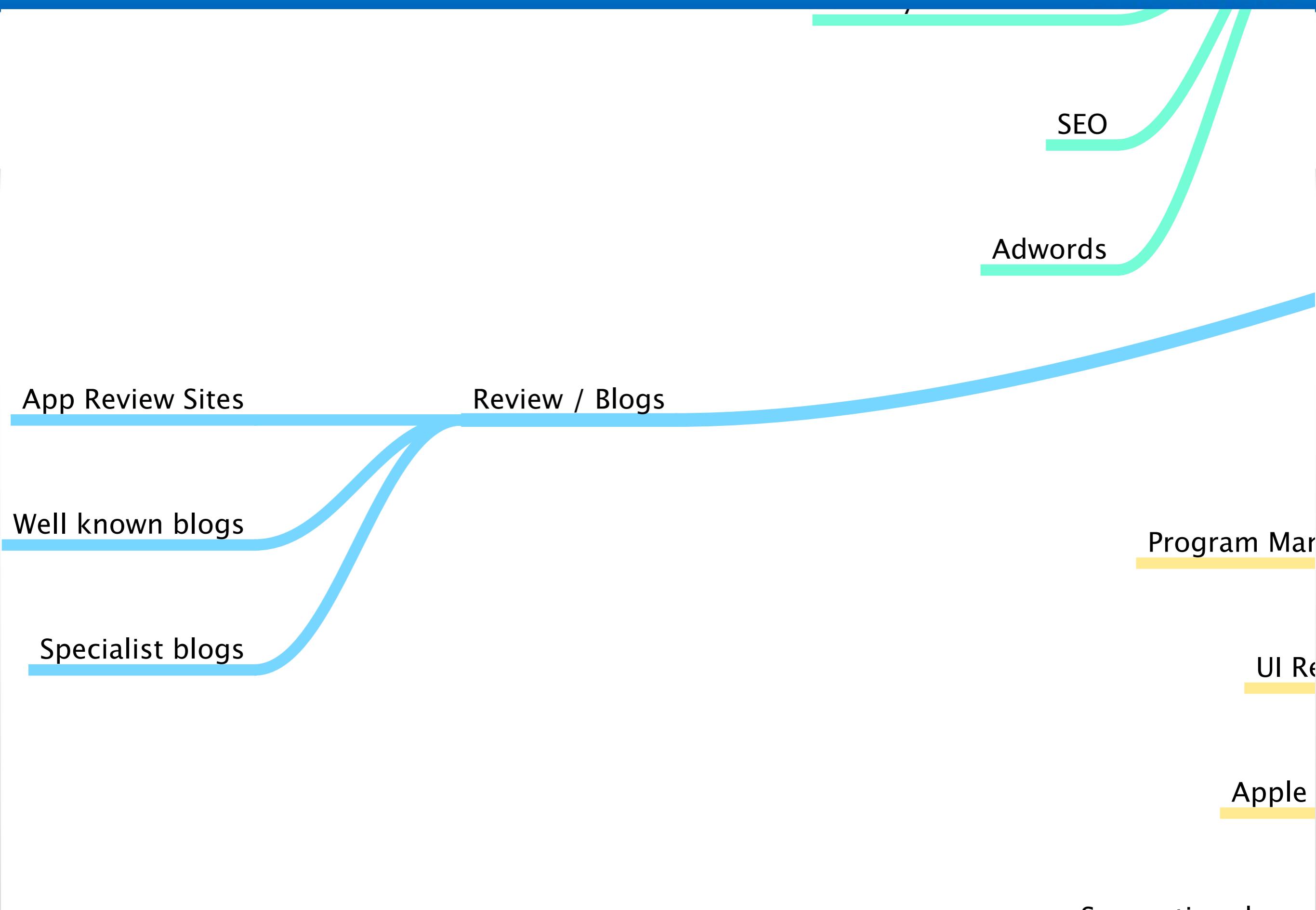
SEO

Adwords

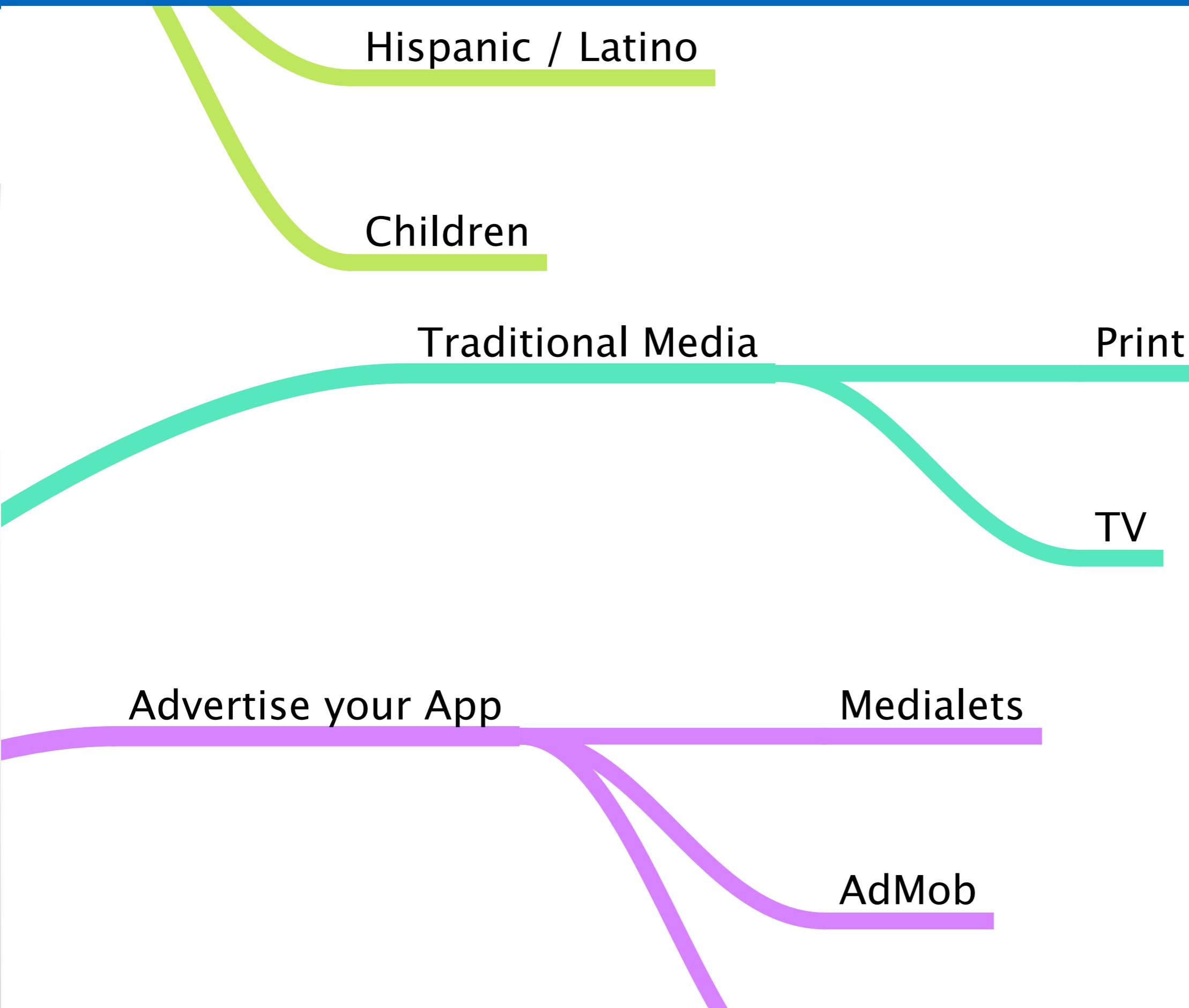
Web Presence

/ Blogs

# Blog / Review



# Traditional Media



# Targeted Users

Targeted Users

Testimonials

Word of Mouth

Trade Publications

Trade Sites

Market

Scre

Brick

Enh

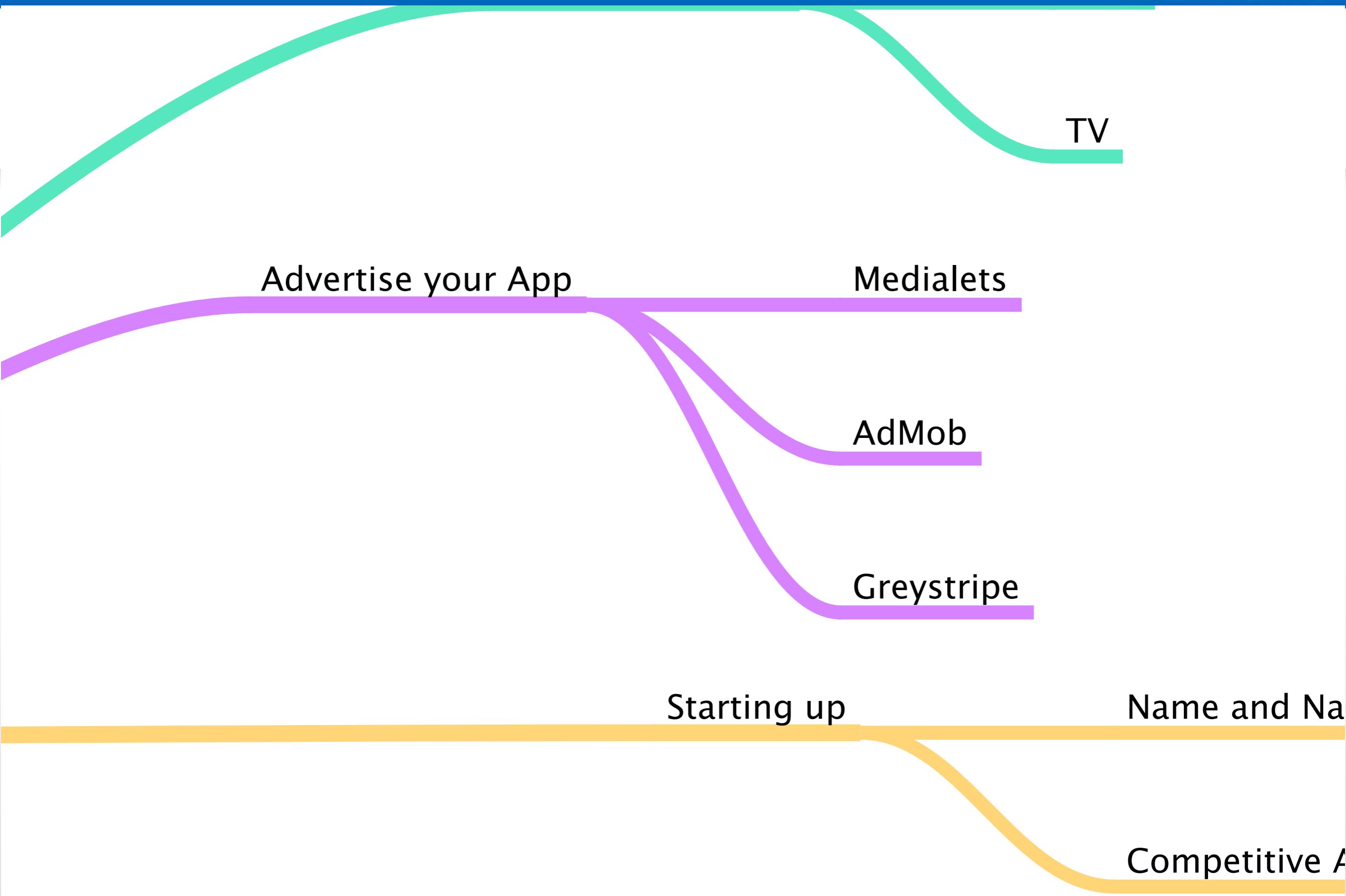
Enh

## Award-Winning Original Gameplay:

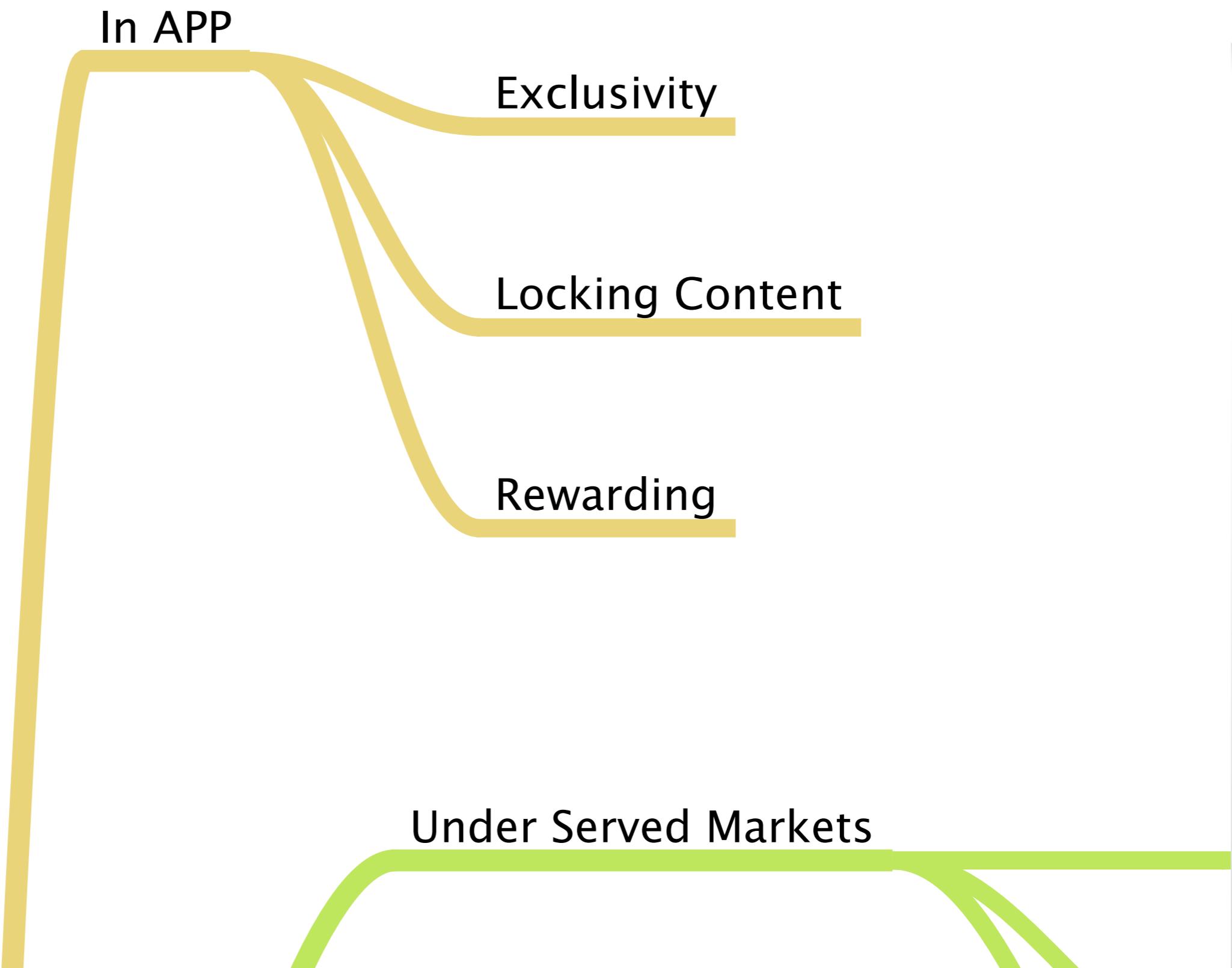
- Meffy Award for Best Mobile Game
- Mobies Award for Best Puzzle Game
- IGN Winner for Biggest Surprise
- IGN Review: 9 out of 10!
- PocketGamer Review: 9 out of 10!

- LOCKED DOWN MENAGERIE ONE OF THE

# ADS (Outgoing)

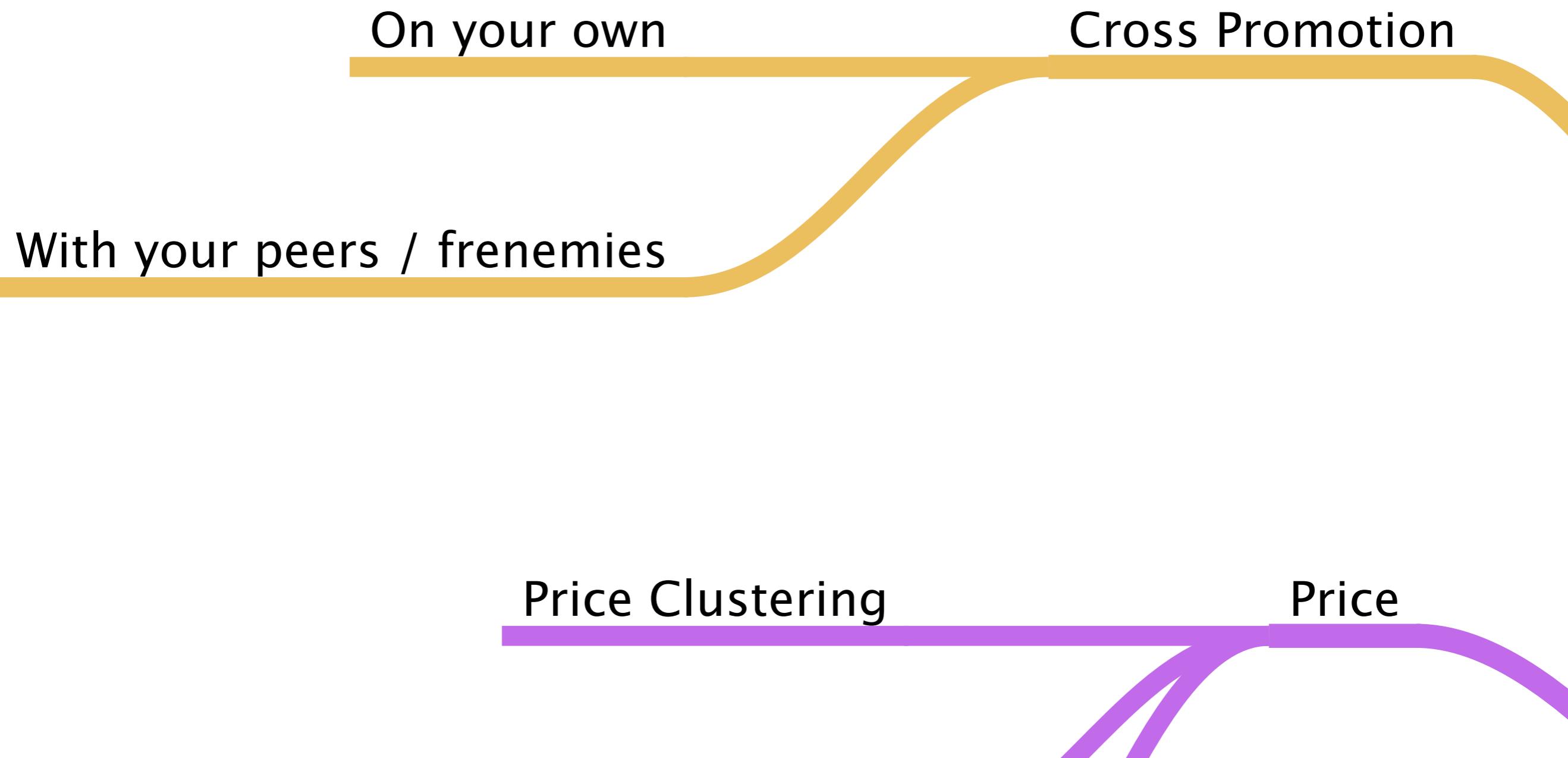


In App





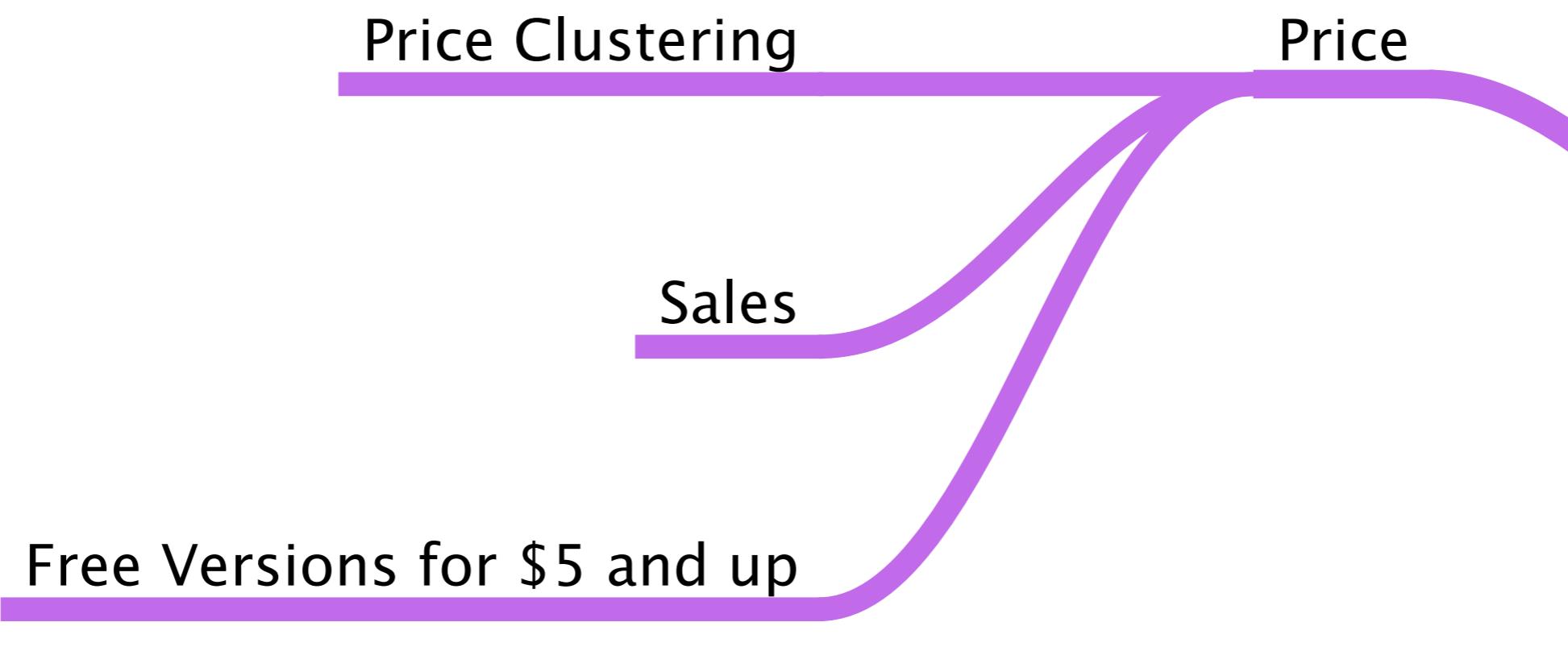
# Frenemies



# Price



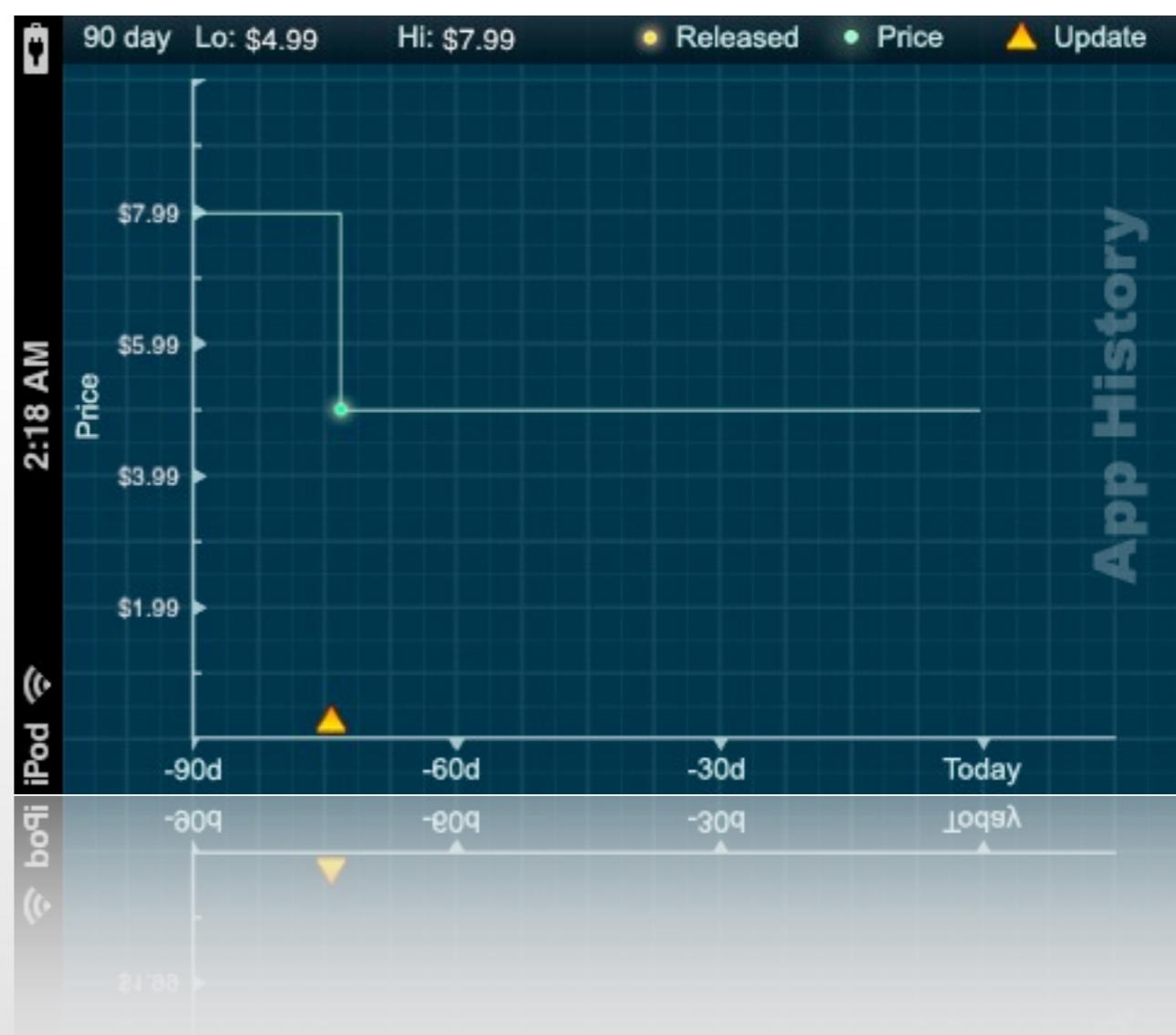
With your peers / frenemies



Required Minimum

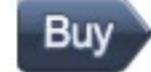
Web Presence

The image shows the 'App Info' screen for the game 'TETRIS®' on the iTunes App Store. At the top left is a 'Back' button, and at the top center is the title 'App Info'. The main feature is a large icon for 'TETRIS®', which is a blue square divided into four colored quadrants (red, green, yellow, blue) representing falling blocks. To the right of the icon, the game's name 'TETRIS®' is displayed in bold capital letters, followed by the category 'Games', the price '\$4.99', and a 'Buy' button with a right-pointing arrow. Below this information are the seller details 'Seller: Electronic Arts', the release date 'Released: Jul 09, 2008', the version 'Version: 1.1.87', and the file size 'Size: 9.8 MB'. Underneath these details are five small square icons representing different app categories: a document, a bar chart, a compass, a lock, and an envelope. A promotional message follows: "\*\*\*SALE Priced! Happy Holidays. For a limited time, Tetris will sell for \$4.99 (50% savings). Buy now before prices go up on one of the App Stores best selling games.\*\*\*". Below this message is a descriptive paragraph encouraging users to try the game: "See why millions of players have made Tetris® the best selling mobile game in the US\*. Take Tetris for a spin on your iPhone™ and iPod Touch to experience new twists". At the bottom of the screen is a navigation bar with several tabs: 'On Sale' (with a red badge showing '87'), 'New Apps' (with a red badge showing '139' and labeled 'NEW'), 'Hot Apps' (with a red badge showing '1' and labeled 'HOT'), 'Snipes' (with a red badge showing '1'), 'Config' (with a red badge showing '1'), and other tabs partially visible like 'Sales' and 'Help'.



iPod  2:18 AM 

**App Info**

  
**Rolando**  
 Games  
**\$4.99** 

Seller: Rolando  
 Released: Dec 08, 2008  
 Version: 1.0 Size: 25.1 MB



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**EDITORS' CHOICE — 9.5/10**  
 "Simply the best game you can buy for the iPhone."  
 - IGN

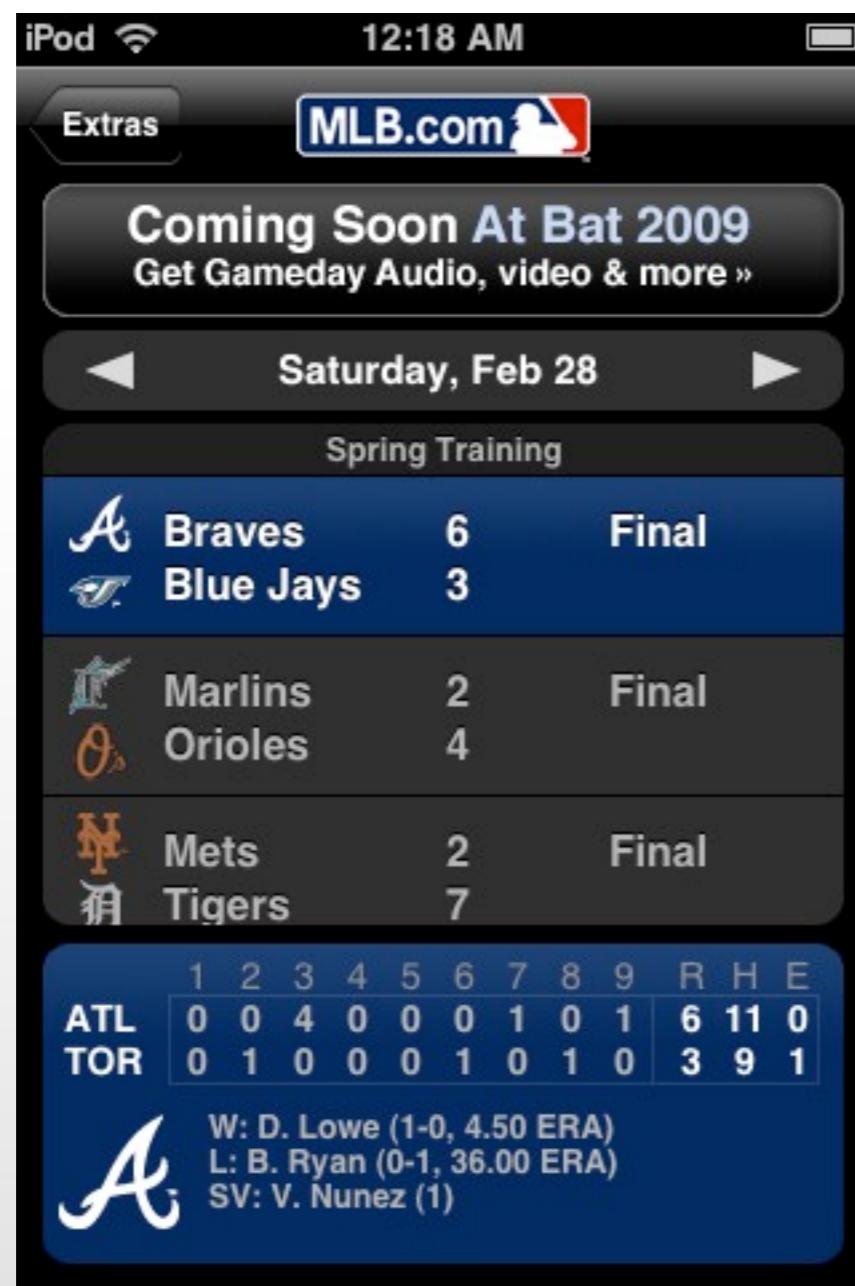
  

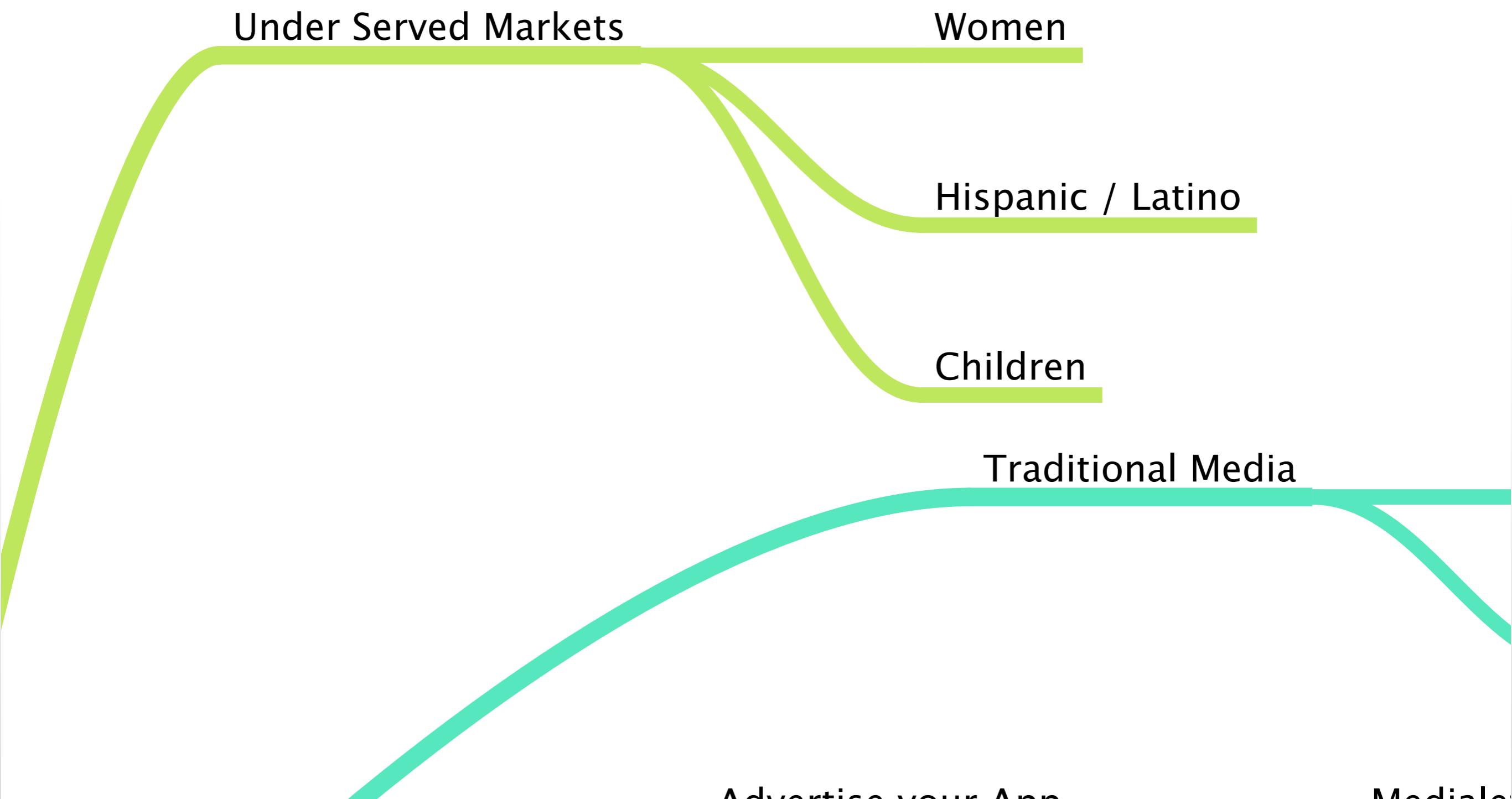


# Pricing Models

# Subscriptions By the Year



# Under Served Markets



## iTunes STORE



Music

Latin



Movies

TV Shows

Music Videos

Audiobooks

Podcasts

iTunes Latino

iTunes U

iPod Games

App Store

## MORE IN MUSIC

Original Idol Songs NEWIndie Spotlight NEW

Best of the Store

## NUEVOS LANZAMIENTOS Y MÁS

Lo Nuevo

La Luz Del Ritmo  
Los Fabulosos CadillacsPara Olvidarte de Mi - ...  
R.B.D.I Know You Want Me (...) Los Tucanes de Tijuana...  
Pitbull Los Tucanes de Tijuana

# Contact Atimi

**Scott Michaels, Vice President**

**[smic@atimi.com](mailto:smic@atimi.com)**

**(604) 787-1000**

**Address**

**311 Water Street, Suite 620**

**Vancouver, BC, Canada**

**V6B 1B8**