

# Apps Unveiled

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READ-TRY-EXPERIENCE

COVER STORY

## 7 MUST-HAVE PRODUCTIVITY — APPS — FOR EVERYONE



FOREST



POCKET



GOOGLE KEEP



ASANA



SignEasy



InstaPDF



WALNUT

### HALL OF FAME

Check out the winners of

## APPLE DESIGN AWARDS 2018

### NEW APPS LAUNCHED



IGTV



Google Measure



Microsoft News



Google Podcasts



Get APPS UNVEILED App:



In conversation with

**Atul Rai**, CEO and Co-Founder, Staqu Technologies

# MONETIZATION THROUGH SURVEYS WITH INSTANT GRATIFICATION VIA PAYTM

EASY INTEGRATION

BEST ENGAGEMENT

HASSLE-FREE PAY-OUT



Zero Cost Acquisition Model



Developers/Publishers can show the list of surveys to users



Survey Listing includes its category and Length of Interview (LOI)



Only Mobile number & OTP required for instant pay-out



Developers/Publishers get to choose the pay-out quantum for every complete survey



More surveys than before to keep your users engaged for long



Hassle free integration process - not more than 5 minutes



Opportunity to increase your revenue by a whopping 100-200%



Notifications to let your users know of available survey opportunities



Flexible UI Option



Light weight SDK - requires minimal technical know-how for integration

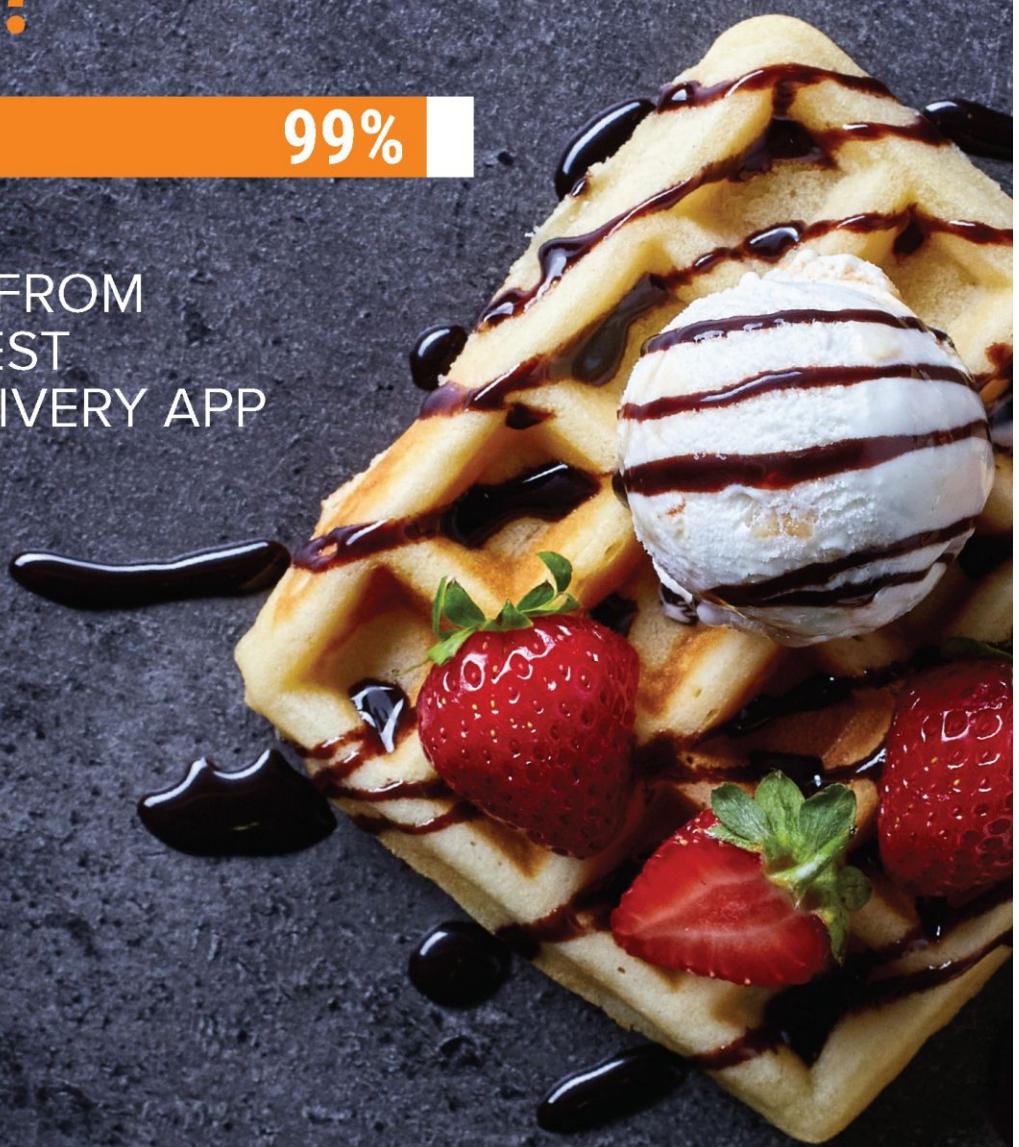


Native App Experience

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# a note from the EDITOR

What makes your phone smart? 6-inch full HD Display, 24MP selfie camera, 4000mAh fast charge battery....or any other feature? Well, the answer is mobile applications. The apps that you download on your phone....make your phone smart. With that in mind, we have spent hours combing through the Apple App Store and Google Play Store to bring you the 7 productivity apps that every individual must download on his/her phone. For instance, *Forest* app encourages you to put down your phone and focus on what's more important in your life, whereas *SignEasy* app lets you sign and send documents digitally. Check out our *Cover Story* (from Page no. 6) to know about our top 7 must-have productivity apps.

At the Worldwide Developers Conference held on 4<sup>th</sup> June 2018, Apple announced the launch of iOS 12 the latest version of its mobile operating system. Designed to make everyday tasks faster and more responsive, iOS 12 changes the way iOS users see the world using *Augmented Reality* (AR), makes communications fun and expressive with *Memoji* and *Group FaceTime*, and with *Screen Time*, helps users understand and take control of the time they spend interacting with their iOS devices. iOS 12 also introduces *Siri Shortcuts*, enabling Siri to work with any app, delivering a much faster way to get things done. Have a look at our *New Releases* section to know more about the iOS 12 and how you can download the public beta version of iOS 12 before its final release.

And yes, don't forget to check out the apps that have been awarded by the Apple at the WWDC 2018 for their creativity and innovation.

Appy Reading 😊

Jyoti Aggarwal

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Staqu Technologies



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## 24 Gadgets Corner

Quick Look at smartphone launches of the month:-

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## New Digital Marketing Experts On The Block



“

It has been an enriching experience for me to be a part of this roller coaster ride. My team has played a very important role in bringing DigitalFry to this level and there is more to achieve. Now, our focus is working towards building our own technology and gets a bigger pie of services (Digital Marketing) industry.

”



Abhishek Garg  
Founder and CEO  
DigitalFry

*DigitalFry* is an Okhla based digital marketing company established with the aim of helping businesses achieve their digital marketing goals. With the belief that digital marketing is a science rather than art, the company has delivered some breathtaking results in unexpected time frames. The time-tested principles applied by *DigitalFry* ensure that the desired results are accomplished.

*DigitalFry* works with a mix of technology, creativity, and analytics. This powerful combination allows the company to deliver innovative and effective marketing campaigns. The team comprises five dynamic professionals backed by individual experience of over 100 projects. The company is the brainchild of Abhishek Garg who has previously worked on digital marketing campaigns for companies like MobiKwik, RupLee, and Flaberry, to name a few.

*DigitalFry* takes pride in the vast network of over one thousand publishers. Over the past few years, the company has delivered services such as emailer marketing, A/B testing, social media marketing, app installations, and lead generation. *DigitalFry* specializes in e-commerce, BFSI, gaming, travel, and education domains.

Being a young and gen-next company, *DigitalFry* delivers a top-notch customer experience. The team is available 24x7

because they believe that ideas can strike anytime and the client should not lose the idea due to the team's unavailability. With such high ethics, the company has worked with the likes of Citibank, RBL Bank, ICFAI, Sharekhan, UpGrad, Cover Fox, Religare, and more.

The vendors associated with the company are also well-renowned and reliable. *DigitalFry* is also listed with around 500 publishers for the smooth functioning of the performance marketing model. The expertise of the company and reliable work model ensures that the company remains profitable.

The results should always speak louder than the claims, and *DigitalFry* lets their results do all the talking. They have delivered 8 lakh leads, 1 million installs, and 5 million opens for their clients. These astonishing results talk volumes about the expertise and success of *DigitalFry*. The company is as reliable as its team, and the professional prowess of team at *DigitalFry* speaks for itself.

The team comprises mass communication postgraduates with seven years of experience, passionate digital marketers, and experienced sales managers. Collectively, the team brings to the table a perfect recipe for a successful digital marketing company. Their successful projects stand testament to their expertise and dedication.



# 7 MUST-HAVE PRODUCTIVITY — APPS — FOR EVERYONE



## FOREST

Put down your phone and focus on what's more important in your life.



## POCKET

When you find any article or video online that you want to view later, put it in Pocket.



## GOOGLE KEEP

Save your thoughts, wherever you are.



## ASANA

Asana is the easiest way for teams to track work and get results.



## SignEasy

Sign and send documents for signature instantly.



## InstaPDF

Scan and share documents on the move.



## WALNUT

Track your daily expenses and bill payments to know how you spend your monthly income.



# Forest

## Stay focused, be present

Available on: Price: iOS: ₹ 159 | Android: Free (offers in-app purchases)

Do you constantly check your smartphone and just can't put it down? Does your addiction to phone affect your productivity and focus? If your answer is yes, then you need the Forest app. Implementing Pomodoro technique slightly differently, Forest is a productivity app that encourages you to "stop phubbing" around on your phone.

### HOW IT WORKS

When it's time to stick to your task at hand, open the app, plant a seed by setting up the timer, and then lay your phone down. In the following time, this seed will gradually grow into a tree.

If you stick to your task without getting distracted by your phone, you'll grow a tree. If you give up and leave the app to check your phone, your tree will wither away. The whole point of using this app is to build a forest of trees and look back later to see how productive you've been over the weeks.

### 3 REASONS TO INSTALL THE FOREST APP

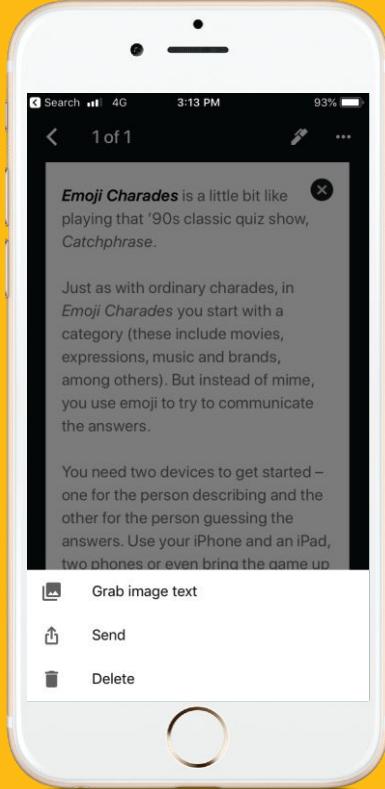
- Though the *Forest* app is great for individuals to boost their productivity by limiting the usage of phone during working hours, the app works well for teams too. You can invite your friends or colleagues to plant trees together. And, if somebody in a group leaves the *Forest* app to use his



or her phone, everyone will lose a tree. So, if you've someone in your group or team who can't focus on work while working together, *Forest* app could be a solution to make him or her responsible for not breaking the chain and concentrate on the task at hand.

- You get virtual coins when you plant a virtual tree successfully. These coins can then be used to plant real trees on the earth.
- The makers of the *Forest* app understand that you might need other productivity or messenger apps while working, thereby you've an option to whitelist the apps that you may need in the settings. This means, leaving the *Forest* app to use whitelisted apps won't kill your tree.

Text from images can be extracted using Optical Character Recognition (OCR) technology.



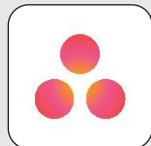
# Google Keep

Available on: Price: Free

We often forget small tasks like calling someone, dropping an email to a client, paying credit card bill, and so on. Enter Google Keep. It's a great way to mind dump tasks as they come into your head so you won't have to remember them all the time. Google Keep app works a bit like virtual sticky notes and offers amazing features to quickly capture what's on your mind.

## 3 REASONS TO INSTALL THE GOOGLE KEEP APP

1. The simple design enables you to take an immediate note of an idea, jot down a quick list of tasks, record a voice memo (and have it automatically transcribed), or capture any visual or a piece of information the moment you see it.
2. Notes can be pinned to the top, and organized by color and label, and there is even an option to set a location-based or time-based reminder to make sure you never miss out on any important task and get it done on time. Furthermore, you can collaborate on notes with other *Google Keep* users in real-time.
3. The most useful feature of *Google Keep* is Optical Character Recognition (OCR). The app allows you to extract text from any image using OCR. Simply capture an image (or upload one), and then tap on it to get a doodle pen and three dots menu as options. Tapping on the three dots menu would get you the 'Grab Image Text' option. The app extracts text from an image with 99% accuracy; however, you're allowed to edit the text further (if required).



# Asana

Available on: Price: Free

Managing projects across teams both large and small isn't easy and thus you need a tool to effectively manage a team working on a group project. Enter Asana. Asana is an app that simplifies team-based work management. It helps you coordinate all the work your team does together. So everyone knows what needs to get done, who's responsible for doing it, and when it's due.

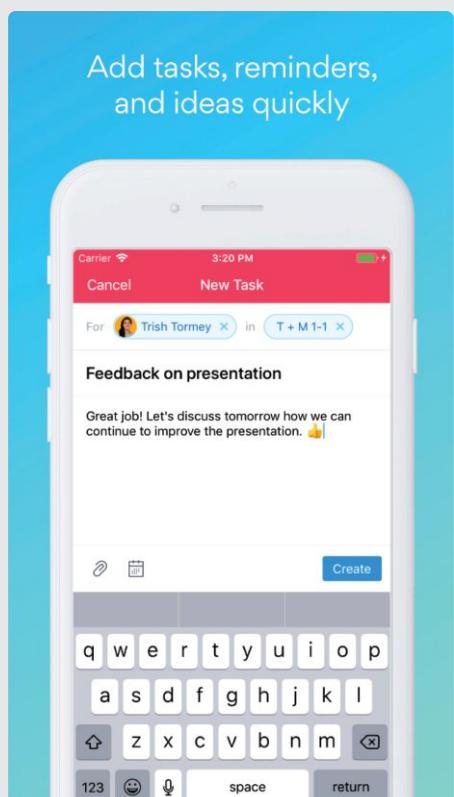
## WHY ASANA?

Rather than coordinating over multiple messy email threads, the team leader can create projects within the *Asana* app, and then within each project, he/she can assign tasks to individuals. Each task can have a description, deadline to submit, subtasks with due dates, attachments (like images and files), tags, comments, and followers.

Individuals can see tasks assigned to them in the 'My Tasks' section of the app, and can also create tasks for themselves. They can comment, like and tick off tasks when completed.

The app also creates a URL of each task, which can be shared with anyone within or outside the team. One can also initiate a conversation to share announcements, discuss the progress and clarify each other's doubt within the team. Overall, *Asana* efficiently handles the communication within the team, ensuring every team member knows his/her responsibilities and work submission deadlines.

It is worth mentioning here that you can use the free version of the *Asana* app to manage a team of up to 15 people. More people can be added by upgrading to the *Asana Premium*.





# InstaPDF

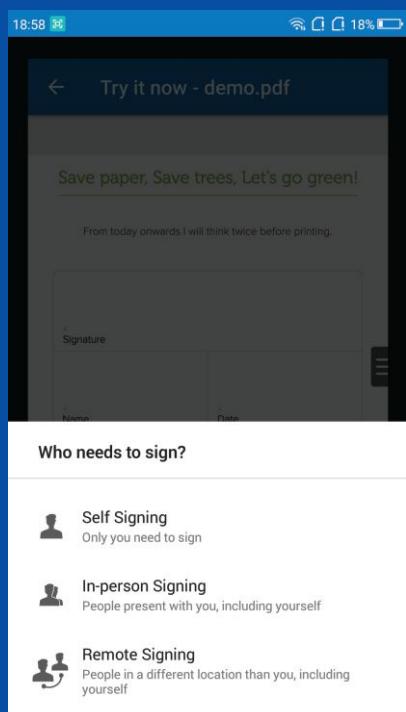
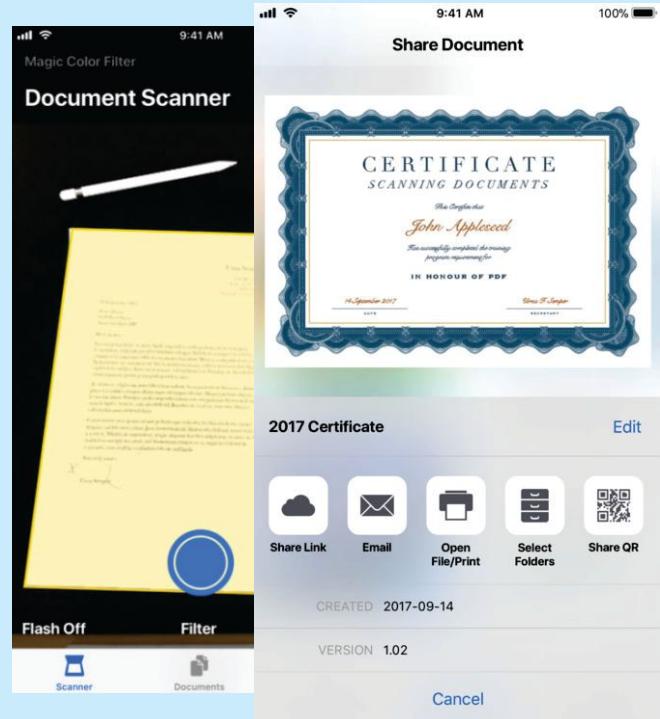
Available on: Price: Free

InstaPDF combines fast scanning with unlimited cloud storage. I've been using this app on my iPhone for a quite long time, and I must say that it is a must-have app for every iPhone user to scan documents on the go and make them accessible 24x7.

*InstaPDF* lets you scan documents and upload them to the cloud. Just point your iPhone's camera at the page you want to scan, and the app will automatically detect and capture the page. You can scan multiple pages in a row and upload them as one PDF file.

Once scanned and uploaded, you can edit the title, add tags, crop the edges and apply filters (such as text only, grayscale, and color boost) to improve the scan quality if needed. Best Part? The app allows you to password protect your document before sharing, and you can even annotate and sign documents.

**Note:** *InstaPDF* app is only available for iPhone/iPad users. Therefore, Android phone users can download *Genius Scan* or *Scanbot* app for scanning documents using their phone's camera.



# SignEasy

Available on:

Price: Free (offers in-app purchases)

Signing documents every now and then is somehow a necessity nowadays and thus an app that allows you to sign documents electronically. SignEasy app could be a good pick for everyone.

*SignEasy* supports almost all types of file formats including PDF, word file, spreadsheet, and jpg, to name a few. The same document can be signed by up to 3 people, including the account holder. However, the app's Freestyle feature comes in handy when you need signatures from more than 3 people on the same document. One can also fill in details like name and date, mark checkboxes, and add images like a company logo while signing the document. The app supports three ink colors, i.e., red, blue and black.

You can also send a document for signature using the Remote Signing feature, and choose to send a reminder to get your document signed on a priority basis. The app is free to download, but you'll have to subscribe to one of its subscription plans to access all its features.

## YOU CAN ALSO TRY



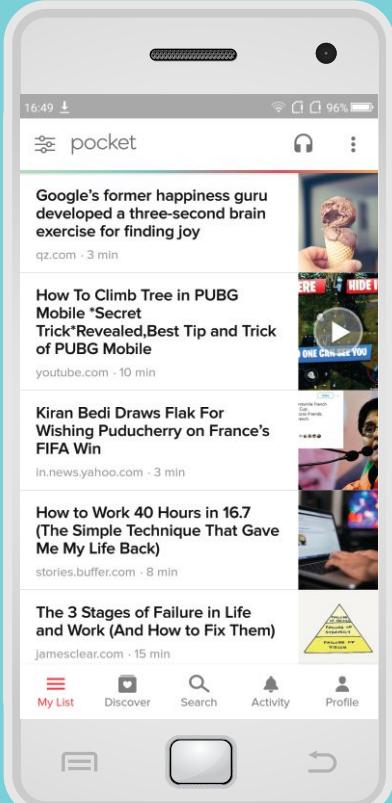
### Adobe Fill & Sign

Available on:

Price: Free

Other e-signing app that you could try is *Adobe Fill & Sign*. This app comes in handy when you want to fill, sign and send any form fast. The simple design enables you to scan a form using your phone's camera, fill in the required details, sign and send it digitally.

Save the things you want to read or watch later to a single place.



A screenshot of the Pocket app interface. It shows a saved article from cbinsights.com titled "How Google Plans To Use AI To Reinvent The \$3 Trillion US Healthcare Industry". Below the article is a video player showing a man in a blue shirt sitting at a desk. The interface includes a "Save" button and navigation icons for "My List", "Discover", "Search", "Activity", and "Profile".

# Pocket

Available on:

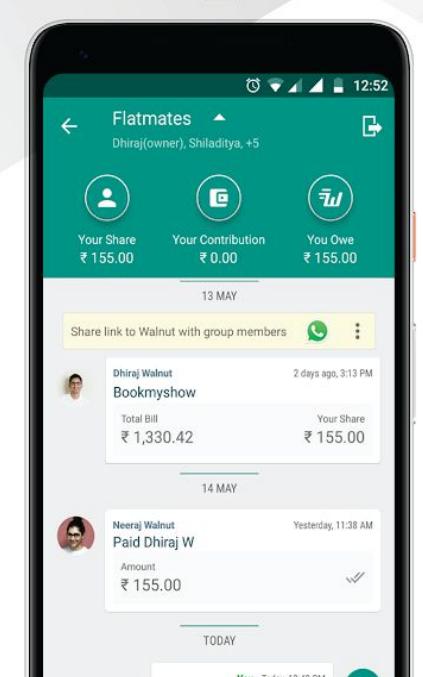
Price: Free (offers in-app purchases)

Have you ever wasted too much time reading interesting articles or watching video content when you should be doing something else? Then you must download the Pocket app.

The next time you see a YouTube video or an article that catches your attention during working hours—just save it to *Pocket* by tapping on the Share button—and continue with your work. And, you can go to *Pocket* later in your spare time to read saved articles (and watch saved videos). This way you can keep yourself away from distractions while working and never miss out on any content that interest you.

You can save articles, links or videos to *Pocket* directly from your browser, email, or apps like Twitter, Flipboard, YouTube, and LinkedIn, to name a few. Best Part? *Pocket* app lets you read saved articles even offline, supports text-to-speech, and allows you to highlight important points in an article for future reference. The app is already being used by 30 million users worldwide.

Split, chat, settle with friends



Where does all the money go by the end of each month? Is this one question that always bothers you? All you need an expense tracking app to know how you spend your monthly income.

# Walnut

Available on:

Presenting *Walnut*, an app that helps you manage your daily expenses and bill payments. The app reads your messages (that you receive from your bank and merchants on doing an online transaction) to detect and make a note of your expenses, due bills and account balance in an intuitive interface. It should be noted that this app always works in auto-mode, so it requires zero input from the user. Only cash expenses need to be added manually.

## Let's have a quick look at Walnut app's Key Features:

- ✓ Track your daily expenses to know where you spend most of your monthly income.
- ✓ Set a monthly budget to keep your expenditures under control.
- ✓ Add bills for an app to remind you about due payments.
- ✓ Enable Spam protection to keep your SMS Inbox spam and clutter free.
- ✓ Pay your VISA credit card bills directly from the app.
- ✓ Split, Chat and Settle expenses with friends.
- ✓ Send and receive money directly into your bank account using your Debit Card details.

Note: *Walnut* for iOS supports only two features: a) split bills with friends, b) send and receive money using your Debit Card details.

iOS users can install the *Spendee* mobile app to track their daily expenses and set a monthly budget.

The Gurgaon-based Artificial Intelligence (AI) startup 'StaQu', which has been honored as the Best AI startup in the country in 2018 by the British High Commission, strives to utilize research and technology for solving real-world problems. Founded in 2015, the company has developed a proprietary AI technology stack comprising of the state-of-the-art image analysis, language and text independent proprietary speaker identification engine, facial recognition and text processing, including name entity recognition, sentiment analysis and summarization APIs, which can be used by various firms for solving some of their core and crucial challenges.

In an exclusive interview to Apps Unveiled team, **Atul Rai, CEO and Co-Founder of StaQu Technologies**, said, "Our goal is to provide our AI stack to developers for a plug and play experience in their applications, which will ensure that user engagement and interactions grow multiple folds in their applications." Edited Excerpts:

**Q. Please tell us a bit about StaQu's AI technology and your company's offerings to businesses interested in integrating AI tech into their apps.**

StaQu's AI is a heterogeneous mix of multiple deep neural network models that process data in all its forms — text, image, audio and video. This proprietary AI stack is versatile in its capability of processing information from various sources and categories without discrimination, and making sense of it, that can then be used by automated models for churning out relevant insights for targeting content to users.

For businesses, who want to integrate AI in their applications, our tech stack has a variety of propositions, starting from understanding user behavior through our deep net powered analytics engine that provides actionable insights to using our recommendations' SDK that helps in increasing engagement and interactions between a user and the applications. Our tech is domain agnostic, thereby it can be used by any company—from a media platform to an e-commerce company.

**Q. StaQu has also developed apps like ABHED (Rajasthan Police), PAIS (Punjab Police, Uttarakhand Police) and a**

**few more for police officers of various states. How these apps are doing? Are these apps really proving to be a helping hand to police officers?**

As a part of PAIS/ ABHED offerings, StaQu assists various police intelligence agencies (across the nation) operate in the homeland security domain. Police Agencies on Ground Zero face various challenges in terms of identifying the criminals; let's say while performing the routine roadside checking, tenant verification, CCTV, phone calls, data from various open sources to identify the suspects and therein lies the challenge as there is no technological platform unified enough to connect distinct unstructured data points of criminals, which include image, speech, and pre-recorded non-uniform text data in real time. The above-mentioned apps and their variants are powered by StaQu's heterogeneous AI technology, assisting the police security agencies in localizing and catching criminals.

**Q. In your opinion, how Indian Government can make the most to AI tech to streamline their services and data?**

There are numerous areas in which the Indian Government can use AI not just to streamline their services, but also to

ensure that there is a steady flow of amenities to areas where it is most required.

Having said that, there are a couple of areas where we see an immediate scope for implementing AI, ensuring a smoother flow of services. One of them is in the education domain where AI can easily streamline the entire learning process of a child and make the entire ecosystem transparent, so that every stakeholder starting from a student to the principal and parents connected with a school would get to know about a child's progress, hence tailoring the courses and learning process to optimize the growth curve of a kid.

Expanding on the same, with AI powered security solutions, just like the one that StaQu is currently providing to various state departments — the safety of each child once he/she leaves for school can be ensured. This should be of prime focus for every state and the central government.

Furthermore, the data with the Indian Government is extremely varied in terms of core constituents — there are text documents, videos, images and it would require a heterogeneous model for processing. That's where StaQu is advancing its output. With a proper analysis, it can be used to provide services and ensure that the allocation of resources happens promptly.

## **Q. What's your take on Google AI that can predict when a hospital patient will die?**

It is a very fascinating concept, which utilizes a very powerful AI model at the backend powered by the data from millions of patients. Instead of identifying when a patient will die, the concept of identifying when a person might require a critical care is what excites us. When achieved, it would help to cure a lot of patients, ensuring that misdiagnosis won't happen in any case.

Coming to India, the data for such a model to work is very sparse. In the coming years, this might change and we would get to see a lot of data being churned out for each patient, which can then be used by deep neural networks, such as ours, for empowering the healthcare industry.

## **Q. According to you, what are the most successful use cases of AI tech at present?**

AI is currently being used in various sectors like medicine, education, security, and finance, to name a few. For example, in the Medicine sector

various organizations are working to develop neural network models, which can be used to replace human trials. And, this in turn would not only speed-up the medicine manufacturing and testing process, but would also result in finding the medicine for any incurable disease. In the Finance sector, from quality check to security, everything is currently under the purview of AI, and a lot of organizations have started utilizing AI tech in making their existing system more robust and efficient.

## **Q. What could be the future of AI and how app developers can make the most of the AI tech to develop some out-of-the-box mobile apps?**

The future of AI is an ecosystem where developers have access to a lot of fine-tuned AI tools that they can just plug-in and play. Also, focusing on bringing value proposition to the end users in terms of newer ideas and experience will entail a long-term prospect for app developers.

## **Q. Are you working on any new app projects?**

We are constantly working on bringing new experiences for all our target domains, but most of them are under wraps as we are utilizing our unpublished research work and engineering innovations.

## **Q. Lastly, what are your growth plans?**

"AI is the new electricity" famously said by one the leading AI researcher Andrew NG. We are also working towards creating an AI platform, which can be plugged into multiple domains. Currently, we are covering AI in security and AI-powered content distribution and consumption platforms.

We are constantly working towards bringing a native content consumption experience for the users on their smartphone. Having said that, our goal is to provide our AI stack to developers for a plug and play experience in their applications, which will ensure that user engagement and interactions grow multiple folds in their applications.

**MEET**

# *Atul Rai*

**Currently I'm using an iPhone  
My Favorite App picks:** Flipboard, Quora  
**I am a regular user of** Flipboard mobile app  
**My message for Apps Unveiled readers:**

I find *Apps Unveiled* to be an extremely holistic engagement platform for the community. Readers should take initiative in real time after a compelling read. With the number of offerings *Apps Unveiled* has provided to its readers, the path has been made easy to follow your passion with accurate and accessible information about mobile apps at your disposal.





# CELEBRATING APPLE DESIGN AWARDS 2018

As it does every year at the Worldwide Developers Conference, Apple celebrated the Apple Design Awards this year too on 4<sup>th</sup> June 2018, recognizing the creative artistry and technical achievements of app developers who reflect the best in design, innovation and technology on Apple platforms. This year's award winners include app developers from across the globe, including Australia, Austria, Canada, Denmark, Finland, India, Netherlands, Turkey and the US. Let's have a quick look at the winning apps.



## Agenda

Free (offers in-app purchases)

The screenshots show the Agenda app's interface. The left screenshot displays a note titled "High Tea Inc." with a list of participants: Tom, Peta, Christian, and Trevor. Below this is a section titled "Meeting Notes" with a bulleted list of points. The right screenshot shows a note titled "Superheros" with a list of notes and a note titled "Curling?" with a list of notes. Both screenshots include standard iOS-style controls like "Cut", "Copy", "Look Up", and "Share".

Including features like styled-text editor, calendar integration, iCloud sync support, powerful search and navigation through notes, *Agenda* is a date-focused note taking app for both planning and documenting your projects. *Agenda*'s unique approach of organizing notes into a single timeline helps to drive your projects forward. While other apps focus specifically on the past, present, or future, *Agenda* is the only note taking app that tracks them all at once, giving you the complete picture of a project. You can add notes for what is currently on your agenda, along with notes for an upcoming meeting. And, older notes can be referred right there.



## Calzy 3

₹249



Developed by a Chennai-based startup, *Calzy 3* is an innovative calculator for everyday use — with features like Memory Area, Advanced Scientific Mode, Calculation History and Bookmarking. It also integrates a host of Apple technologies in thoughtful ways, including Multitasking for iPad, Drag & Drop for sharing results in other apps, iMessage integration, Spotlight search for bookmarked results, iCloud sync and Handoff. The app is Apple Watch compatible and can spell out results in over 65 languages.



## Florence

₹249



*Florence* is an interactive storybook that merges gaming and comics to explore the triumphs and tribulations of falling in love from the viewpoint of a young woman named Florence. You'll get to experience every beat of Florence and Krish's relationship through a series of mini-game vignettes — from flirting to fighting, from helping each other grow...to growing apart. With a unique soundtrack, hand-drawn art and emotional story, this is an experience with true universal appeal.



## iTrieve Converse

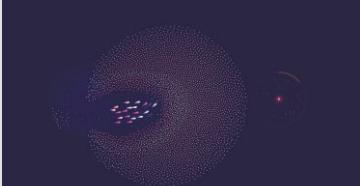
Free (offers in-app purchases)

This app turns your iPhone and Apple Watch into a two-way translation device. Tap and Hold to speak, and Release to translate. The simple design enables natural conversations in 38 languages, works offline and automatically detects the correct language being spoken for a fast and accurate translation.



## FROST

₹399



*FROST* is a dreamlike puzzle game where your task is to draw paths to guide the flocking spirits (swarms of particles) to their home planets. Watch countless beautiful creatures emerge from light, bring balance to a world in constant motion, and unravel its mysteries. It's both beautiful and — thanks to its soundtrack — calming.



## BANDIMAL

₹299



*Bandimal* is a fun and intuitive music composer for kids that let them discover the creative world of making music. The app replaces instruments with animated cartoon animals, allowing children to set up a drum loop, swipe through animals to change instruments, compose melodies, change loop speeds and add a quirky effect on top. Overall, *Bandimal* encourages kids to experiment with creating melodies and rhythms in a fun and unique way. The focus is just on creativity — no notes, no chords, no scores.



## Playdead's INSIDE

Free (offers in-app purchases)



Released for iOS devices in December 2017, *INSIDE* is a multi-award winning puzzle-adventure platformer with impressive graphics from the makers of *LIMBO*. You play as an unnamed boy exploring a monochromatic, scary world, solving environmental puzzles along the way. It is an incredible journey with increasingly bizarre encounters that mix action with clever puzzle designs. The game isn't meant to be entirely understood. It's meant to be experienced.



## Alto's Odyssey

₹399

A combination of addictive gameplay, stunning graphics and unexplored challenges makes *Alto's Odyssey* a brilliant game, just like its predecessor '*Alto's Adventure*'. In *Alto's Odyssey*, you join Alto and his friends on an endless sandboarding journey to uncover the desert's many mysteries. Along the way, you'll grind across vines, bounce atop hot air balloons, ride towering rock walls, and escape mischievous lemurs.



## Oddmar

₹399

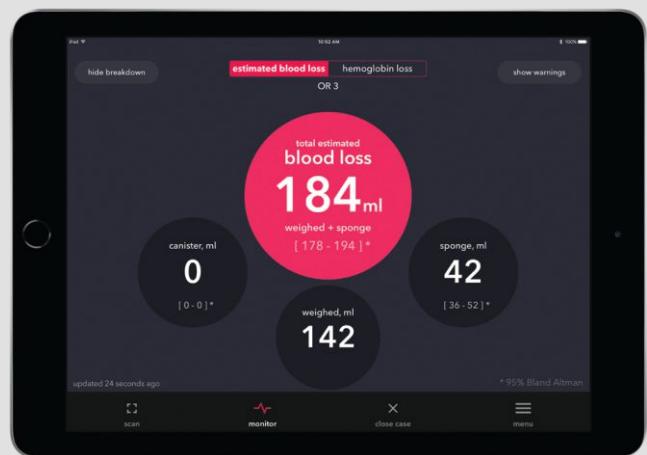


Explore vibrantly crafted Nordic lands in this Viking-themed action-adventure platformer. The game stars a Viking named Oddmar who is trying to redeem himself and earn a place in his village 'Valhalla'. His journey through 24 beautifully handcrafted physics-based challenging levels featuring magical forests, snowy mountains and treacherous mines is enjoyable.



## Triton Sponge

Free



*Triton Sponge* is the only winner from the USA. This app is a part of Gauss Surgical's suite of apps for the operating room. Using an image processing algorithm to calculate the amount of blood lost on sponges, *Triton Sponge* is the world's first and only app for real-time estimation of surgical blood loss.

Note: Prices mentioned above are as per the Indian App Store and are subject to change.

# EVERYTHING YOU NEED TO KNOW ABOUT iOS 12

LET'S QUICKLY GO THROUGH WHAT **iOS 12** HAS IN STORE FOR US:

## Group FaceTime

FaceTime with up to 32 people at once.

FaceTime now supports video and audio with up to 32 people at once. The tile of the person speaking will get larger automatically, so you'll never lose track of the conversation. You can start Group FaceTime directly from a group thread in Messages or join an active one at any time.



## Photo Sharing

A new 'For You' way to share your best photos.

The new 'For You' tab shows you great moments from your photo library and intelligently suggests sharing photos with the people in them. And, if the recipients are using iOS 12, they'll be prompted to share their photos from the event with you too.



## Memoji

Create an Animoji just for yourself.

With iOS 12, Apple is introducing Memoji characters that are customizable and fun. iPhone X users can create an all-new kind of Animoji (which Apple is calling Memoji) right within the Messages by choosing from a set of inclusive and diverse characteristics to form a unique personality. The existing set of Animoji also expands with ghost, koala, tiger and T. rex.



**A**t the Worldwide Developers Conference held on 4<sup>th</sup> June 2018, Apple announced the launch of iOS 12, the latest version of its mobile operating system. Designed to make everyday tasks faster and more responsive, iOS 12 changes the way iOS users see the world using AR, makes communications fun and expressive with Memoji and Group FaceTime, and with Screen Time, helps users understand and take control of the time they spend interacting with their iOS devices. iOS 12 also introduces Siri Shortcuts, enabling Siri to work with any app, delivering a much faster way to get things done.



## Siri Shortcuts

Streamline the things you do often with Siri Shortcuts.

Siri can now intelligently pair your daily routines with third-party apps to suggest convenient shortcuts exactly when you need them. So, if you typically pick up a coffee on the way to work, Siri will learn your routine and suggest when to order a coffee from the Lock screen.

You can customize Shortcuts by creating a simple voice command to kick off the task or download the brand new *Shortcuts* app to create a series of actions from different apps that can be carried out with a simple tap or customized voice command. It's easy for developers to take advantage of this new capability using Shortcut APIs.

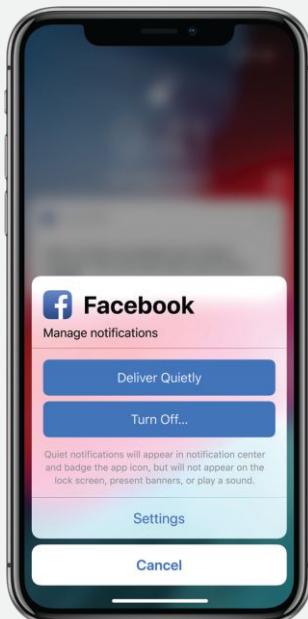
## Shared AR Experiences

Designed in collaboration with Pixar, a new open file format, usdz, makes it easy to experience AR nearly anywhere in iOS, including apps like Messages, Safari, Mail, and Files.

ARKit 2 makes it possible for developers to create more immersive augmented reality (AR) experiences — even ones that multiple people can experience simultaneously. AR objects can now be sent with Messages and Mail, that can then be viewed in the real world by the recipient. And, a new AR app in iOS called *Measure* helps you measure real-world objects just by pointing your iPhone's camera at them.

## The new Measure app.

*Measure* is a new app in iOS 12, which uses AR to quickly gauge the size of real-world objects similar to a tape measure. The new app automatically provides the dimensions of objects like picture frames, posters and signs, and can also show diagonal measurements, compute area and allow users to take a photo and share it with accurate dimensions right from their iPhone or iPad.



## Group Notifications and Do Not Disturb

Control your notification settings the moment you receive an alert, without having to leave what you're doing.

To help reduce interruptions, iOS 12 gives you more options for controlling how notifications are delivered. You can instantly manage notifications to be delivered quietly or turned off completely. Furthermore, group notifications make it easier to view and manage multiple notifications at once.

iOS 12 also brings enhancements to *Do Not Disturb*, making this powerful time management tool even better. You can now set *Do Not Disturb* just for a meeting or while you're at a location, and it will automatically turn off as soon as your meeting ends or you leave that place. There is also a new *Do Not Disturb during Bedtime* mode that helps you get a better night's sleep by dimming the display and hiding all the notifications on the Lock screen until you unlock your iPhone in the morning.

## Screen Time

Understand and take control of the time you spend interacting with your iPhone or iPad.

Apps help us do so many extraordinary things that we at times lose track of how much we use them. Built into iOS 12, *Screen Time* is a new feature that generates detailed daily and weekly Activity Reports that show the total time spent in individual apps, usage across categories of apps, how many notifications are received, and how often you've picked up your iPhone or iPad.

By understanding how you're interacting with your iOS devices, you can take control of how much time you spend in a particular app, website or category of apps.

Furthermore, *Screen Time* also gives parents access to their child's Activity Report right from their own iOS devices using Family Sharing in iCloud, and parents are even allowed to set app limits and decide when their child's iOS device can't be used, such as during study time.

During Downtime, notifications from apps won't be displayed, and a badge will appear on apps to indicate they are not allowed to be used. Parents can choose specific apps like Phone or Kindle that will always be accessible, even during Downtime or after a time limit is spent.

## App limits

Set the amount of time you and your kids can spend each day on specific apps and websites.



## Privacy and Security

Enhanced privacy and security remain a top priority in iOS 12.

Safari now prevents Share buttons and Comment widgets on web pages from tracking you without your permission. Safari also prevents advertisers from collecting your device's unique settings, so they can't identify your device or retarget ads to you across the web.

What's more, Safari now automatically creates, autfills, and stores strong passwords when you create new online accounts and flags reused passwords so you can change them.

Passwords are stored in iCloud Keychain and will be available on all your Apple devices. And if you ever need to access your passwords, just ask Siri.

# Apple owned Apps Updates..... and more

- Apple has replaced iBooks with *Apple Books* in iOS 12. *Apple Books* has an all-new design that makes it easier for you to discover, read and listen to your favorite books and audiobooks.
- The *Stocks* app has been redesigned to illustrate how the market is moving with easy-to-understand live stock quotes, and high-quality news and charts. And for the first time ever, *Stocks* app is now available on iPad too.
- *Voice Memos* app is now available on iPad and adds iCloud support to sync recordings and edits across devices. A new design makes it easier to capture, share and edit recordings.
- Siri translation expands to more than 40 language pairs and brings more knowledge of sports, celebrities, food and nutrition. Siri can also surface favorite photos by person, place, event, time and topic.
- *Wallet* on iPhone and Apple Watch adds support for student ID cards, making it more convenient to access everything on campus.
- CarPlay adds support for third-party navigation apps displayed right on the car's dash — joining music, messaging, calling and automaker apps.



## Frequently Asked Questions



### When can I get iOS 12?

Though iOS 12 will be officially released later this year, you can install public beta version of iOS 12 on your iPhone/iPad to try out features like Group FaceTime, new Do Not Disturb and notification features, Screen Time, and Memoji. It is worth noting here that Memoji feature is only accessible to iPhone X users.

### How to install the iOS 12 Public Beta?

Before you download the public beta version of iOS 12, make sure you've recently backed up your iOS device. You can then visit to Apple's Beta Software Program website (<https://beta.apple.com/sp/betaprogram/>) and tap "sign up" or "sign in."

It is recommended to open the website in Safari on your iOS device. That's important, because you'll be given a link to download a beta profile on your device, and above all, the entire process seems to work the best in Safari.

As part of the beta profile installation process, you'll be asked to restart your device. Do that.

Once your iPhone or iPad resets, authenticate in to your device. Make sure your device is connected to Wi-Fi (with pretty good connection). Then, go to Settings on your device — tap on General — then tap on Software update.

After downloading the iOS 12, the moment you'll confirm that you're ready to install it, it'll get to work and you'll have the public beta version of iOS 12 installed on your device shortly.

### Can I run iOS 12 on my iPhone/iPad?

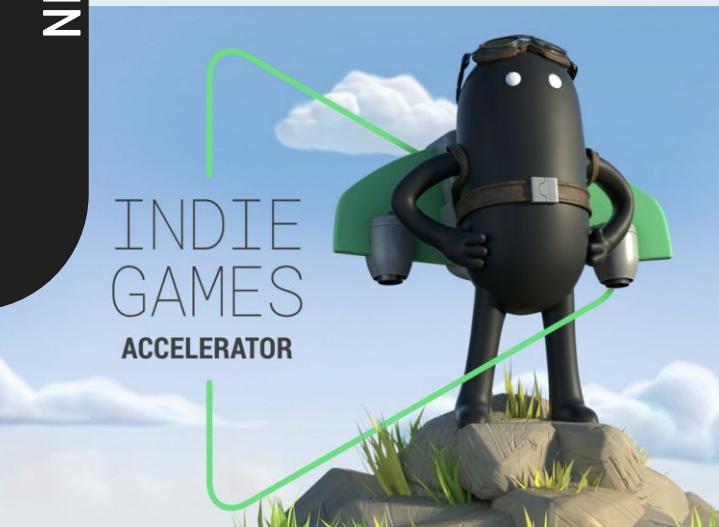
iOS 12 is compatible with:

**iPhone:** X, 8, 8 Plus, 7, 7 Plus, 6s, 6s Plus, 6, 6 Plus, SE, 5s

**iPad:** 12.9-inch iPad Pro 2nd generation, 12.9-inch iPad Pro 1st generation, 10.5-inch iPad Pro, 9.7-inch iPad Pro, iPad 6th generation, iPad 5th generation, iPad Air 2, iPad Air, iPad mini 2, iPad mini 3, iPad mini 4

**iPod:** iPod touch 6th generation

# Google is inviting applications from the Gaming Startups and developers for its four-month long ‘Indie Games Accelerator’ training program



Do you believe you have what it takes to make the next big mobile game? If yes, the tech giant Google is offering developers in Asia a chance to perfect a mobile game with Google Play's first *Indie Games Accelerator* training program.

Gaming startups based in India, Indonesia, Malaysia, Pakistan, Philippines, Singapore, Thailand, and Vietnam can apply for the Indie Games Accelerator program by July 31. As mentioned in the blog post by Google, “We’re always looking for new ways to support developers. So, as a special edition of the Launchpad Accelerator, we’re announcing a new-four month Indie Gaming Accelerator to train promising developers from these countries in Asia so they can successfully build, scale, launch and market the next generation of hit mobile games.”

Google further mentioned that, “Developers accepted into the program will be matched with the best of Google—our people, network, insights and technology—while attending two all-expenses-paid gaming boot camps at the Google Asia-Pacific office in Singapore, where they will receive personalized mentorship from Google teams and industry experts. Additional benefits include Google Cloud Platform credits and invites to exclusive Google and industry events. We'll announce the developers accepted into the program on August 8.”

Visit <https://events.withgoogle.com/indie-games-accelerator/> for more details and application form.

## #Watch Vertical Videos



### IGTV

By Instagram Inc.

Available on: Price: Free

Coming from the makers of Instagram, IGTV is a new standalone app to watch hour-long, vertical videos from your favorite Instagram creators.

Instagram recently touched a milestone of one billion users and the makers have shared this great news by announcing the launch of *IGTV* app.

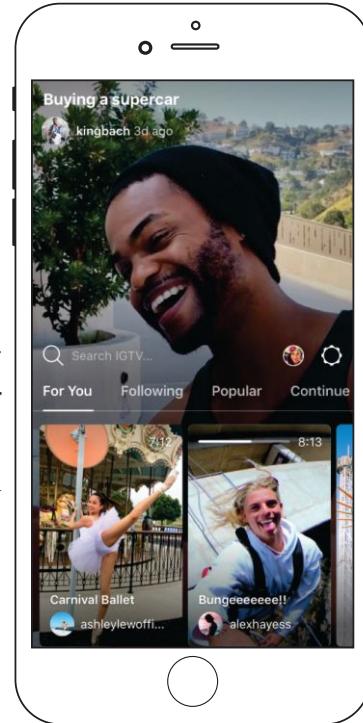
“Instagram has always been a place to connect with the people who inspire, educate and entertain you every day. With your help, *IGTV* begins a new chapter of video on Instagram. We hope it brings you closer to the people and things you love,” said **Kevin Systrom, Co-founder and CEO of Instagram** in a blog post.

*IGTV* is different in a few ways. First, it's built for how you actually use your phone, so videos are full screen and vertical. Also, unlike on Instagram, the videos in *IGTV* aren't limited to one minute. Instead, each video can be up to one hour long.

The app is so simple to navigate. Just like turning on the TV, *IGTV* starts playing as soon as you open the app. You don't have to search to start watching content from people you already follow on Instagram and others you might like based on your interests. You can swipe up to discover more — switch between “For You,” “Following,” “Popular” and “Continue Watching.” You can also like, comment and send videos to friends in Direct.

Also like TV, *IGTV* has channels. But, in *IGTV*, the creators are the channels. When you follow a creator on Instagram, their *IGTV* channel will show up for you to watch. Anyone can be a creator — you can upload your own *IGTV* videos in the app or on the web to start your own channel.

Though *IGTV* is a standalone app, the makers have provided *IGTV* feature inside the Instagram app as well, so the entire community of one billion can use it from the very start.





# Google Podcasts

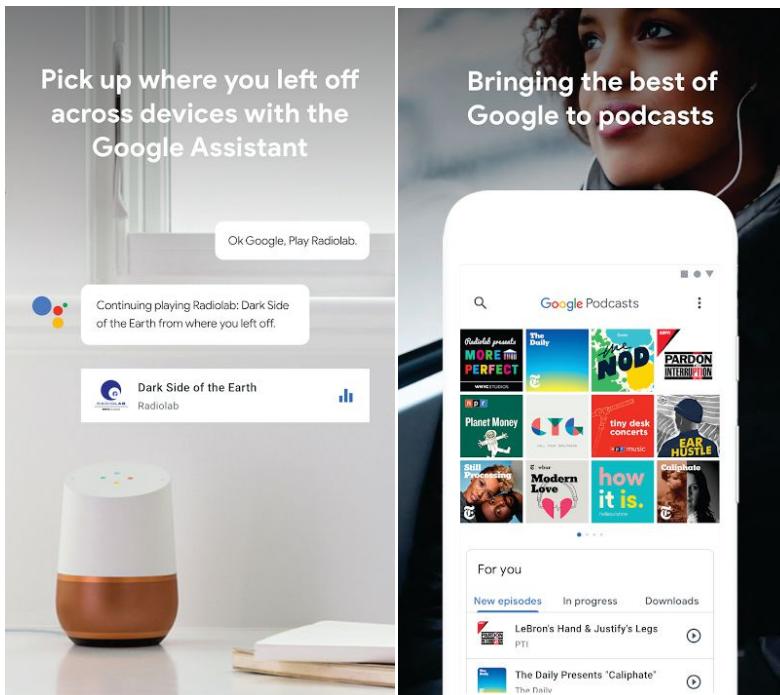
Available on: Price: Free

Google has launched an official ‘Google Podcasts’ app designed to make it easier than ever for Android users to discover and listen to podcasts.

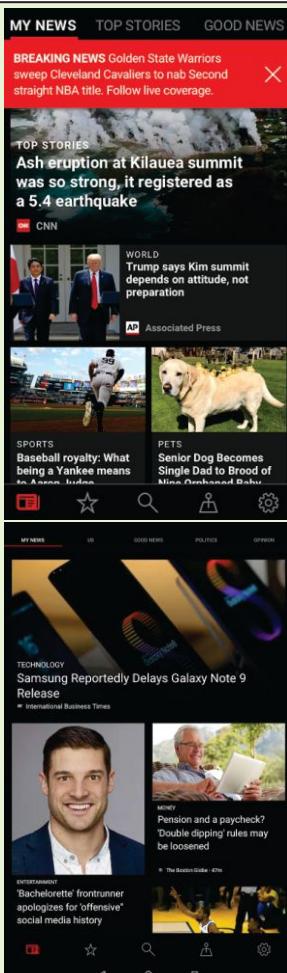
With the new *Google Podcasts* app for Android, you can listen and subscribe to any podcast, including popular shows like *The Daily*, *Cyrus Says*, *Modern Love*, *The Bill Simmons Podcast*, and more.

The moment you open the app, you'll see a section called “For you” that shows you new episodes of podcasts you've subscribed to as well as what you've been listening to and need to finish. You can even download the episodes for offline listening.

Beyond the podcasts you already know, the *Google Podcasts* app uses AI to offer recommendations based on your listening habits—such as your interest in sports or true crime, or podcasts from a particular network. What's more, all your podcasts are automatically synced across all your Android devices so you can pause on one device and resume on another with the Google Assistant.



#News



## Microsoft News App Launched on Android and iOS, a Rebranded Version of MSN

The existing MSN app has been renamed and completely redesigned into a modern and beautiful experience tailored to iOS and Android devices.

**Here are some of our favorite new features:**

- ✓ New personalization upgrades, including the ability to tailor interests to follow in your news feed – such as World News, Personal Finance, Fitness and many more – and to roam interests across devices and local news options for top cities
- ✓ Easy to configure breaking news alerts
- ✓ A new dark theme, enabling better night reading
- ✓ Simplified access through seamless integration with iOS and Android widgets
- ✓ Continuous reading, for a smooth content experience

While the MSN name is going away on Android and iOS, the site itself will remain branded as MSN.com, a portal for news that the software maker launched back in 1995.

Microsoft works with more than a thousand premium publishers and over 3,000 brands in all major global markets – like USA Today, The New York Times, FOX News, The Washington Post, The Guardian, and BBC News, to name a few – to aggregate the best news, videos, photos and other content.

Microsoft's AI scans more than 100,000 unique pieces of content every day, and processes it to determine its topic type, potential popularity, and freshness.

Microsoft uses more than 800 editors worldwide to curate the top stories each day and present them in the new ‘Microsoft News’ mobile app, on MSN.com, and elsewhere.

## #Augmented Reality



# Google Measure

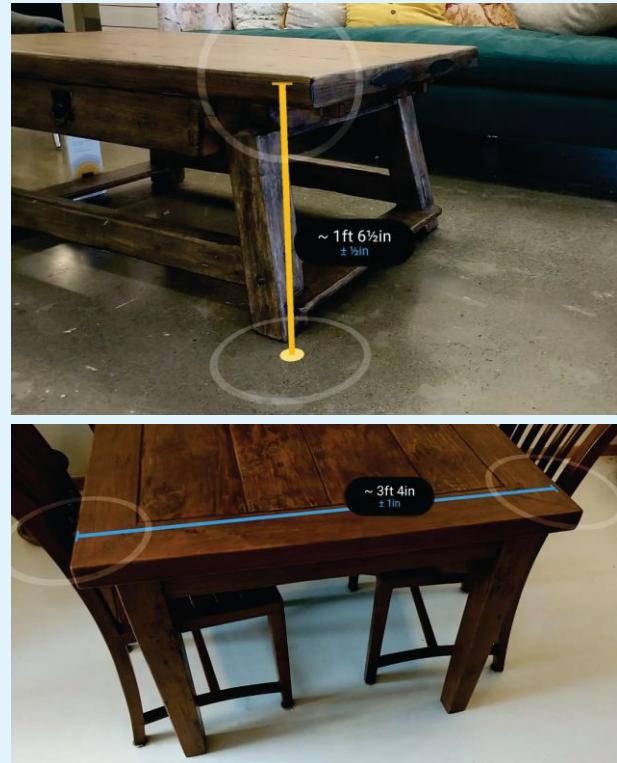
Available on: Price: Free

Google's new Measure app (for ARCore-compatible Android phones) works just like a measuring tape, allowing you to measure the dimensions of objects in the real world.

Just in a gap of one week or so, both Apple and Google have launched their own AR-powered app that allows you to measure the dimensions of real-world objects, and interestingly, both are calling their app by the same name 'Measure'.

Talking about the Google's *Measure* app, it leverages AR tech to measure height and length of an object using the device's camera. Launch the app, point your device's camera at the object, and then drag the length tool or height tool into the scene, and adjust it to the right size to get the measurements. You can also take a photo to save the measurement, and there is even an option to choose between imperial and metric units.

Though Google's *Measure* app can be downloaded for free from the Play Store on any ARCore-compatible Android phone, Apple's *Measure* app can only be downloaded by iOS 12 public beta users as of today. However, the full version of iOS 12 is expected to be launched later this year. Check out 'What's new in iOS 12' article published in this issue to know more about the iOS 12 and how to download the public beta version of iOS 12.



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# htc Desire 12+

## QUICK LOOK

- 📅 Launched in India, June 2018
- ⚖️ 157.5g, 8.4mm thickness
- \_ANDROID\_ Android Oreo v8.0 with HTC Sense™
- 📝 6.0-inch HD+ IPS LCD Display with 18:9 aspect ratio, 1440x720 pixels resolution
- 📸 13MP + 2MP Dual Camera with f/2.2 aperture, LED Flash, PDAF, Bokeh mode, Full HD (1080p) video recording
- 🤳 8MP selfie camera with f/2.0 aperture, LED Flash, Beauty mode
- RAM 3GB RAM
- CPU 1.8GHz, octa-core, Qualcomm Snapdragon 450 64-bit processor Adreno 506 GPU
- Storage 32GB Internal Memory (expandable up to 2TB)
- Colors Cool Black, Warm Silver
- Battery 2965mAh battery with Power Saver mode
- ✓ Acrylic Glass Back Design ✓ Dual nano-SIM card slot (Hybrid)
- ✓ microSD card support (expandable up to 2TB)
- ✓ 3.5mm Audio Jack ✓ Fingerprint Sensor

**₹19,790/-**  
(3GB RAM / 32GB ROM)

Buy online at  
[amazon.in](https://amazon.in) | [estore.htc.com](http://estore.htc.com)



# Redmi Y2

## QUICK LOOK

- 📅 Launched in India, June 2018
- ⚖️ 170g, 8.1mm thickness
- \_ANDROID\_ MIUI 9.5 based on Android Oreo v8.1
- 📝 5.99-inch HD+ Full Screen Display with 18:9 aspect ratio, 1440x720 pixels resolution
- 📸 12MP + 5MP AI Dual Camera with f/2.2 aperture, AI Portrait mode, AI Beautify 4.0, PDAF, Low light enhancement
- 🤳 16MP AI selfie camera with f/2.0 aperture, selfie-light flash, Auto HDR, AI Bokeh effect, AI Beautify 4.0
- RAM 3GB / 4GB RAM
- CPU 2.0GHz, octa-core, Qualcomm Snapdragon 625 processor Adreno 506 GPU
- Storage 32GB / 64GB Internal Memory (expandable up to 256GB)
- Colors Gold, Rose Gold, Dark Grey
- Battery 3080mAh high-capacity battery
- ✓ Metallic-finish Back Design ✓ AI Face Unlock
- ✓ **Triple Slot:** Dual nano-SIM card slot + 1 microSD card slot
- ✓ microSD card support (expandable up to 256GB)
- ✓ Rear fingerprint sensor ✓ 3.5mm Audio Jack

**₹9,999/-**  
(3GB RAM / 32GB ROM)

**₹12,999/-**  
(4GB RAM / 64GB ROM)

Buy online at  
[amazon.in](https://amazon.in) | [Mi.com](http://Mi.com)



# ASUS Zenfone 5z

## QUICK LOOK

- Launched in India, July 2018
- 165g, 7.7mm thickness
- Android Oreo v8.0 with new ASUS ZenUI 5.0
- 6.2-inch SuperIPS FHD+ All-screen Display with 19:9 aspect ratio, 2246x1080 pixels resolution
- Dual Camera:** 12MP (Sony IMX363 dual pixel image sensor, f/1.8 aperture) + 8MP (120° wide-angle camera, f/2.2 aperture), with LED Flash, PDAF, Night HDR, AI Photo Learning, Real-time Portrait, Real-time Beautification, GIF animation
- 8MP selfie camera with f/2.0 aperture, Beauty, GIF animation
- 6GB / 8GB RAM  
2.8GHz, octa-core, Qualcomm Snapdragon 845 processor with AI Engine Adreno 630 GPU
- 64GB / 128GB / 256GB Internal Memory (expandable up to 2TB)
- Midnight Blue, Meteor Silver
- 3300mAh battery with QuickCharge 3.0 fast-charge technology
  - ✓ Dual 5-Magnet Stereo Speakers with Dual NXP Smart Amps
  - ✓ Dual nano-SIM card slot (Hybrid) ✓ Rear fingerprint sensor
  - ✓ Aerospace-grade aluminum Body ✓ 3.5mm Audio Jack
  - ✓ microSD card support (expandable up to 2TB) ✓ FM Radio
  - ✓ 2.5D Corning Gorilla Glass Protection ✓ Face Unlock
  - ✓ ZeniMoji avatars (animate cute characters using your facial expressions and use them in text/video chats)



₹29,999/- / ₹32,999/- / ₹36,999/-  
(6GB RAM / 64GB ROM)      (6GB RAM / 128GB ROM)      (8GB RAM / 256GB ROM)

Buy online at [Flipkart](#)

# vivo Y83

## QUICK LOOK

- Launched in India, June 2018
- 151g, 7.7mm thickness
- Funtouch OS 4.0 based on Android Oreo v8.1
- 6.22-inch HD+ FullView Display with 19:9 aspect ratio, 1520x720 pixels resolution
- 13MP Rear Camera with f/2.2 aperture, AI Face Beauty, PDAF, HDR, Portrait mode, LED Flash
- 8MP selfie camera with f/2.2 aperture, AI Face Beauty, HDR, Portrait mode, Screen Flash
- 4GB RAM  
2.0GHz, MediaTek Helio P22 octa-core processor  
PowerVR GE8320 GPU
- 32GB Internal Memory (expandable up to 256GB)  
Gold, Black
- 3260mAh battery
- Triple Slot:** Dual nano-SIM card slot + 1 microSD card slot
- Face Unlock ✓ Gaming mode ✓ Fingerprint Sensor
- 3.5mm Audio Jack ✓ FM Radio ✓ 2.5D Corning Gorilla Glass Protection

₹14,990/-  
(4GB RAM / 32GB ROM)



Buy online at [Flipkart](#) [amazon.in](#) Vivo E-store

# all-time FAVORITE APPS



## Knappily

It uses 5W1H (What, Why, When, Where, Who, and How) framework to give 360-degree information about any topic.

- iPhone/iPad | iOS 9.0 | Free
- Android | OS 4.0.3 | Free



## Canva

*Canva* is a reliable graphic designing and editing app that allows you to produce eye-catching graphics on the go.

- iPhone/iPad | iOS 9.1 | Freemium
- Android | OS 4.1 | Freemium



## Jurassic World Alive

Similar to the once-popular Pokémon Go game, *Jurassic World Alive* is an Augmented Reality based game where your role is to find and capture dinosaurs in the real world.

- iPhone/iPad | iOS 10.0 | Freemium
- Android | OS 4.4 | Freemium



## Quora

With over 200 million monthly active users, *Quora* is a platform to ask questions and connect with people who contribute unique insights and answers.

- iPhone/iPad | iOS 9.0 | Free
- Android | OS Varies | Free



## FarFaria

*FarFaria* is a digital library of over 1,000 eBooks for kids, with new story eBooks added each week.

- iPhone/iPad | iOS 8.0 | Freemium
- Android | OS 4.0.3 | Freemium



## Blinkist

The app offers summaries of more than 2,000 best-selling nonfiction books in the form of 15-minute quick reads and audios.

- iPhone/iPad | iOS 9.0 | Freemium
- Android | OS 4.1 | Freemium



## Peak

Think of *Peak* as a gym for your brain. Daily brain workout of 15 minutes comprises 6 mini-games helps you hone your memory, sharpen your problem-solving skills, enhance your mental agility, and more.

- iPhone/iPad | iOS 10.0 | Freemium
- Android | OS 4.1 | Freemium



## Paper Bin AR

This is the first of its kind AR game where you throw scrunched up balls of paper into a bin, but in your own environments—that means you can play it wherever you like, at your dining table, or office desk.

- iPhone/iPad | iOS 8.0 | Freemium



## Khan Academy

This app provides you an access to more than 10,000 video lessons on various subjects like math, science, economics, for example, and includes over 40,000 practice questions with step-by-step hints and instant feedback.

- iPhone/iPad | iOS 8.0 | Free
- Android | OS 4.1 | Free



## Quiver

This is an amazing coloring app that introduces a world of Augmented Reality (AR) to children. Download the black-n-white drawings, color them and then interact with characters and objects in the drawing using the phone's camera.

- iPhone/iPad | iOS 9.0 | Freemium
- Android | OS 4.1 | Freemium



## Peek-a-Zoo

This preschooler app makes it fun to learn about different animals and teaches little ones about emotions, facial expressions, actions, and sounds.

- iPhone/iPad | iOS 6.0 | Free



## Be My Eyes

This app connects blind people to sighted volunteers to get help with short, simple tasks through a live video connection.

- iPhone/iPad | iOS 10.0 | Free
- Android | OS 4.4 | Free



## Ada

AI-powered chatbot helps you understand what could be possibly wrong if you're not feeling well or facing any symptoms.

- iPhone/iPad | iOS 9.3 | Free
- Android | OS 4.4 | Free



## InkHunter

This augmented reality app lets you try on tattoos in real time before it's inked forever.

- iPhone/iPad | iOS 8.0 | Free
- Android | OS 4.1 | Free



## Splitwise

This app lets you keep a tab on your shared expenses.

- iPhone/iPad | iOS 9.0 | Freemium
- Android | OS Varies | Freemium



## Asana Rebel

This app helps you stay fit and motivated while helping you achieve your fitness goal through a variety of yoga asanas.

- iPhone/iPad | iOS 10.3 | Freemium
- Android | OS 5.0 | Freemium



## Three Good Things

Make a note of three good things every day to develop a positive outlook towards life.

- iPhone/iPad | iOS 10.0 | Free



## Zen Studio

An app that helps children (ages 3+) find serenity through creation.

- iPhone/iPad | iOS 6.0 | Freemium
- Android | OS 4.0.3 | Freemium

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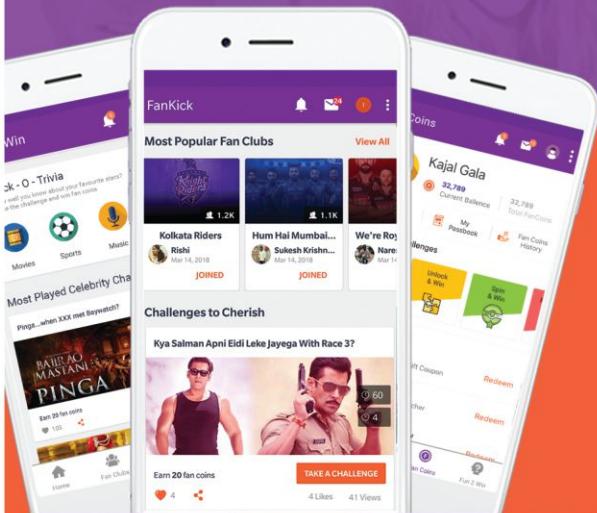
present

# #IAS18

11<sup>th</sup> & 12<sup>th</sup> Oct, 2018

Leela Ambience, Gurugram

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