

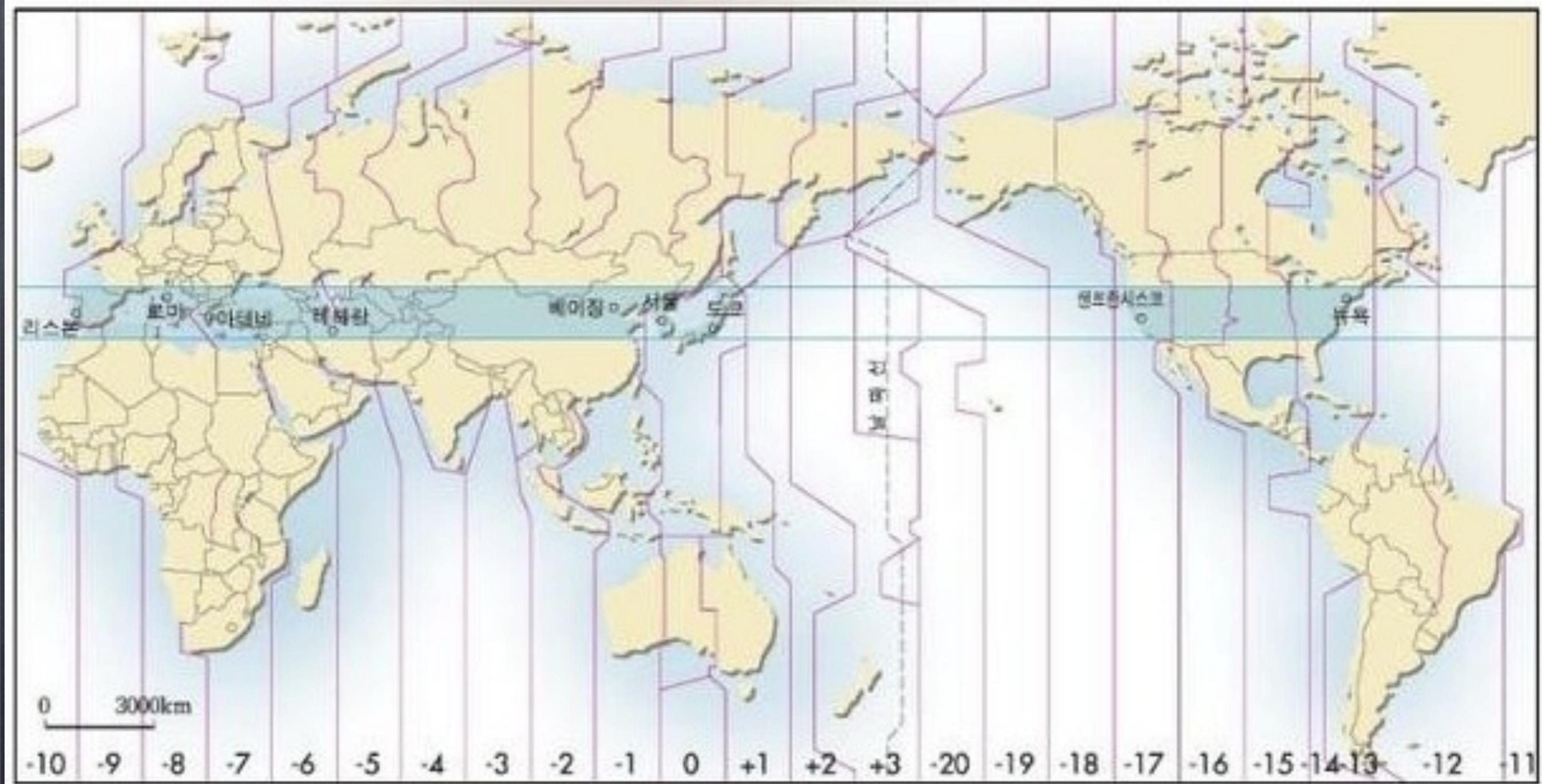
Secret

Restricted

After work

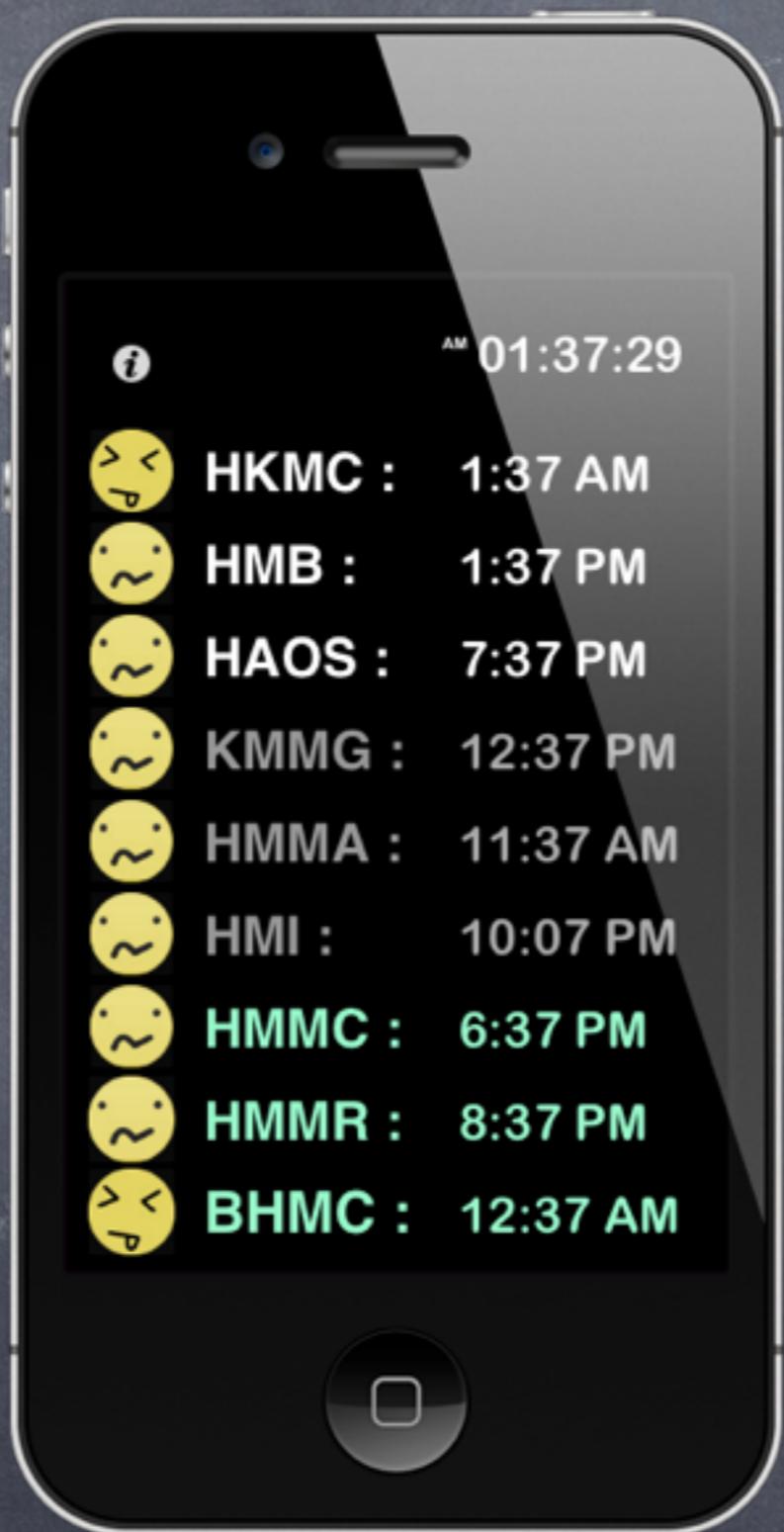
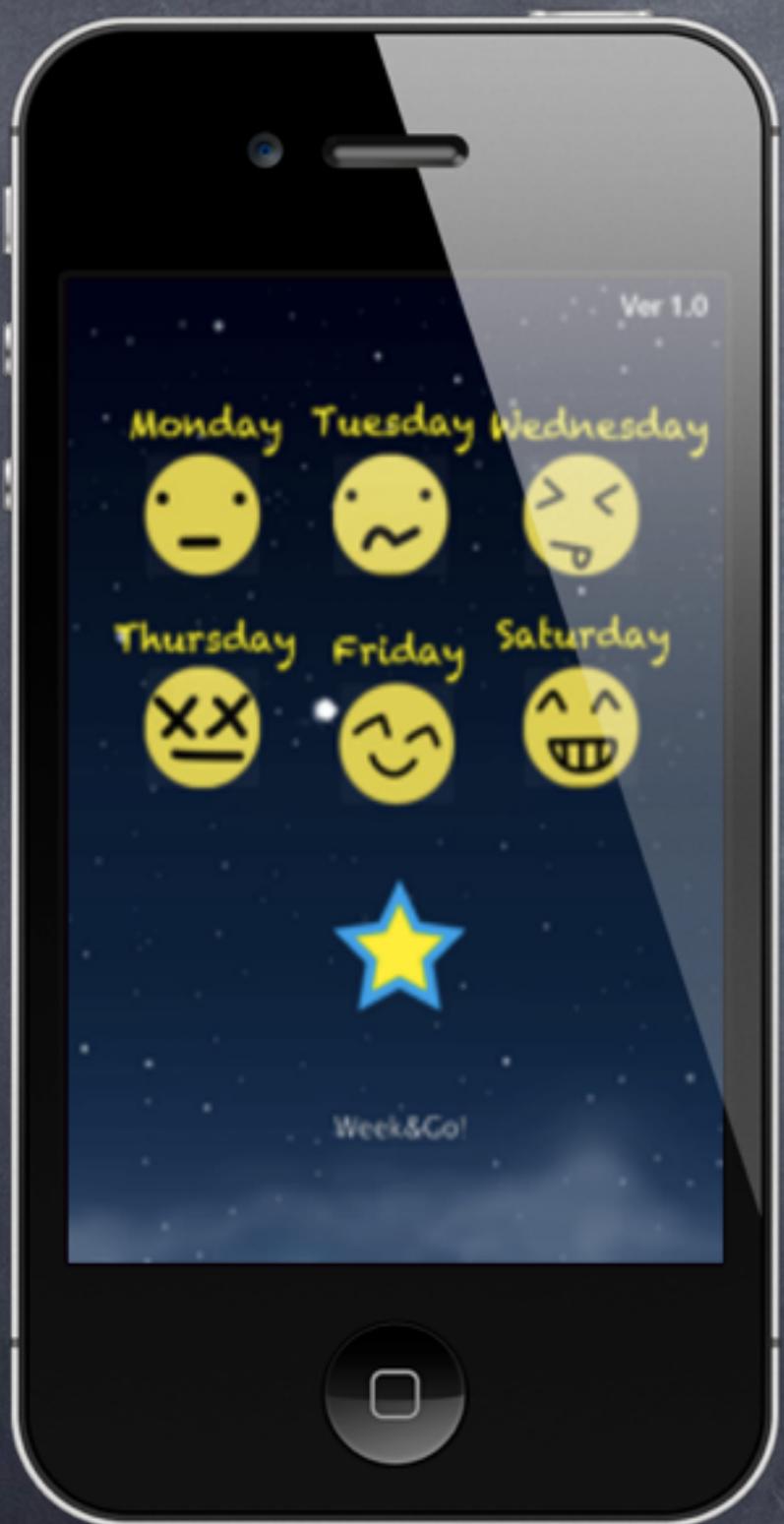
In Min Jae







- I'm a developer, creating smart phone's application and web sites.



[App Summary](#)

Resolution Center

This app version has been approved. All communication regarding your previously-rejected binary is now closed.

Rejected



Apple

May 31, 2013
06:30 PM

Reasons

2.12: Apps that are not very useful, are simply web sites bundled as apps, or do not provide any lasting entertainment value may be rejected

2.12

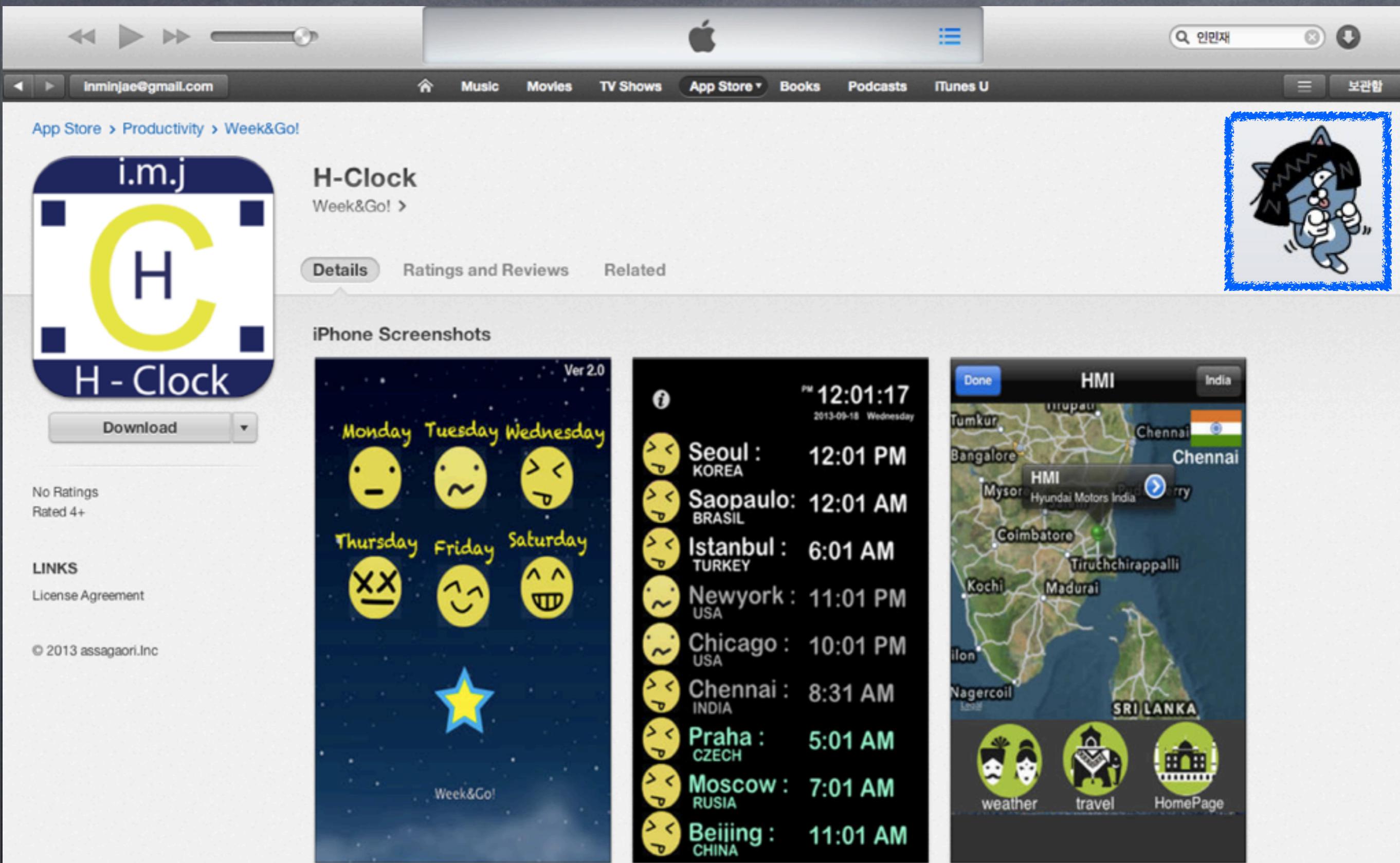
We found that your app only provides a very limited set of features. It only displays various times. While we value simplicity, we consider simplicity to be uncomplicated – not limited in features and functionality.

We understand that there are no hard and fast rules to define useful or entertaining, but Apple and Apple customers expect apps to provide a really great user experience. Apps should provide valuable utility or entertainment, draw people in by offering compelling capabilities or content, or enable people to do something they couldn't do before or in a way they couldn't do it before.

We encourage you to review your app concept and evaluate whether you can incorporate additional content and features to be in compliance with the Guidelines. For information on the basics of creating great apps, watch the video [The Ingredients of Great Apps](#). If you feel we didn't understand the features of your app, or that we missed key functionality, and your app was incorrectly rejected, you may appeal to the [App Review Board](#).

Rejected : Limited feature &
Not useful enough







◎ New Thinking > New Possibilities > **New Action**

Brain → Hand

Think → Act(real)

Abstract → Concrete(actual)

A man stands on a stage in front of a large audience. He is wearing a dark long-sleeved shirt and blue jeans. The stage has a dark background. A large projection screen behind him displays a quote.

**"I skate to where the puck is going to be,
not where it has been."**

– Wayne Gretzky