



From: Cindy Lawrence <[REDACTED]>
To: Shaan Pruden <[REDACTED]>
Subject: Skyscape recap
Received(Date): Fri, 06 Feb 2009 09:32:54 -0800
Attachment: Skyscape : Store within App.key
Date: Fri, 06 Feb 2009 09:32:54 -0800

Shaan,

Please take a look and let me know what more data you need.

Cindy

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PX-1701.1

Skyscape

VIOLATIONS:
Store with in App.
App on iPhone is free and then you purchase all your content directly from Skyscape from within the app.
Content you purchase remains on your device only as long as your subscription is valid.

The collage illustrates the following steps in the app:

- Payment Information:** Shows a credit card payment screen with fields for card number, expiration date, and a 'Continue' button.
- Order Confirmation:** Displays a table with the following data:

Description	Price
Clinician's Pocket Drug Reference	\$14.96
Extended ongoing support - Phone, Email and Chat	FREE
Subtotal	\$14.96
Tax	\$0.00
Total	\$14.96
- Thank you:** A confirmation screen stating 'Thank you for purchasing Skyscape resource(s) on your iPhone.' and providing a serial number: 6BQZLHMANVMO-9JA2V4-X08RSE.
- Downloading:** A screen showing the 'Download Progress' for 'Clinician's Pocket Drug Reference' with a 'CANCEL' button.
- Download Resources:** A list of available resources including 'Clinician's Pocket Drug Reference', 'Archimedes', 'Clin-eRx', 'OCM', and 'RxDrugs'.

Browse and Select Content to purchase	Enter Credit card information and receive Order Confirmation from within app	Thank you and serial number which then allows you to download	Downloading content to device directly	Purchased (leased) content now available until your subscription to the content (1 year) has passed.
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Apple Confidential

Skyscape product video

VIOLATIONS:
Use of Apple commercial content in their
product demo

<http://www.skyscape.com/intro/iPhoneIntro.aspx>



Skyscape

VIOLATIONS:
Content bundles with iPod Touches
- not an Apple Reseller
- unclear how the app/content is getting
on the device



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iPod Bundles

1 - 4 of 4 Sort By: [Alphabetical](#)



iPod touch 32 gb with Skyscape Nursing Constellation™ All-in-One Nursing Solution
\$454.25



iPod touch 8 gb with Skyscape Nursing Constellation Plus™
\$370.10



iPod touch 8 gb with Skyscape Nursing Constellation™ All-in-One Nursing Solution
\$293.60



iPod Touch 8GB with Skyscape Clinical Constellation™ All-in-One Clinical Solution
\$323.38

1 - 4 of 4 Sort By: [Alphabetical](#)

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Purchase the popular iPod Touch 8GB with Skyscape Nursing Constellation Plus™ and get a valuable collection of software.

**Note the incorrect
usage----->**

- Apple's iPod Touch 8GB

Skyscape

<http://www.skyscape.com/support/listfaqs.aspx?search=purchase>

iPhone

- [When Does My iPhone/iPod Touch Subscription Start?](#)
- [How Can I Purchase Additional Products?](#)

iPhone

Q:

How Can I

Purchase Additional Products?.

A:

You can purchase additional iPhone/iPod Touch products from our web site. Please check the system requirements to ensure the product is iPhone/iPod Touch compatible.

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Archimedes 360™ Medical Calculator

Another trusted resource for your mobile & desktop platforms



Price: **\$24.95** standard version

-- Please choose a platform --

Price: **\$21.21** subscription version

iPhone/iPod touch -- 1 Year Subscriptiv

Add to Cart

Standard version sold for every platform BUT iPhone, you can buy a Standard version - no subscription, content does not expire

Subscription version of apps ONLY sold to iPhone users not to other platforms

Other Platforms they deliver product for include :
Windows PC Desktop
Windows Mobile
Palm
Symbian (Nokia)
Blackberry