



Subject: Re: Second Request for Assistance
From: "Phillip Shoemaker" <[REDACTED]>
Received(Date): Thu, 11 Nov 2010 21:23:58 +0000
To: "Mark Malone" <[REDACTED]>
Date: Thu, 11 Nov 2010 21:23:58 +0000

For e-books we allow them to do what Amazon's Kindle app does: they kick you out to their website to purchase the actual book. In the Amazon app, where you can purchase physical books, you can do so directly in the app.

They cannot use IAP to do physical goods, but they could use the Amazon Kindle model for both types of goods.

On Nov 10, 2010, at 11:21 AM, Mark Malone wrote:

Hey Phillip,

Is there a requirement or any advice for someone selling both virtual or hard goods?

Cheers,

-Mark

Begin forwarded message:

From: "Bierbach, Rebecca" <[REDACTED]>
Date: November 10, 2010 11:09:41 AM PST
To: Mark Malone <[REDACTED]>
Subject: RE: Second Request for Assistance

Hi Mark,

We had further questions:

Will Apple approve an application with an in-app purchase process that does not use Apple's in-app purchase technology when a particular sale does not deliver a tangible good? (ie. Is completely virtual with no printed copy)

I am worried that Apple will force us to implement 2 different in-app purchase processes. One for selling our tangible books, and another for selling books that are purely virtual.

I worry about this because in the Amazon iPhone app, they do not sell their electronic books. They point you to their eCommerce website. However, you can purchase tangible goods in that iPhone app. I have other similar examples. I

have not managed to find an example app where you can purchase both virtual and tangible objects in the same iPhone app. I have also not managed to find an app where you can immediately purchase a virtual object with a non-Apple in-app purchase mechanism.

Perhaps Amazon does not sell virtual books in their iPhone app because Apple insisted that the purchase mechanism be the Apple in-app purchase. I can understand why Amazon would not want 2 different purchase mechanisms in their iPhone app as that would be very confusing and frustrating for users.

Please let me know how to answer my colleagues. Thank you!

Rebecca

Rebecca L. Bierbach
Peterson's, a Nelnet company
2000 Lenox Drive, 3rd Floor
Lawrenceville, NJ 08648
Phone: [REDACTED]
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Email: [REDACTED]

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From: Mark Malone [mailto:[REDACTED]]
Sent: Monday, November 08, 2010 12:33 PM
To: Clemente, Stephen
Cc: Bierbach, Rebecca
Subject: Re: Second Request for Assistance

Hi Stephen,

Confirmed. IAP is limited to goods that are delivered within the app from which they are purchased.

Most developers redirect to payment engines available on their website.

-Mark

iPhone

On Nov 8, 2010, at 6:35 AM, "Clemente, Stephen"
<[REDACTED]> wrote:

Mark,

Good morning, I work alongside Rebecca at Peterson's and I wanted to delve a little

more deeply into your response if possible. Seeing as though our product simultaneously produces a digital eBook and a printed book for the consumer, it sounds as though we need to be using a non-Apple 'in-app purchase' process. If that's the case, can you please confirm and provide possible suggestions as to what other third-party providers we might look at to accomplish this required outcome?

Thank You,
 Stephen Clemente
 Executive Director
 Peterson's, a Nelnet company

From: Mark Malone [mailto: [REDACTED]]
 Sent: Sunday, November 07, 2010 5:14 PM
 To: Bierbach, Rebecca
 Subject: Re:Second Request for Assistance

Hey Rebecca,

We do not support Apps (like those you've mentioned below) using our in app purchase engine for non-digital goods - since we cannot ensure that our customers will received the product they've purchased.

- Mark

Technology Evangelism

Subject: Second Request for Assistance
Date: Thu, 04 Nov 2010 12:13:05 -0400
From: "Bierbach, Rebecca" <[REDACTED]>
To: [REDACTED]

Dear Apple,

We are in the middle of building another app at Peterson's and we have a question about in-app purchases. Our app is designed to allow a user to build their own book through the app. Meaning, the person can choose content from multiple books and join that content into a book that is unique to them. After doing so, they have the ability to receive a printed version of the book and/or a digital version of the book (eBook). In both cases the book will be custom to the user, meaning no products will ever be the same. Our question is, do we have to use the Apple in-app purchase process for this or can we use a non-Apple in-app purchase process for this app? Please advise as soon as possible.

The following major retailers do NOT use In-App Purchase for their physical goods:

Amazon

Target

Home Depot

Walgreens

Macy's

Any insight or guidance we be most helpful.

Thank you for your time,

Rebecca

*Rebecca L. Bierbach
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