

Sebastian Vaduva 7th March 2011

Presentation prepared for:



Mobile Apps Market Figures



2010: 6 Billion USD total market size
 1.7 Billion USD development market
 2012: 17.5 Billion USD total market size
 3.8 Billion USD development market

VIZ • 3.8 Billion USD development market

Over 200 % increase over the next 2 years, fastest growing tech market in the world

Market dynamics:

Mobile apps are used by all major industries and are seen as:

•New distribution channels for content (publishers, bloggers, celebrities etc.)

•Exciting interaction methods between users and products (entertainment companies, FMCG companies, SME, etc.)

•*Revenue sources for transaction based online businesses* (e-commerce stores, events, tourism companies etc.)

Problem

The **web** is going **mobile**, every company needs mobile apps to engage users and customers but there are 2 major problems:



~ avg. cost / app: 6000 USD



~ avg. development time & testing / app: 30 days

...and a major lack of know-how and quality



Solution



DO IT YOURSELF web-based mobile apps builder







Sign up on appcend.com



Engage your users Generate revenue



Build an amazing app Test on your device for free



Submit to app store under your developer account or let Appcend publish the app for you

Product Benefits !



Rapid development of native iPhone, iPod and iPad apps.



Fraction of the cost compared to traditional "from scratch" development.



Bug free apps! No more time lost with debugging and adjustments.



Powerful CMS & Web Based control panel for apps management.



No coding or tech skills required!

Product Features (1)

A multimedia dream: You Tube USTREAME flickr vineo Picasa.





Insert multiple content sources, including photos, videos and RSS feeds or upload them locally using our powerful CMS. It's everything you need to distribute your content anytime and anywhere directly to your user's devices



Use the power of social networks to your benefit, and engage your users into an interactive experiences using Google maps integration and augmented reality views. Reaching destinations and points of interest has never been so easy.

Sky high return on investment:





It's not all about awareness, it's also about making money. It's easy to integrate every app you built with Apple's advertising networks or with your very own ad server. It's all done in a couple of clicks

Beautiful & unique apps:



ANEWMORNING.COM	8
	AR DELANEY
ANeuMorning.com	
ANewMorning.com	88
	AR ESSENCE
ANEW Morring.com	
ANEWMORNING.COM	g
Number of fonts: 190	Clear Bes

Use your creativity to create unique apps. Appcend lets you customize every graphical element of your app, and the results will be astonishing

Product Features (2)

Measure & Improve:



Each app built is easily integrated with **Flurry Analytics** for precise measurement of user engagement and app performance. In app analytics will easily help you decide what are the next steps of action in order to maximize your app's performance.

Comprehensive client interface:

Appcend					Dashboard	Bills	Supp
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Modules	Structure	"E-market" View Setting	js				
Selied a calegory and drag one of the available modules in your application.	Main Menu	Mew name	E-market		0		
	- 984	- Content settings					
* Menus	Pagna Stre	This are the elements for the current of	sera: Click on the eleme	et name is ed	t t, rearder		
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Large icon menu	Web Page 2	I 🤠 Offerte	Change Ko	ti Nakon			
Springboard menu	Oterta	1 🥁 Opertanitati	Change Ko	B Markan			
Coverflow menu	Web Page 3	1 👔 Despre	Change Ko	a barana			
	Oportunitati	E Coverflow menu 2	Change Ko	Na.kon			
	Web Page 4	- General settings					
News & Content	Despre	and a second sec					
+ Photos	Web Page 6	Title displayed in navigation bar	E-market				
· videos	Coverture menu 2	Animation type on wew push	Curl up	. 0			
+ Music	Resurse	Show horizontal scroll indicator	No	-			
+ Maps	web Page 5	Show vertical script indicator		-			
	Coverflow menu	 Layout settings 					
	- Achtelli / Fonduri						
	Asusturi	 Ad integration 					
	Web Pape 7	 Cell settings 					

Appcend's client interface was built so that anyone could learn to deliver extraordinary looking, fully featured apps right from the start. Every color, icon, pixel and font is customizable so there's no limit to all the things you can do. However, **developers** can use our ADML system to write apps using custom **XML** feeds and benefit even more from the power of this system



Keep your clients up to date with all news and updates. The built in **Apple Push Notifications** service will act as a powerful direct marketing tool for your organization.

Appcend Solutions

Appcend for:	Pricing model:	Apps included	Additional Benefits
Individuals & Small Businesses	Setup fee Monthly maintenance (depending on selected package)	none	Basic Support Access to Knowledge Center
Enterprise Packages/ Resellers	Wholesale package (one time fee)	5,10,15 15+	No download & Push Notification Limitations Extended Product Support Onsite or Online Training Access to Knowledge Center Access to ADML Optional: Objective C project extensibility

Thank you!

Sign up for private beta program – www.appcend.com



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