

“ 35% OF PEOPLE
ONLINE ARE USING A
MOBILE DEVICE ”

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**Print to web. Web to mobile.
The paradigm shift is happening now.**

- Mobile internet users will reach 113.9 million in 2012, up 17.1% from 97.3 million in 2011
- 49% of all internet searches originate from a mobile platform
- Number of mobile shoppers will reach 72.8 million in 2012
- A Google study revealed 95% of smart-phone users have looked for local information, and 88% of local info seekers take action within one day
- There will be over 41.9 million iPad users in 2012

**Take advantage of the rapid
growth in mobile internet usage.**

- 75% of marketers are planning to add mobile to their marketing mix
- App users are often affluent: smart phone users with income above \$75,000 are more likely to download mobile apps
- Apple's App Store will account for about one in five dollars of the total global mobile applications market in 2015
- Seven out of ten consumers will check a retailer's website while inside the establishment

Is going mobile right for you business?

- Do you want to connect with savvy consumers who do research and plan activities while on the go?
- Are customers already swiping and tapping away at smart-phones and tablets at your establishment?
- Do you feel you can do more to optimize your existing web presence for mobile users?
- Can you benefit from having a direct line that cuts past the noise of email and spam to directly reach consumers?

If you've said yes to any of the above, your business might be ready to go mobile.

Getting started is easier than you think.

- ✓ **Expert Developers**
- ✓ **Friendly Service**
- ✓ **FREE Support**
- ✓ **Exceptional Design and Usability**

For a **FREE** Initial Consultation or Quotation
Call **(515) 309-1701** or email **hello@iapps24.com**

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PRESENCE TO THE
NEXT LEVEL

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Expertise

Push Messaging - Cut through the noise and connect directly with your customers via push notifications straight to their device. Manage and send messages with a personalized web application as easy to update as Facebook or Twitter. With push, your app becomes an exclusively branded communication channel.

Social Media Integration - Facebook, Twitter, YouTube, FourSquare, and more — we can make it all work together with your mobile app.

The Latest Tech - We stay up-to-date on the best way to use emerging technologies, including augmented reality, QR codes, GPS, and more.

Database Connectivity - Got a lot of information to work with? No problem. We have extensive experience leveraging database systems in mobile and web development.

Our Approach

Initial Consultation - You help our team understand your needs and your business. We help you understand your options.

Planning and Scope - Resources are gathered, databases connected, and the project begins to come together.

Quote - We produce a quote and budget with options for completing your project.

Concepts and Wireframes - Much like blueprints for a building, we create a black and white representation of your entire application to check understanding and find areas for improvement.

Visual Design - With approved wireframes as a guide, our designers create the complete visual design of your app, branding and all.

Development - Having already begun work on the infrastructure, our developers implement the visual designs to build out your app.

Testing - We fully test your application using a variety of industry best practices to make sure it's stable, usable, and enjoyable.

Launch! - Our team takes care of packaging and submitting your application to the appropriate locations (such as the App Store and Android Marketplace) and gets it ready for download.

Support and Feedback - The day your app launches isn't the end of our relationship — we'll still be there to provide assistance and ensure its success, and help you plan for the future.

Got an app idea?

Take advantage of our expert consultation services.
Start the conversation by calling **(515) 309-1701**



StepTrace
A GPS-enabled personal tracker to record and share your trips.



Invitere
Send meeting invites with location information and augmented reality.



Pro-Share
Bulk media uploader for Facebook, Flickr, YouTube, Picasa, & Twitter



iDealer
Custom branded white label app for auto dealerships.



iDrink
Your bar, your app. Push notification specials, social integration.



iWaiter
A touchscreen powered app to take on restaurant service.