



Your Favorite Apps

for Tablets & Smartphones

Your Favorite Tablet & Smartphone Apps

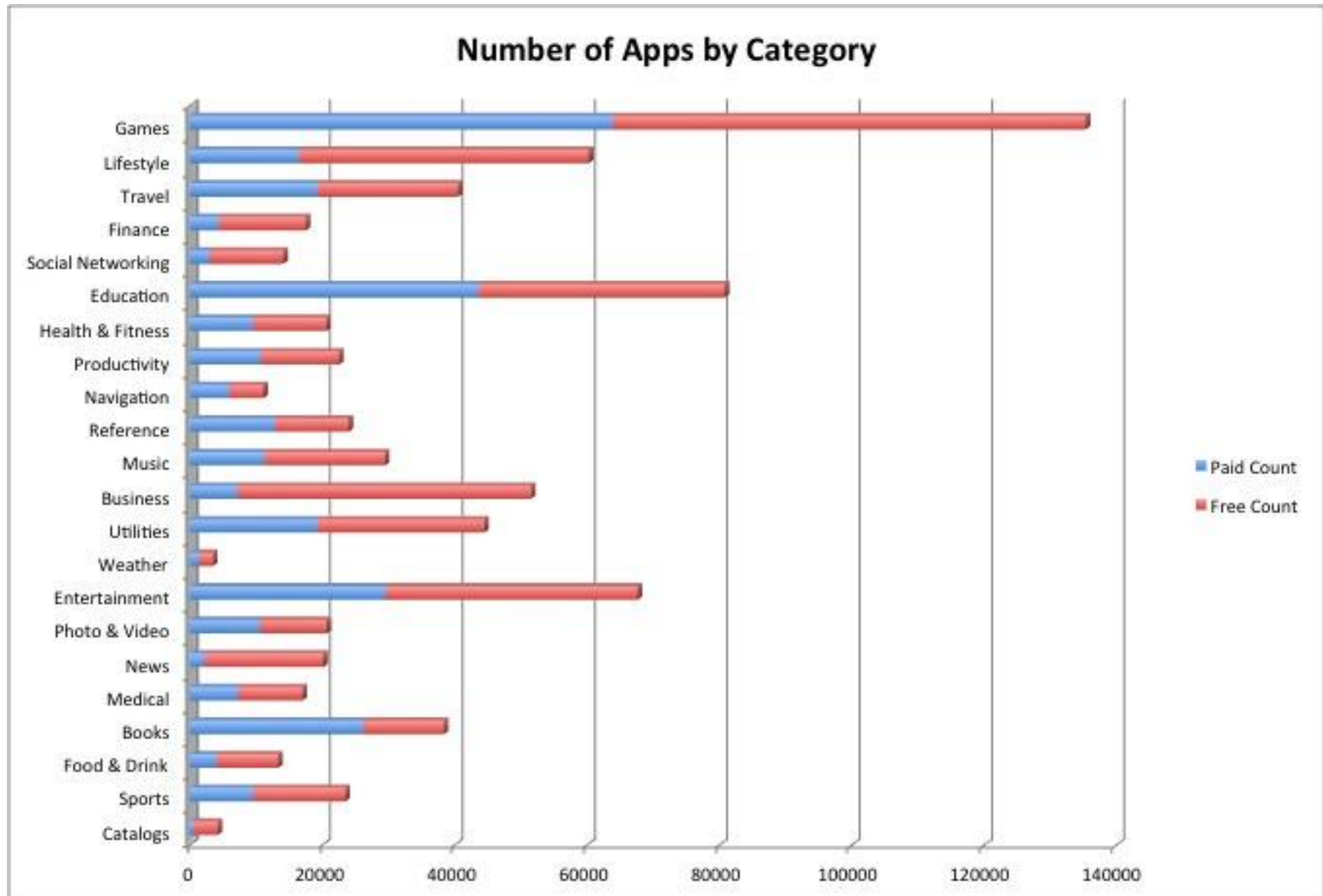
- **Thousands of Apps available**
 - **Apple Store: ~1,000,000 (400,000 native iPad)**
 - **Google Play Store (Android): ~1,000,000**
 - **Windows Phone Store: ~170,000**
 - **Windows 8 Store: ~100,000**
- **How do you find a "good" App?**

Your Favorite Tablet & Smartphone Apps

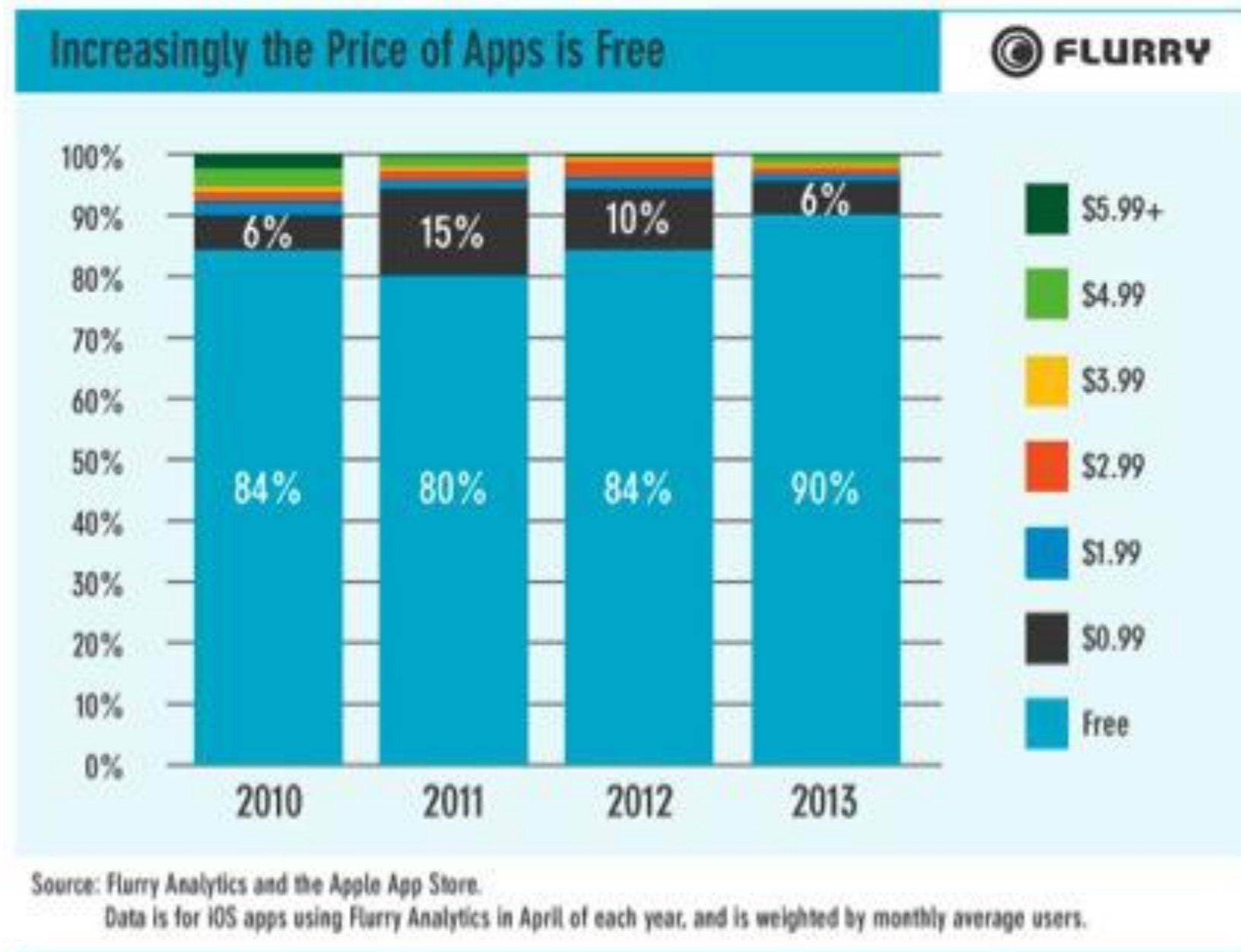
Ways to find "good" Apps

- **Search through App Store**
- **Web surf for "favorite" App lists**
- **Read technical articles about Apps**
- **Find out what Apps your friends like**

Your Favorite Apps for Tablets & Smartphones



Your Favorite Apps for Tablets & Smartphones



- Increase of "In-App purchases"

Your Favorite Apps for Tablets & Smartphones

Average Apple App cost by category:

Category	Average Price
Catalogs	\$2.99
Sports	\$3.68
Food & Drink	\$3.00
Books	\$3.76
Medical	\$11.39
News	\$2.76
Photo & Video	\$2.90
Entertainment	\$1.90
Weather	\$2.29
Utilities	\$3.09
Business	\$11.28
Music	\$3.28
Reference	\$4.84
Navigation	\$7.35
Productivity	\$4.61
Health & Fitness	\$2.94
Education	\$3.97
Social Networking	\$2.45
Finance	\$5.35
Travel	\$3.23
Lifestyle	\$2.75
Games	\$1.69
Total	\$4.16

Your Favorite Apps for Tablets & Smartphones

- Typically Apps written for smartphones also work on tablets (But with just a magnified view)
- Some Apps are written for tablets only (With a more detailed view & features than smartphone version)
- Some Apps are "universal" and will work well on both smartphones and tablets
- Many apps work on iOS, Android and Windows devices but may not look or have the same features

Your Favorite Apps for Tablets & Smartphones

Review Apps by category:

- **Entertainment**
- **Weather**
- **Shopping**
- **Music**
- **Reference**
- **Travel**
- **Photo & Video**
- **Finance**
- **Utilities**
- **News**
- **Food & Drink**
- **Medical**
- **Sports**
- **Health & Fitness**
- **Others**

Your Favorite Apps for Tablets & Smartphones

Where to get or research Apps:

- iOS: iTunes Store (research at "appshopper.com")
- Android: Google Play ("play.google.com")
- Windows ("windowsphone.com")

Your Favorite Apps for Tablet & Smartphones

The results of the CAT Favorite App survey will be demonstrated at the October 17 CAT meeting. After the meeting the list of Apps will be posted on the CAT Web site...