

# planet of the apps



An *App* is a “web application”, a piece of fun or entertaining software that is downloaded from the Internet and often put on a mobile phone. Apps are the new big business. By the end of 2009 there were more than 70,000 apps at the Apple iTunes App Store (one of the most famous app stores) and they had been downloaded over 1.5 billion times!

## Test your apps

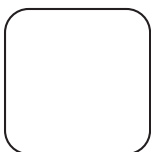
Apps can be strange, funny, useful or just unusual. Test your app (and English) knowledge. First match the names below with the icons on the iPhone.

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> app store  | <input type="checkbox"/> messages    |
| <input type="checkbox"/> calculator | <input type="checkbox"/> notes       |
| <input type="checkbox"/> calendar   | <input type="checkbox"/> photos      |
| <input type="checkbox"/> camera     | <input type="checkbox"/> settings    |
| <input type="checkbox"/> clock      | <input type="checkbox"/> stocks      |
| <input type="checkbox"/> compass    | <input type="checkbox"/> voice memos |
| <input type="checkbox"/> itunes     | <input type="checkbox"/> weather     |
| <input type="checkbox"/> maps       | <input type="checkbox"/> youtube     |

Now try to match the names of these apps to the descriptions below.

- Email n Walk
- Nike+
- Postage
- Shazam
- Skype
- Textfree Unlimited

## Create your own app!



Is there an app for everything? Perhaps not. Can you think of an interesting or silly app for a phone? Draw an icon for your app in the box, and write a short description, explaining what your app can do. Who can think of the most useful / funniest / strangest app?

1. This app lets you send as many SMS messages as you like, for free!
2. If you hear a song somewhere and you want to know the title, just hold up your phone and use this app. It finds the name of the song and shows you the album cover.
3. This app lets you design and send your own digital postcards on the go.
4. This app works with a small device you put in your shoe. It counts your steps and organises an exercise programme for you.
5. This app works with your phone camera. It shows you where you are going while you are writing or reading messages.
6. With this app installed you can make free phone calls to other people.