

## **iPhone Application , in Touch with Tomorrow**

**Written by Effie Sha**

**Beijing RayooTech Co., Ltd.**

It's always very exciting when a new thing come to our world and changes our life. Apple opened the door to a new communication technology market and people can make their dreams come true in iPhone's huge virtual world.

I read a news report on Inc. NEWS. The title is 'Kid Entrepreneurs Build iPhone App – Two young brothers turn their school math lessons into an iPhone app'. The story talk about a boy, his name is Owen Voorhees, Owen overcame new programming languages and read lots of college level computer science textbooks, all to develop his own iPhone application. And finally, his application, MathTime, was launched in the Apple Store and rose to No. 13 in the paid ranking rapidly, educational application section. Why news paper reported Owen's story? Because this boy, reached the top of mountain eventually after overcame many difficult problems, is only 11-year old. The MathTime works like this: people can practise addition, subtraction, multiplication and division on iPhone with two taps of the iPhone, one to show the question, one to display the answer. After Owen established the basic premise of the game, his 9-year old brother Finn designed the mathematical symbols in Photoshop. They launched MathTime iPhone application to Apple Store once Finn completed the symbols design.

iPhone application is so close to us, not only professional iPhone application programmers can develop and sell iPhone applications in Apple Store, but also novice programmers can do it. The iPhone application development environment is very easy, so no matter what your job is, everyone can complete iPhone applications with good ideas.

Let's move to companies, organizations or governments. How about them? Are they going to use iPhone application do something for their business?

The answer is 'Yes'. The BBC, the British Broadcasting Corporation who is the largest and famous broadcasting network in the world, has announced it will offer iPhone applications for its news and sport content from April, 2010. This is a amazing news for iPhone fans. The BBC said they had been developed iPhone application because more and more people use 'sophisticated handheld devices' to view content. And some other news organizations also provide iPhone applications to view their online news content, including SKY, the Daily Telegraph, and the Guardian which costs £2.39. The news industry is struggling to find a business model in digital world.

‘The BBC iPhone application which is going to be released in this April, will offer content from the BBC News website, including written stories, correspondent blogs as well as audio and video. Users will also be able to send comments and pictures directly to the newsroom.’ The BBC said the sports iPhone application will be released in time for the World Cup, which starts in June, and will initially focus on football. Different languages version of the BBC iPhone application will be offered to international audiences.

You can be individual with a good iPhone application idea, or you can be a company or organization with your business needs, just contact RayooTech when you need iPhone application development outsourcing. As one of the leading software outsourcing company in China, we will help you to get in touch with tomorrow.

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