



A new dimension in app discovery

www.appcarousel.com

Terry Hughes, Managing Director

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Setting the scene

- ◆ AppCarousel is a Wmode company
- ◆ New business focused on app showcasing, merchandising, and discovery
- ◆ Launching here at Open Mobile Summit
- ◆ “The content you care about showcased to your audience”
- ◆ Guest speaker: **Larry Atwell, Director Product Development, Cricket Communications**

The IKEA analogy



The IKEA analogy

A photograph of a modern dining room interior. A dark wood dining table is set with white plates, glasses, and a vase of white flowers. A young child is sitting at the table, holding a bowl. In the background, a woman is visible at a kitchen counter. The room is lit with warm, ambient lighting from pendant lamps.

SKURSTA dining table
\$299

LENNER chairs
\$9.99

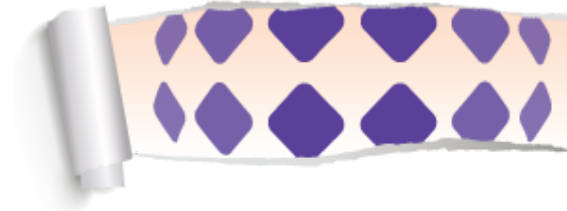
MOULN chair
\$69.99/ea

Dining

SKURSTA dining table \$299 (table 60x110). Stained and clear tempered ash veneer. Dimensions: 60x110x75. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100001. LENNER chairs \$9.99/ea. Dimensions: 45x45x80. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100002. MOULN chair \$69.99/ea. Dimensions: 45x45x80. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100003. **BRANDTUN** bar stool \$49.99/ea (see required back version). Chrome-plated steel. 34x34x45. IKEA of America, Inc. Model: 100004. **SKURSTA** dining table \$299 (table 60x110). Stained and clear tempered ash veneer. Dimensions: 60x110x75. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100001. LENNER chairs \$9.99/ea. Dimensions: 45x45x80. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100002. MOULN chair \$69.99/ea. Dimensions: 45x45x80. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100003. **BRANDTUN** bar stool \$49.99/ea (see required back version). Chrome-plated steel. 34x34x45. IKEA of America, Inc. Model: 100004. **SKURSTA** dining table \$299 (table 60x110). Stained and clear tempered ash veneer. Dimensions: 60x110x75. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100001. LENNER chairs \$9.99/ea. Dimensions: 45x45x80. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100002. MOULN chair \$69.99/ea. Dimensions: 45x45x80. IKEA of America, Inc. 100% of the wood is from well-managed forests. Model: 100003. **BRANDTUN** bar stool \$49.99/ea (see required back version). Chrome-plated steel. 34x34x45. IKEA of America, Inc. Model: 100004.

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10 challenges



- ◆ Today's app stores don't solve the "free" problem
- ◆ Discovery is getting worse
- ◆ Developers still haven't found the holy grail
- ◆ Users don't think of apps in silos
- ◆ Everyone wants to get above the noise
- ◆ Bundles and packs are not well catered for
- ◆ Users will pay for quality
- ◆ The power of recommendation is being wasted
- ◆ App merchandizing needs to move faster
- ◆ Curation beats automation

Booth promo



Guest speaker

Larry Atwell, Director, Product Development,
Cricket Communications

cricket®

Our mission

- ◆ To abstract the merchandising process from the stores themselves
- ◆ To spin up carousels at lightning speed
- ◆ To create a complementary way for apps and content to be propagated
- ◆ To focus on our customer's brand, not that of the app store
- ◆ To focus on curation and quality
- ◆ To group content into logical bundles, highly targeted
- ◆ To take consumers on a journey of discovery



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Take us for a spin

Contact us

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