

AppButler 1.1 helps Discover Hot Apps - Now including Social Features

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A lot has been written about the AppStores flaws - users are bound to the top lists and it's difficult to find or get notified about something new. The AppButler changes this. Due to the unique algorithm and push services the AppButler "serves" fresh apps every day.

Since its release, the AppButler has gained some media coverage showing that there is a great demand for new ways to discover the Apple AppStore - amongst others the AppButler got mentioned at Macworld. The latest update builds on this success by integrating social features seamlessly into the app allowing the user to share great apps. Facebook, Twitter and email are just a touch away.

This is how the AppButler works: a special algorithm calculates a score for every app with the data from the biggest AppStore countries (US, Canada, Germany, UK, France, Italy, Japan, Australia) . The score represents how many ranks an app has gained within the last 24 hours in the toplists of these countries. Thus an international ranking for the hottest apps is created by the AppButler. Users can determine a score threshold and the categories they are interested in. Based on these settings the user will be informed via push service if the AppButler has found interesting apps for you.

Besides getting notified about the hottest apps worldwide, the user can also browse through a category list to see the hottest apps in one particular category. This is a very convenient way to discover new apps and also a great research tool for journalists and developers.

The highlights at a glance:

- * Unique algorithm to determine hot apps
- * Fresh apps every day
- * Push services - to be the first to know
- * Great AppStore research tool
- * New: integration of Facebook and Twitter

Device Requirements:

- * iPhone or iPod touch 3.0 or later

Pricing and Availability:

AppButler 1.1 is free and available worldwide exclusively through the App Store in the Productivity category.

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

AppButler 1.1:
<http://apps.rapidrabbit.de/appbutler>

Download AppButler:
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=334208517&mt=8>

AppButler on iPhone:
<http://appbutler.rapidrabbit.de>

Screenshot:
http://apps.rapidrabbit.de/wp-content/uploads/2010/01/appbutler_1_1_screen1_en.png

Screenshot 2:
http://apps.rapidrabbit.de/wp-content/uploads/2010/01/appbutler_1_1_screen6_en.jpg

App Icon:
http://apps.rapidrabbit.de/wp-content/uploads/2009/10/appbutler_512-x-512.jpg

rapidrabbit is an independent software and technology development company, founded 2007 in Greifswald / Germany. "Keep it simple and smart" is the motivation to develop modern web applications which are complex but still fun to use. Specializing in open source technology, like Ruby on Rails, rapidrabbit soon became a well known developer in north-eastern germany. By advancing to the iPhone platform rapidrabbit takes the next step in distributing it's software on an international level. Copyright (C) 2007-2010 rapidrabbit. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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Peter Morczinek
iPhone Development

peter@rapidrabbit.de

Link To Article: <https://prmac.com/release-id-10045.htm>
