

Dot Com Infoway Releases New Infographic: App Optimization for iOS 7

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DCI, a leading provider of offshore IT outsourcing solutions to businesses across the globe, has announced the release of App Optimization for iOS 7, an infographic that provides insights on the multifarious features in Apple's latest OS which app developers can take advantage of. App Optimization for iOS 7 addresses three major aspects: the need to optimize apps for iOS 7, the impact of not optimizing them, and the new attributes which developers can capitalize on in the new OS.

Based in New York - Dot Com Infoway (DCI), a leading provider of offshore IT outsourcing solutions to businesses across the globe, has announced the release of App Optimization for iOS 7, an infographic that provides insights on the multifarious features in Apple's latest OS which app developers can take advantage of. The information graphic stresses on the need to evolve with Apple's mobile operating system, to let users engage with apps at a whole new level, and to thrive in a marketplace that's quick to embrace and adapt to the latest trends.

App Optimization for iOS 7 addresses three major aspects: the need to optimize apps for iOS 7, the impact of not optimizing them, and the new attributes which developers can capitalize on in the new OS. The infographic looks to enlighten app developers who have not yet taken the iOS 7 plunge about the capabilities of the new OS, and how they can be leveraged to enhance the experience of users.

iOS 7 has widened the field of opportunities for app developers, and also paved the way for a redefined user experience. Development teams who wished to have their apps in the first wave of iOS 7 updates, overhauled and submitted their iOS 7 builds shortly after the release of the Gold Master. Several apps which have not jumped on the iOS 7 bandwagon have been hit hard with negative user reviews.

iOS 7 lets developers rethink their apps, and vie again for top spots on the App Store. While speaking at the launch of the infographic, Venkatesh C. R., CEO of Dot Com Infoway said, "iOS 7 is set to impress, on both the user and developer fronts. It has brought in more radical changes, challenges, and opportunities for growth than any of the previous iOS platform updates. Our infographic reaches out to the community of mobile app developers who have not yet made the iOS 7 leap. The dilemma they face is understandable, considering all the work that is required to transition their apps and users to the latest version of iOS. But, we thought we should help by shedding light on how it (the update) can widen their business horizons, and also help in providing users with a more compelling experience."

As a leading mobile app marketing firm that offers app optimization services, Dot Com Infoway has been analyzing apps, and providing developers with guidelines on redesigning or creating them for iOS 7. The company has also recently launched an iOS app, Latest Tips, Tricks, and Secrets for iOS 7, which explores the lesser-known, but noteworthy features of Apple's latest OS.

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