appbackr
THE MARKET XCHANGE FOR APPS

# Tizen. Using the Smart Approach to Attract Apps

TIZEN™
DEVELOPER
CONFERENCE
2013
SAN FRANCISCO

the problem

# highly fragmented app market

825,000

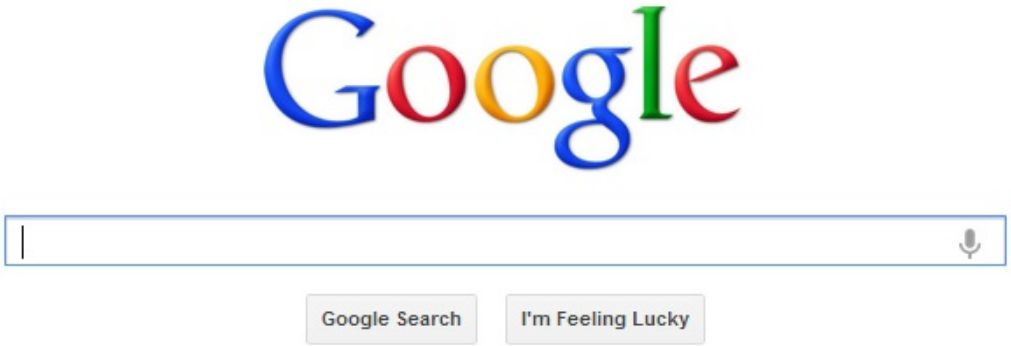
850,000


145,000

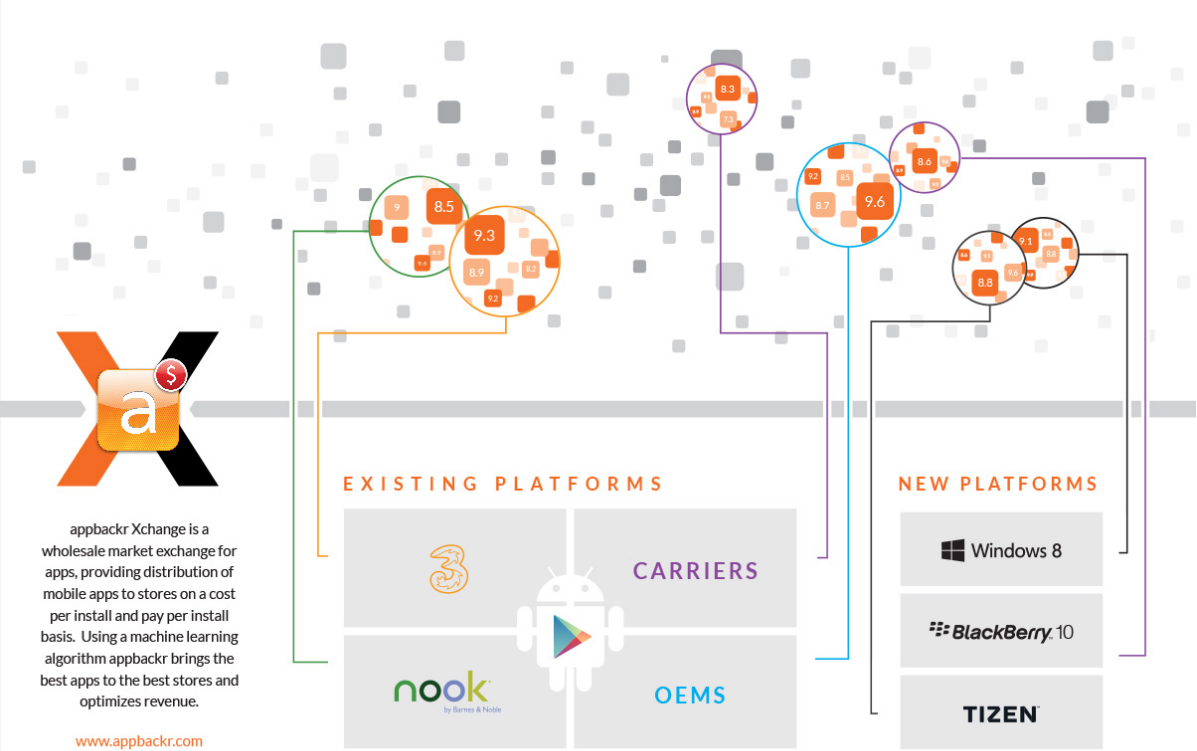

*Windows Phone Store

consumers

developers

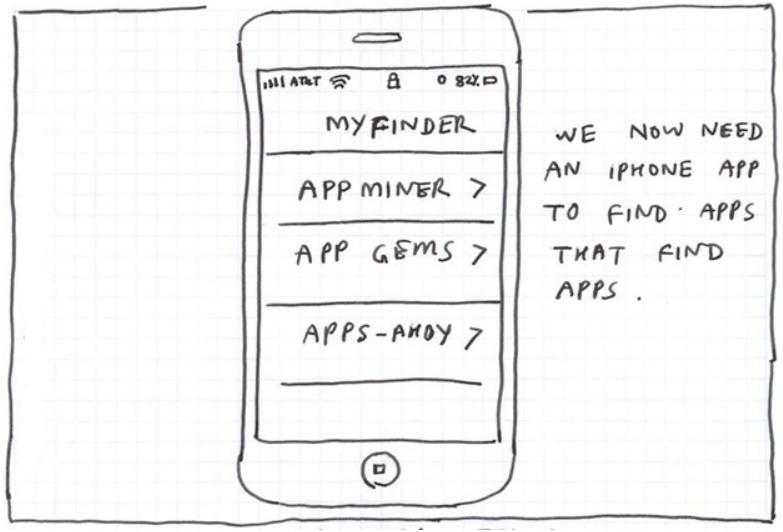

Google
Google Search
I'm Feeling Lucky

# Xchange acts as a thin-wholesale layer between stores and apps



# Xchange solves the major pain point for both developers and stores

Developers are desperate for sales but have **no profitable options**




Carriers, OEMs and stores all need **to differentiate** their offering to attract consumers

Xchange matches developers and stores

# useful, relevant apps

Xchange

apps are driven to the right app stores to maximize

**selection, profit and distribution**

with **minimum effort**

## appscore algorithm

cuts through clutter;
predicts app rank/value

app developers

software development companies

enjoys optimized distribution

across all stores and platforms

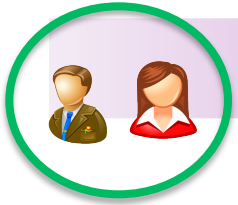
## antivirus screening

helps screens apps for entry to Xchange through a web service or SDK

## appscore algorithm

cuts through clutter;
predicts app rank/value

app developers



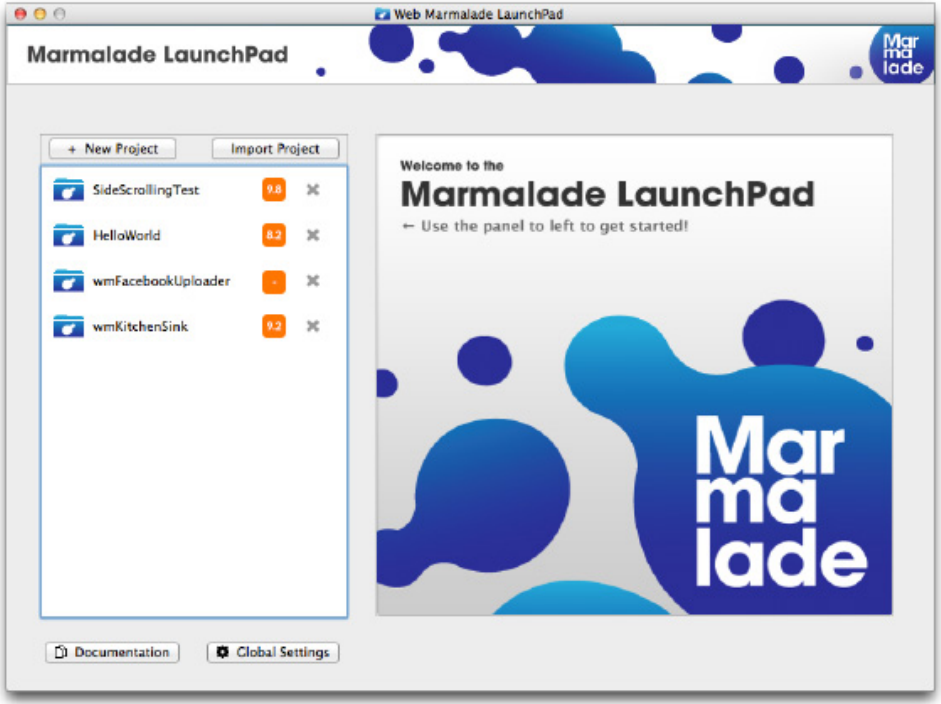
## enjoys optimized distribution

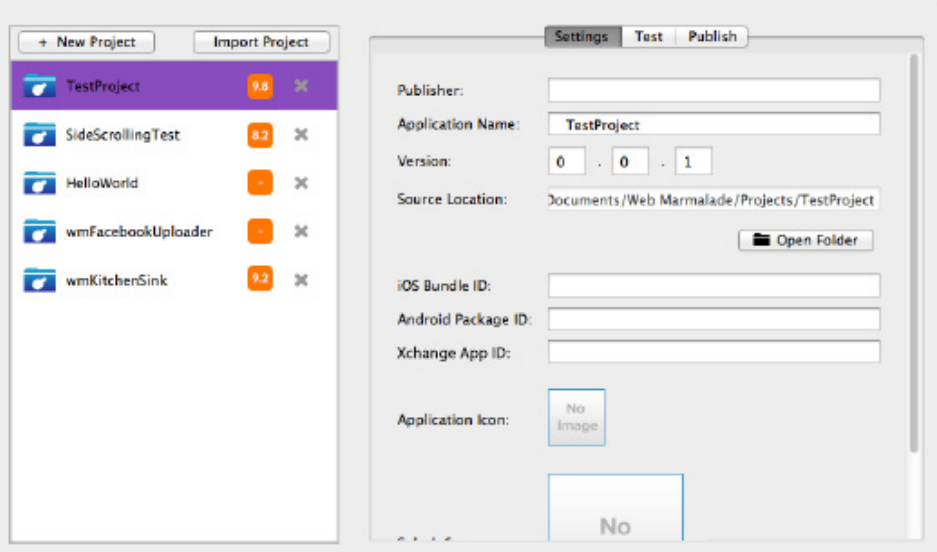
across all stores
and platforms

## antivirus screening

helps screens apps for entry
to Xchange through a web service or SDK

# developers can see appscore of current projects



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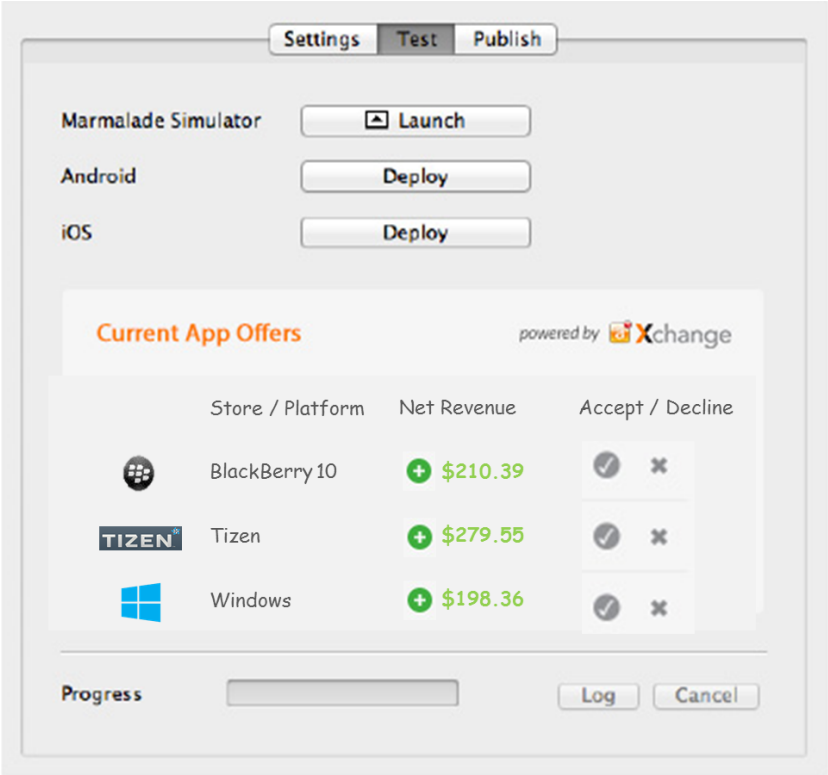
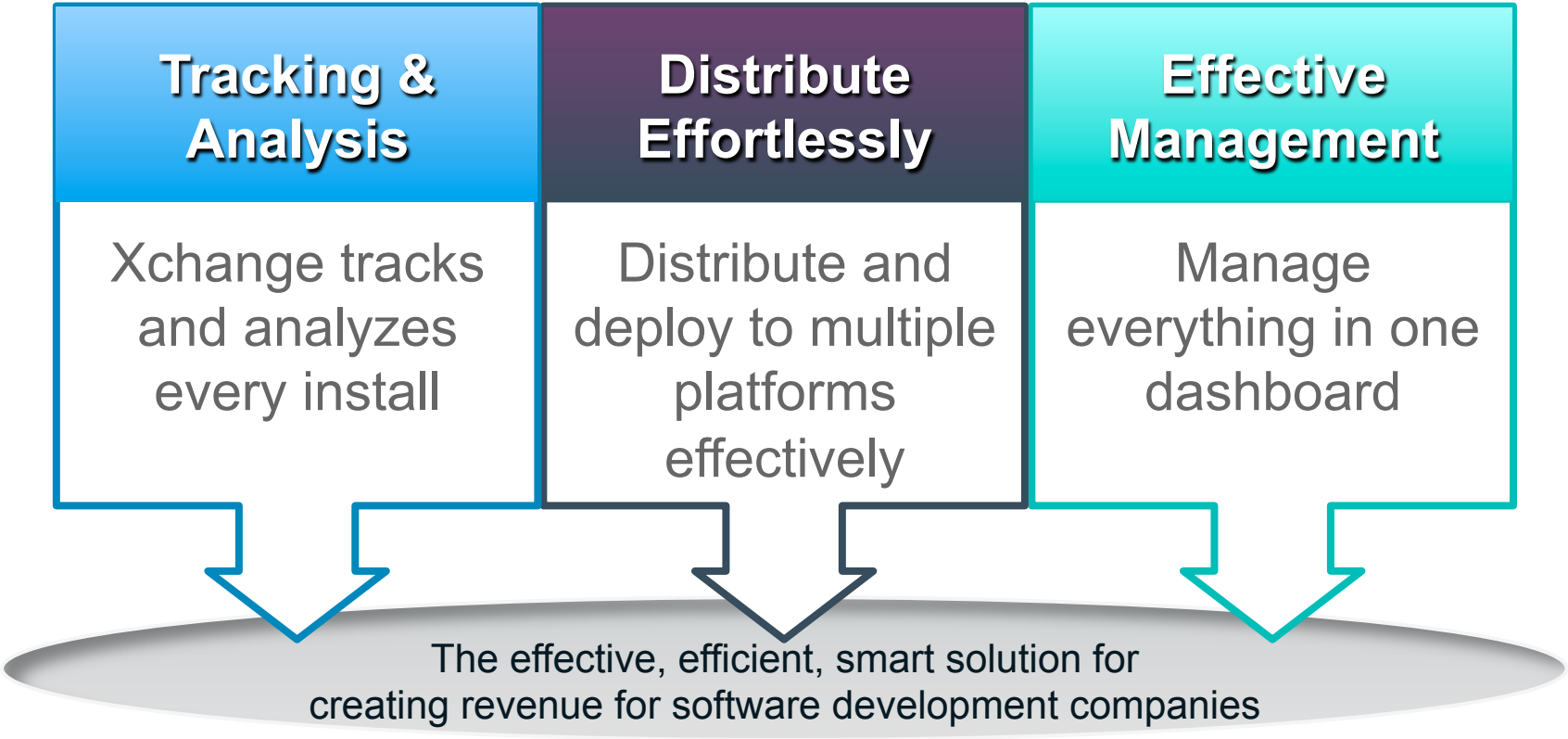
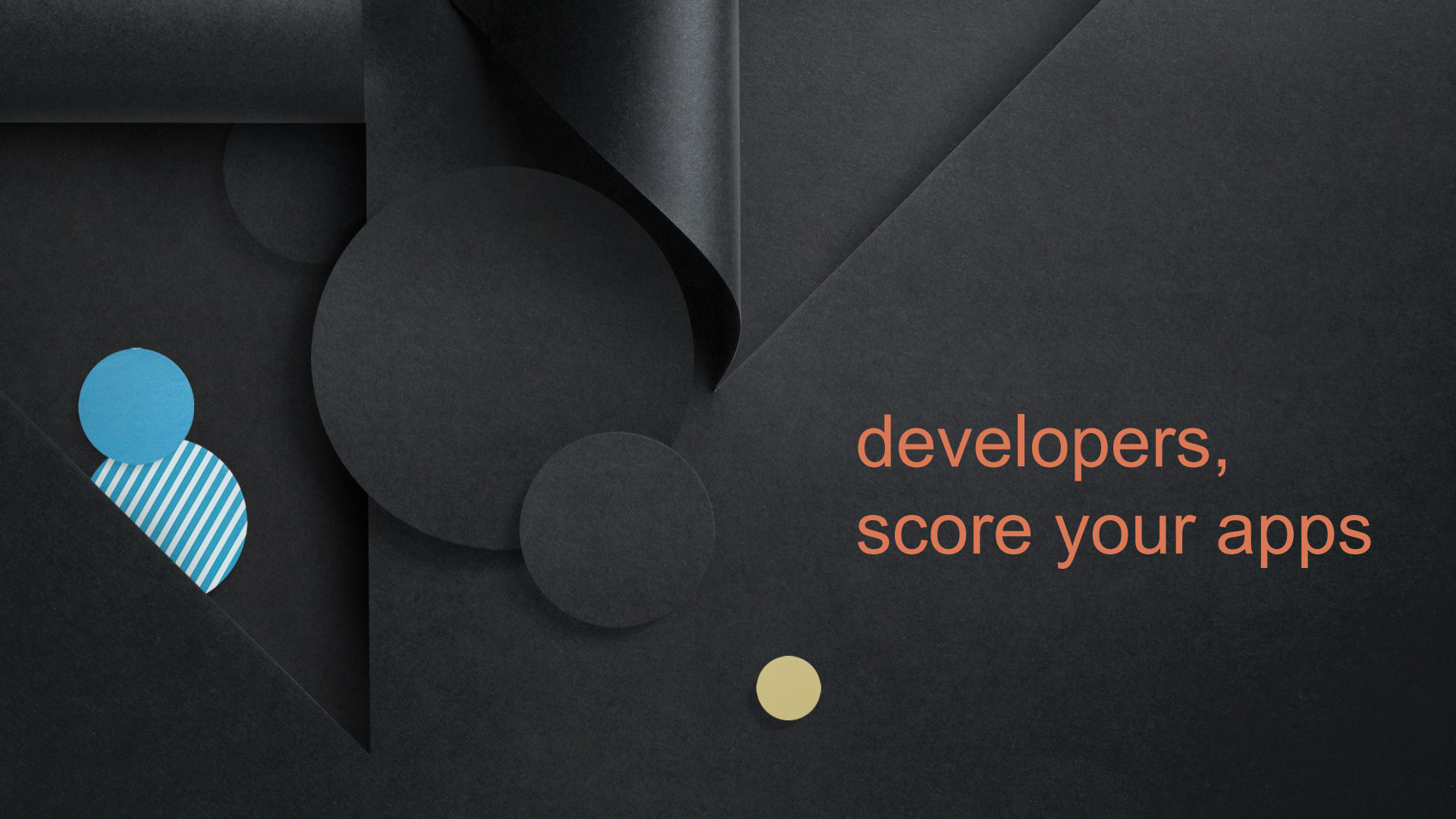
# see incentive offers from multiple platforms

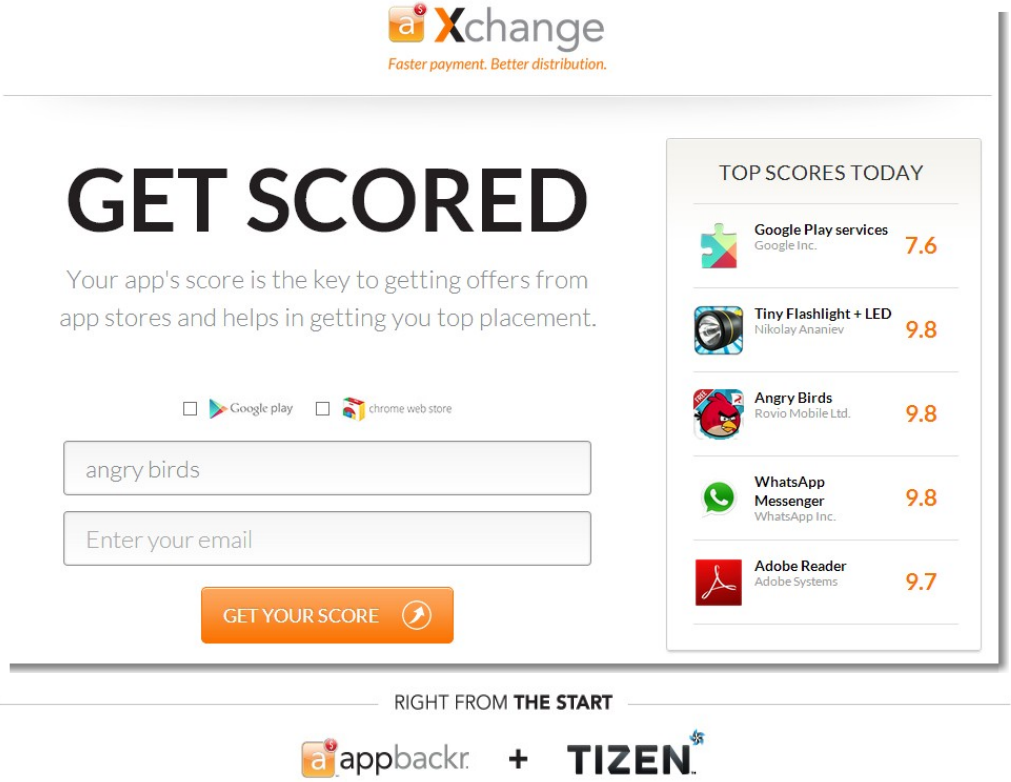



- easy to manage dashboard
- choose which platform to deploy to
- automated submission to platform through Xchange

# Xchange delivers revenue and distribution effortlessly for developers




developers,
score your apps

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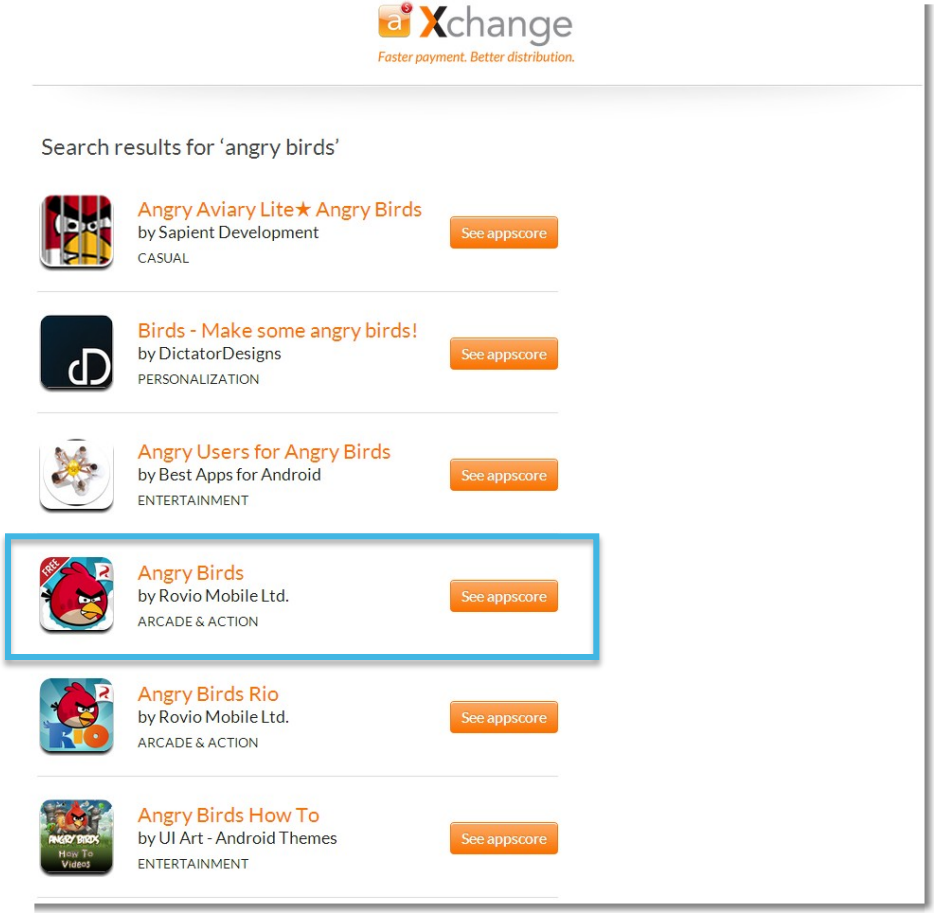


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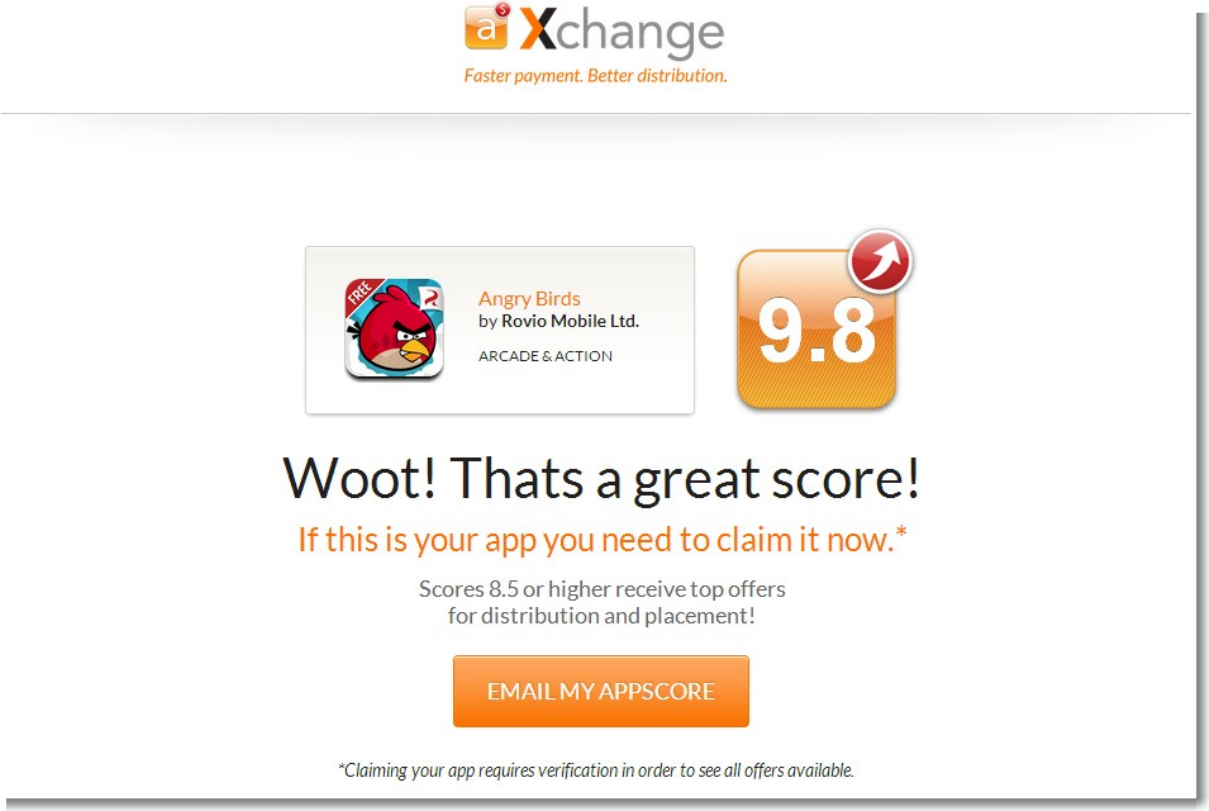


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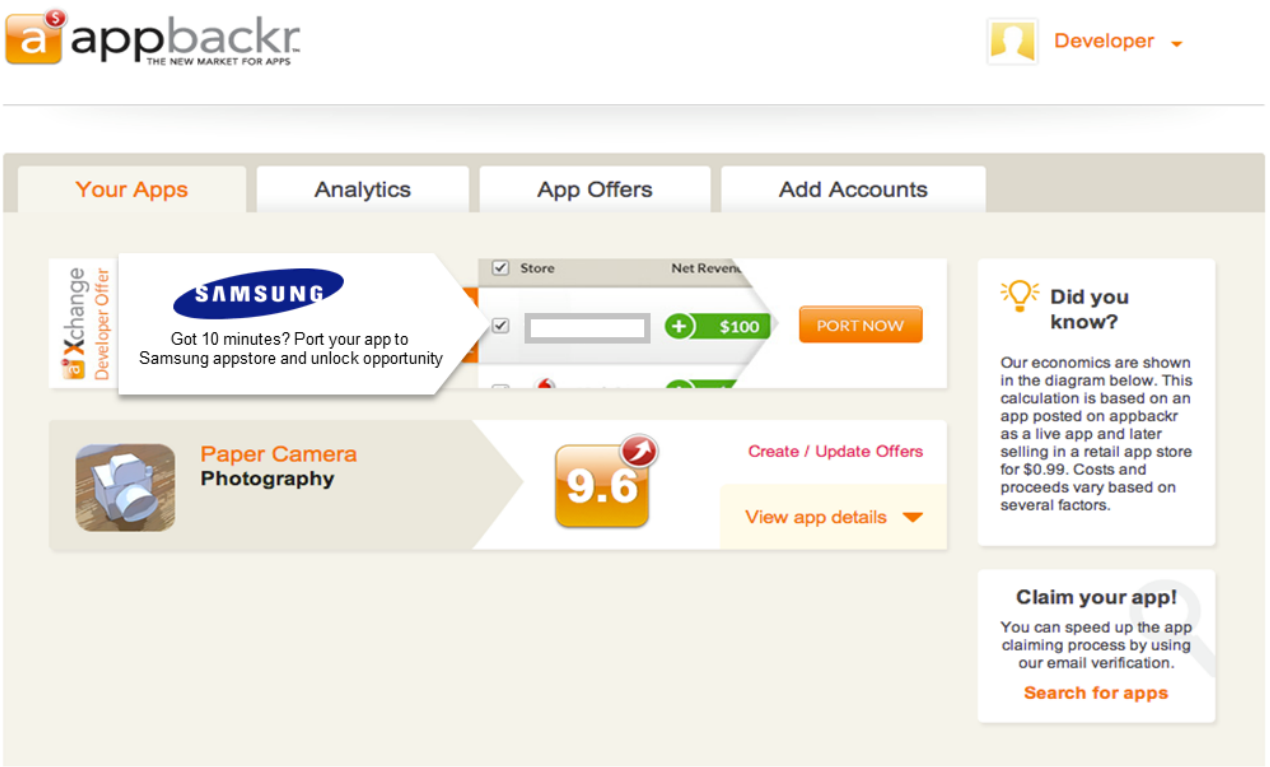
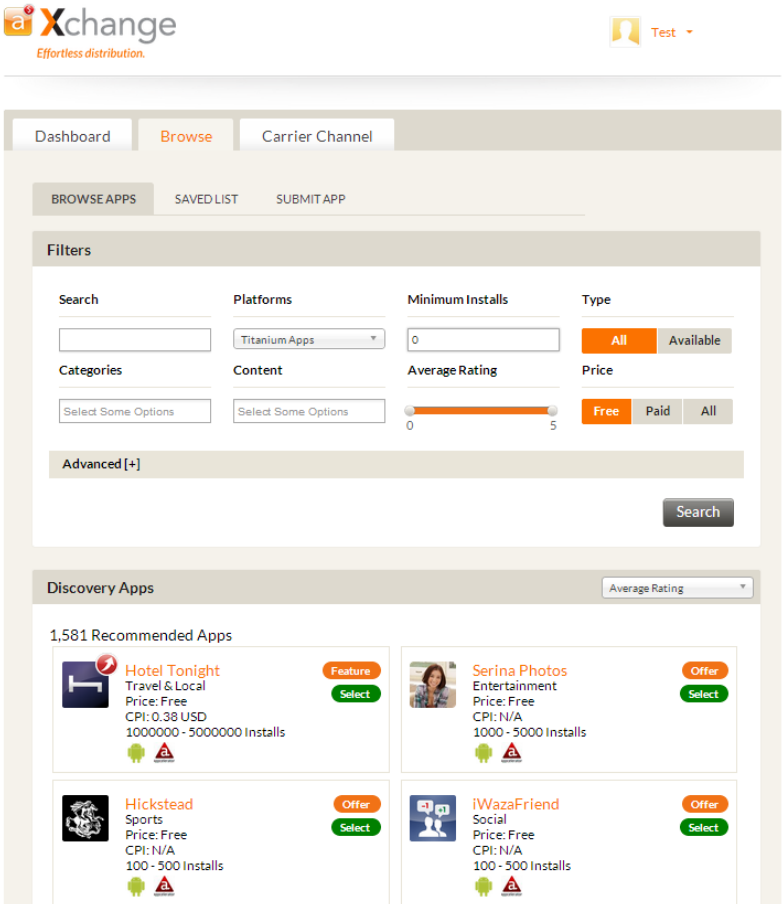
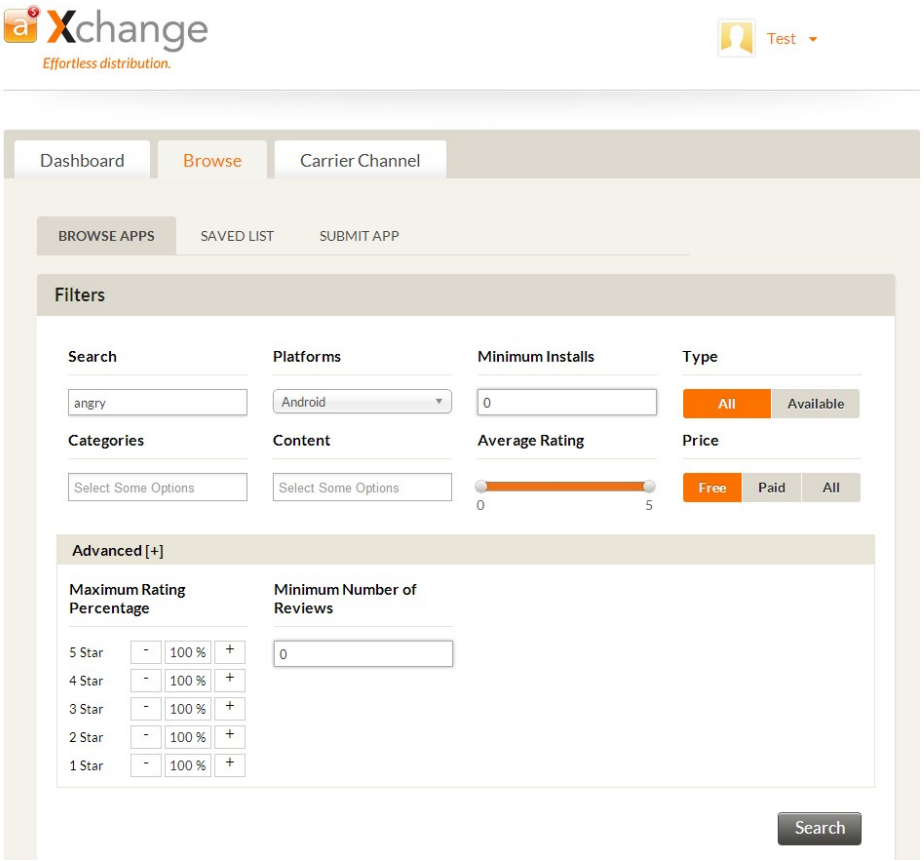
# Xchange dashboard

# Developers on Xchange view and accept Samsung's offers

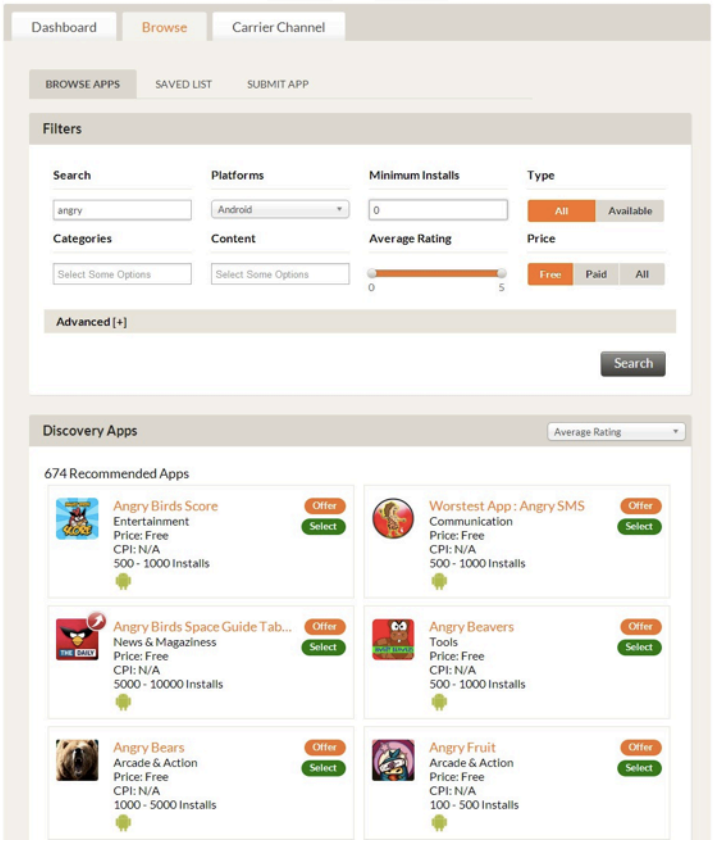




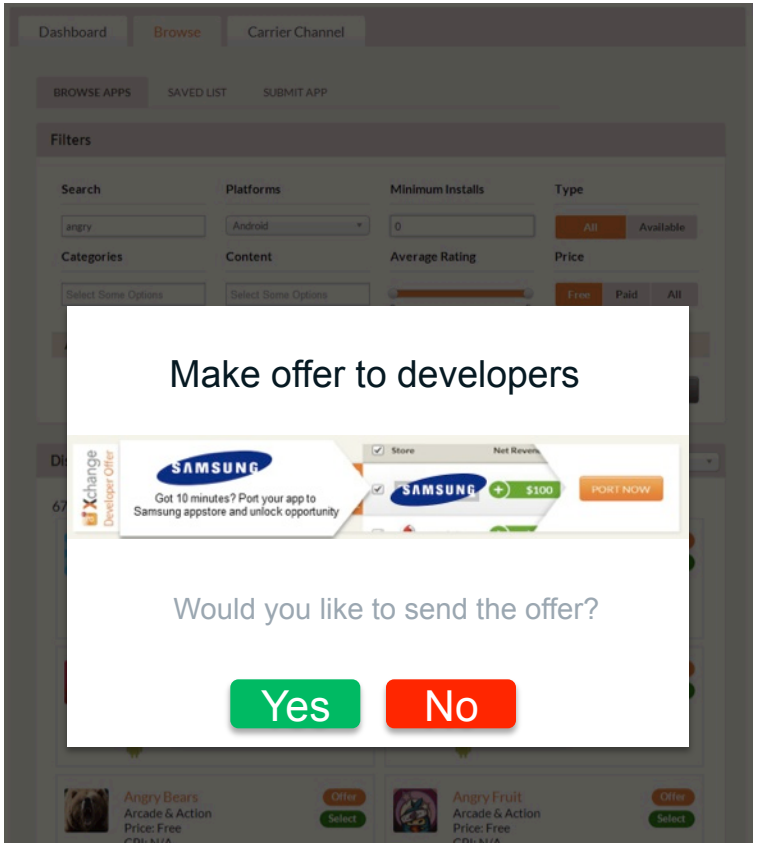

| Key Values | Xchange |
|---|---|
| algorithmic quality control | |
| easy curation | |
| user-friendly interface | |




| Fields to Filter and Sort by | |
|---|---|
| App Title | Minimum reviews |
| Platform/ Retail Store | Star-rating distribution |
| Minimum installs | appscore |
| Availability on Xchange | Average rating |
| Categories | Price of app |
| Content maturity | |




select and filter apps




make offers and communicate directly to developers



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