

# **APPENDIX A**

## **Recent T-Mobile Application Advertising Materials**

# Get unlimited Web access on your phone.

- Keep up with e-mail, news and weather reports.
- Find your way with on-the-go maps and directions.
- Check movie times, find restaurants, and lots more based on your location.



**T-Mobile**

stick  
together

Samsung Highlight™

# Why this phone is for you.

Totally **customizable**, inside and out

**One-touch** access to e-mail, music, Web and more

Fully integrated **Google™** Search, Google Maps™ and Gmail™

Thousands of downloadable applications

Shoot and share now with instant upload camera and **video** recording

All with super-fast **3G speed**

my  
**Touch**<sup>3G</sup>

T-Mobile

INSIDER'S GUIDE TO

# android apps

HOLIDAY 2009

Picked from  
12,000+ apps

## Best of the Best

The best apps for  
your T-Mobile®  
Android™ device

Top

**15**

Free & Paid  
Games!

**60+**

Awesome  
Apps!



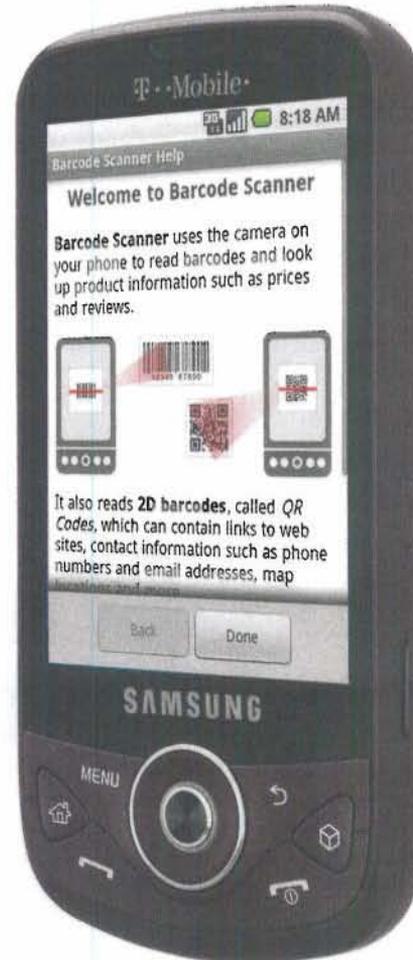
# Welcome to *Android Apps!*



**Stewart Wolpin**  
App Master

Welcome to *Android Apps*, T-Mobile's insider's guide to applications for Android™ smartphones. As America's expert on Android smartphones, we want to help you find the apps that make your life easier and more enjoyable. With more than 12,000 apps available and new ones added every day, finding the cool new apps can be challenging.

That's why we decided to call in Stewart Wolpin (left), to help us find the best of the best Android phone apps (pages 6-7), and to provide descriptions of the most popular apps on the Android Market (pages 3-5). Wolpin has been writing about mobile phones and other technologies for more than a quarter century in publications like *Rolling Stone*, *US Weekly* and *InStyle*.—Editor



## BARCODE SCANNER

**The Facts** | Using your phone's camera, this app reads both barcodes and the new QR Codes (that black-and-white stamp-shaped box, left).

**How to Download** | Go to the Android Market, search for "Barcode Scanner" and install.

**How to Use** | Once you've downloaded the Barcode Scanner app, scanning the QR Code will allow you to download the selected app right to your phone. Just aim your phone's camera at any app that looks interesting and Barcode Scanner will do the rest.

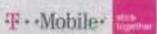
**The Phones:** Motorola CLIQ™ on the cover, Samsung® Behold® II above right. Device and screen images are simulated.

## android apps

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Gubbins Light & Power Company



# Top 10 FREE GAMES

The Android Market's 10 most-downloaded free games, October 8, 2009

# Top 10 PAID GAMES

The Android Market's 10 most-downloaded paid games, October 8, 2009

 **1. SOLITAIRE** | This version is a suite of solo card games, including regular solitaire, Spider and FreeCell. You can click the trackball to deal, undo moves using the back button and save interrupted games.



 **1. AGE OF CONQUEST: EUROPE** | You and fellow players fight to gain control of medieval Europe and build an empire in this Android version of the online game. Experts recommend trying the Lite version first. **\$4.99**



 **2. LABYRINTH LITE** | This is the virtual version of the old steel ball/wooden box puzzle. Simply tilt your phone to guide the ball's direction around the 3D maze. You can get 10 levels of play and create 10 more.



 **2. BATTLE FOR MARS** | You'll fight in the mountains, forests and seas and through multiple unit and building types as you pursue a 12-map story campaign. The latest version improves the touch accuracy. **\$4.99**



 **3. SUDOKU FREE** | Keep track of your scores on four levels of sudoku difficulty. Use the trackball, touch screen and keyboard to undo, validate or get a hint. If you're stumped, the app solves the puzzle for you.



 **3. DEVILRY HUNTRESS** | This game offers two modes, a robust 40 levels and nine power-ups, all amid a Halloween setting. Play the free Lite version if you want to try before you buy. **\$2.95**



 **4. TIC TAC TOE** | Play Tic Tac Toe against human opponents or against your phone. The checkerboard touch screen features blue-highlighted Xs and bright yellow Os. The game includes four levels of difficulty.



 **4. FARM FRENZY** | Old MacDonald will have nothing on you as you run your own working farm with chickens, cows and sheep. You'll produce butter, cheese and other goods to fill your warehouse. **£3.00**



 **5. CHESS FOR ANDROID** | Make moves via the trackball, touch screen or keyboard. The app highlights the last played move, or you can move back up to eight moves.



 **5. GAMEBOID** | Play all your favorite Game Boy Advance games on your phone. GameBoid will run most GBA games in full-screen mode using an on-screen keypad. **\$4.49**



 **6. BREAKTHEBLOCKS LITE** | Deflect a ball off a paddle moving from side to side to break up a wall of blocks. You can slide the paddle with your finger on the touch screen or use the accelerometer and tilt your phone.



 **6. MATHS WORKOUT PLUS** | This app has more than 20 themes, including Addition and Subtraction, Multiplication and Division and an Online World Challenge. If you need math practice, try the Lite version first. **£1.49**



 **7. SNAKE** | Control a snake as it winds through a garden looking for apples. The more apples you catch, the longer your snake grows and the faster you move. Run into a wall and the game ends.



 **7. MYSTIQUE. CHAPTER 2: THE CHILD** | Solve puzzles to escape an abandoned lunatic asylum. You get 14 locations, more than 50 animations, dozens of tools and other items, and new characters. **\$2.99**



 **8. SLIDE PUZZLE** | This classic slide puzzle game offers two grid sizes to slide around via the touch screen. You can choose random puzzle graphics or pick one of your own pictures to segment.



 **8. NESOID** | Run almost all your Nintendo Entertainment System games on your phone with this NES emulator in full-screen mode with sound and none of those annoying frame skips. **\$3.49**



 **9. ROBO DEFENSE FREE** | This tower defense game features one map with 11 levels of difficulty. You pile up "achievements" like conquering without guns or rockets.



 **9. ROBO DEFENSE** | With 40 levels of difficulty and three levels of map difficulty, you'll be challenged by 120 levels in this tower defense game. **\$2.99**



 **10. BUBBLE BURST LITE** | Build large groups of bubbles of the same color to score points in this strategy game. Choose from new, old or different-shaped bubbles.



 **10. SNESOID** | This Super Nintendo Entertainment System emulator runs most SNES games at full speed with sound via an on-screen keypad. **\$3.49**



# Top 15 FREE APPS

The Android Market's 15 most-downloaded free apps, October 8, 2009

 **1. T-MOBILE MY ACCOUNT** | Need to know how many minutes you've used? Want to pay your bill from your phone? You can control your T-Mobile account right from your phone with this handy app. You can not only monitor your account, but also download HiFi Ringers<sup>®</sup> and CallerTunes<sup>®</sup>.



 **2. THE WEATHER CHANNEL** | Get current weather conditions as well as the forecast. The latest version of this handy widget includes status bar updates and even special weather alerts.



 **3. MYSPACE MOBILE** | Access your MySpace account via an easy homepage with tabs for mail, friends and photos. You can even upload snapshots directly from your phone. Exclusive Android features include the capability to friend bands with fuller band profiles, tour dates and more.



 **4. BACKGROUNDS** | Choose from 8,000-plus unique designs in more than 50 categories with new wallpapers added daily. Daydreaming of a relaxing getaway? Set your background with a beach scene. You can also choose from humor, sports, military and money themes, set icons for your contacts and create customized wallpapers.



 **5. FACEBOOK FOR ANDROID** | The official Android Facebook app is a quick way to interact with Facebook without starting your browser. You can share status updates from your home screen, check out your news feed, view your friends' profiles and even upload photos and share links.



 **6. US YELLOW PAGES SEARCH** | You no longer need the paper version now that this virtual version of the venerable Yellow Pages is available, especially now that it features voice search. Once you find the local business you're looking for, you can save the details to your contact lists or get street-view maps.



 **7. PANDORA RADIO** | Create your own personal programmable radio station on your phone via this popular app. Simply punch in what artists, songs or composers you like, and



Pandora Radio fashions a playlist for you. Refine your station by adding additional info or create multiple stations using different bands and tracks.

 **8. SHOPSAVVY** | Using the camera on your phone, you can use this app to scan the barcode of any product, then find the lowest prices both on the Web and from local retailers. The latest upgrade includes in-stock status, supplies more products and prices, and finds low prices faster.



 **9. DAILYHOROSCOPE** | This app lets you know what the stars say your character and day portend. You can scroll back through a week's worth of horoscopes and link two signs to get compatibility readings for you and a friend or loved one.



 **10. BARCODE SCANNER** | Not only does this app let you scan standard UPC barcodes to find the best prices and reviews in the real and virtual worlds, it can also link directly to apps via the new QR Codes (at right), which enable you to upload apps quickly and easily.



 **11. RINGDROID** | Want to make your ringtone as unique as you are? Then Ringdroid is just for you. This app lets you create your own ringtones by editing tracks from your own music library or recording your own.



 **12. PICSAY-PHOTO EDITOR** | There's no reason to wait to export your phone's photos and edit them in Photoshop when you can use this phone-based photo editor. You can color-correct snapshots, add captions and graphics, and apply effects such as distortion and even word balloons. The Pro version adds props, fonts, sharpen filter, cutouts and more.



 **13. FREE DICTIONARY ORG** | You don't have to worry if you don't know how to spell the word you're looking up—this app gives you suggestions as long as you're in the lexicographic ballpark. Once you find your word and its correct spelling, find out what it means and get pronunciation and synonyms, too.



 **14. SHAZAM** | What's the name of that song and who's singing it? Activate this app, hold your phone up to a speaker and, in short order, the app will identify the song and the artist and point you to the artist's MySpace page as well as to where you can buy the track.



 **15. AK NOTEPAD** | Never be without a virtual pen and paper. Once you type your note, you can share it with others or even e-mail or text it to yourself. You can also set a reminder or stick the note on your home screen. ■



# Top 15 PAID APPS

The Android Market's 15 most-downloaded paid apps, October 8, 2009

**1. POWER MANAGER FULL** | Squeeze a lot more battery juice out of your phone with this simple but effective power management app. You'll find settings to control screen time-out during a call. Plus, you can quickly change other phone settings to optimize battery life. **\$0.99**



**2. ADVANCED TASK MANAGER** | Make your phone even faster by checking which apps are using the most battery and processor power. Program it to close single apps or all apps at once. **\$0.99**



**3. MYBACKUP PRO** | Data on your phone—apps, messages, bookmarks, call log, system settings—are just as valuable as the files on your desktop. With this app, you can schedule regular backups to your microSD card or to the RerWare servers, and use these backups to restore your phone. **\$4.99**



**4. WEATHER WIDGET-DONATE** | Add a weather widget to your home screen. Simply tap the weather, and a full forecast appears. A new setting lets you define when the widget displays the sun or moon, and you can create and apply varying widget skins. **\$1.49**



**5. TASKILLER FULL** | Help keep your phone running faster by closing—or “killing”—your running tasks (or apps) in one click with this widget. Switch between apps or create an “ignore app” list that keeps unwanted apps from clogging up your system. A TaskKiller Facebook page offers discussion and support. **0.70€**



**6. PURE CALENDAR WIDGET** | This app lets you dress up your schedule with a multitude of layouts and skins. You can touch to add events, and it offers both landscape and portrait views. **1.49€**



**7. OPEN HOME-FULL** | Install this open home screen replacement app to redesign your home screen. Choose from dozens of Open Home skins and wallpapers in a wide variety of themes, including your favorite cartoon character, pro sports team or alma mater. **\$3.99**



**8. TWIDROID PRO FOR TWITTER** | This app makes it easy to tweet from your phone without launching the Web browser. This version adds support for multiple accounts and video posts, lists followers, provides a desktop widget and stays current on all Twitter function updates. **3.39€**



**9. SNAP PHOTO PRO** | Replace your phone camera with this full-featured photo app, which adds a timer and multi-shot capabilities, grid overlays, stability settings and zoom with upscaling. Plus, you can add filters and adjust the brightness and contrast of images, and name or date file folders. **\$0.99**



**10. BLOO-NATIVE FACEBOOK** | Keep current on all your peeps' Facebook updates with this enhanced app. Loaded with plenty of security functions to keep your page and data secure, Bloo posts notifications in seconds. You also can share links via the Browser and YouTube apps. Frequent app updates add increased functionality. **\$0.99**



**11. BETTER KEYBOARD** | There's no reason why your keyboard has to always be the same. This app provides bigger keys with enhanced sensitivity and accuracy. Choose from dozens of free skins to dress up your keys. **\$2.99**



**12. BEAUTIFUL WIDGETS** | This suite of attractive widgets features a home screen flip clock with geo-localized weather, along with widgets for Wi-Fi, Bluetooth, silent/vibrate mode, plane mode, GPS and more. **0.99€**



**13. DXTOP: HOME ALTERNATIVE** | Replace everything on your phone's home screen with a wilder and more unusual—and more functional—dock bar, task manager and app categories with this app. You can long-press a category to rename it, or choose to view your screen in either portrait or landscape mode. **\$2.99**



**14. CLOSE EVERYTHING 2** | This app does exactly what it says—it closes all running apps. You can also easily choose to close individual apps. **£0.85**



**15. CAMERA ZOOM FX** | This app allows you to enhance the camera zoom (up to 6x) and add effects, such as color, borders and distortion. **£1.29**



# Best of the Best



App reviews by Stewart Wolpin

Here they are—the best of the best apps from the Android Market. To download, just use your Barcode Scanner (see page 2), and you'll be taken right to the app.



## ABSOLUTE FITNESS

**The Facts** | Absolute Fitness allows you to

log and manage your food intake, exercise and weight. You can see the nutritional composition of more than 10,000 different kinds of foods and the calorie expenditure of more than 180 exercises. The app also lets you set customized diet goals and keep track of your progress.

**The Review** | Just

inputting your data will burn some calories, though data entry is about the only workout this comprehensive app won't track. **Price: \$4.99**



## EASYMONEY

**The Facts** | Track and manage your every penny

with this personal finance app. It tracks expenses, supplies bill reminders and lets you create custom categories for income and expenses, transfers, budgets and reports, and generates monthly income and cash-flow reports for multiple accounts and currencies.

**The Review** | In this

economy, it pays to count every dime. This app definitely helps you stay more organized. **Price: Free**



## AMAZON

**The Facts** | Just what it

says—an Android version of the world's most popular online shopping site. Unlike the Web version, if you can't find an exact match, you can also search using barcodes or photos of products that interest you.

**The Review** | Most matches pop on-screen nearly instantaneously with all the

info you get on your desktop. Also check out the SnapTell app, Amazon's easy way to scan products without barcodes. **Price: Free**



## FLIGHTSTATS

**The Facts** | A portable

version of the Web site that helps track flights, this displays all saved flights, tracks by flight number, route or airport, supplies current airport weather conditions and delays, and tracks your flight on a map.

**The Review** | Essential for road warriors, this app sure beats surfing individual airline and

weather Web sites. Suggestions for future versions: ability to link to flights saved from the Web version, ability to track same flight on different days and airport maps. **Price: \$3.99**



## BONSAI BLAST

**The Facts** | You shoot

gold, green, purple and blue balls from a rotating cylinder into a snaking line of balls. Get three balls of the same color together, and they pop out of the line and you score points. Make all the balls disappear before the remaining ones pour down a yin/yang drain.

**The Review** | Adver-

tised as a Zen game, Bonsai is like a spherical, curvier version of Tetris. **Price: Free**



## FACEBOOK

**The Facts** | Android is

replete with fancy Facebook apps, but this no-frills version is from Facebook itself. You can check your and your friends' walls, share your status, upload photos, check out news feeds and share links.

**The Review** | It's not as fancy as some of the other Facebook apps and it lacks bells and whistles like chat, but

Facebook's own app remains free and arguably the best option. **Price: Free**



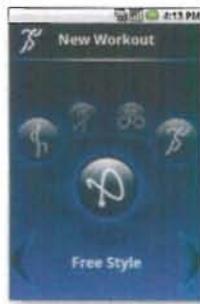


### OPENTABLE

**The Facts** | Android's version of the restaurant reservation Web site uses GPS to find local eateries or, if you're going out of town, choose from a selection around your future destination. Input the date, time and number of diners and you get a wide variety of restaurants from which to choose.

**The Review** | The app works as advertised. Lists

load quickly, and it's inordinately useful, informative and deceptively easy to use. **Price:** Free

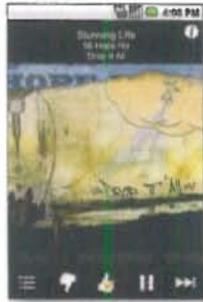


### SPORTYPAL

**The Facts** | Winner of the Android Network Award for Best Fitness App, SportyPal can track (via GPS), compile and share your distance covered and time and calories burned while walking, running, cycling, blading or "freestyling."

**The Review** | Designed more for casual workouts, SportyPal has a super-simple interface to make it easy

to track your progress. It's so simple it almost makes me want to get off the sofa. **Price:** Free



### PANDORA RADIO

**The Facts** | Pandora Radio is free personalized radio that you can take with you when you're on the go. Enter one of your favorite artists, songs or classical composers, and Pandora Radio will create a radio station playing only the music you love.

**The Review** | Pandora's application for Android delivers a top-notch

radio experience. It's quick and simple to use. **Price:** Free



### TELNAV GPS NAVIGATOR

**The Facts** | This app features a full-fledged personal navigation device, complete with both moving 3D and standard 2D bird's-eye map views. You can input your destination by typing (not while you're driving) or via speech recognition.

**The Review** | Suggestions for future versions:

Increase speed in calculating routes and add satellite view and pedestrian directions. **Price:** \$69



### REALITY BROWSER 2.2

**The Facts** | Essentially a location-based "what's around me" app, Reality Browser allows you to "overlay" information applications such as Wikipedia or restaurant or shopping searches on top of a map view or even what your camera "sees." Point your phone in a specific direction, and points-of-interest icons appear in a user-specified range (in miles).

**The Review** | Layar describes its app as "Augmented Reality." It's a new paradigm for identifying POIs—clever and mind-bending. **Price:** Free



### TRUE COUNTRY

**The Facts** | Everything you wanted to watch about country music except now there's no need to search. This app is filled with more than 100 video clips separated into Top Artists, News & Charts, Interviews & Performers and Music Videos.

**The Review** | Spend hours immersing yourself in quick-loading

streaming country performances, interviews and *Entertainment Tonight*-like news featuring stars such as Brad Paisley and Taylor Swift. **Price:** Free



### SHERPA

**The Facts** | Easily find virtually any business from Architects to Zoos to the places to eat in your immediate vicinity, culled from 12 million points of interest, parsed into categories and proximity using GPS.

**The Review** | Possibly the greatest travel aid ever, Sherpa is aptly named—a guide to wherever you happen

to find yourself. Its interface is clever, intuitive, smart and actually fun. **Price:** Free



### WEATHERBUG

**The Facts** | You get not only GPS-directed weather—including live, neighborhood-level weather data and live current condition images from around the country, customized and zoomable radar maps and/or satellite views—but the app adds the current local temperature in the status bar.

**The Review** | It gives more specific live condition stats than other weather apps and a surprisingly specific seven-day forecast. **Price:** Free

