

Introducing the New App Store

Session 301

Pedraum Pardehpoosh, App Store Product



Overview

Design

Editorial

What now?



cingular 09:41

New What's Hot



Vivendi Games Mobile
Crash Bandicoot... \$9.99 >
★★★★★ 812 reviews

SEGA
Super Monkey Ball \$9.99 >
★★★★★ 2106 reviews

Apple Inc.
Texas Hold'em \$4.99 >
★★★★★ 800 reviews

Namco Networks America Inc.
PAC-MAN \$9.99 >

Featured Categories Top 25 Search Updates

Featured



New apps we love

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Clarity - Create Perfect Wallpa...
Photo & Video



Detour - Immersive Aud...
Travel



Mind Journey - Meditation &...
Health & Fitness



Detou
Imme
Trave

New games we love

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Zombie Gunship Survival



Guardian Kingdoms



PES 2017 -PRO EVOLUTION S...



Pokémon Magikarp



Featured



Categories



Top Charts



Search



Updates

2.2 Million

YF100

ACID-000
FIN 700

DEPARTURE
SFO
May 30, 2015
09:50
H01

ARRIVAL
JFK
May 30, 2015
18:25
A12

TAXI TIME
SIMON SUGGESTS 20 min
YOU SELECTED 25 min

FUEL
810 kg
875 kg

CONFIDENCE
78 %
85 %

INCREMENTAL COST TO CARRY
22 kg

TAXI TIME
25 min

Undo Apply

TOTAL INCREMENTAL COST TO CARRY 1147 kg

MISSION SUCCESS 99.85 %

Taxi Fuel Rationale



9:41 AM 100% Sign Out

Morning

Patient Request
302 Patient needs Ice
David Stone

2m ago

3m ago Done 10:00 AM

10:20 AM

10:30 AM

transport to radiology

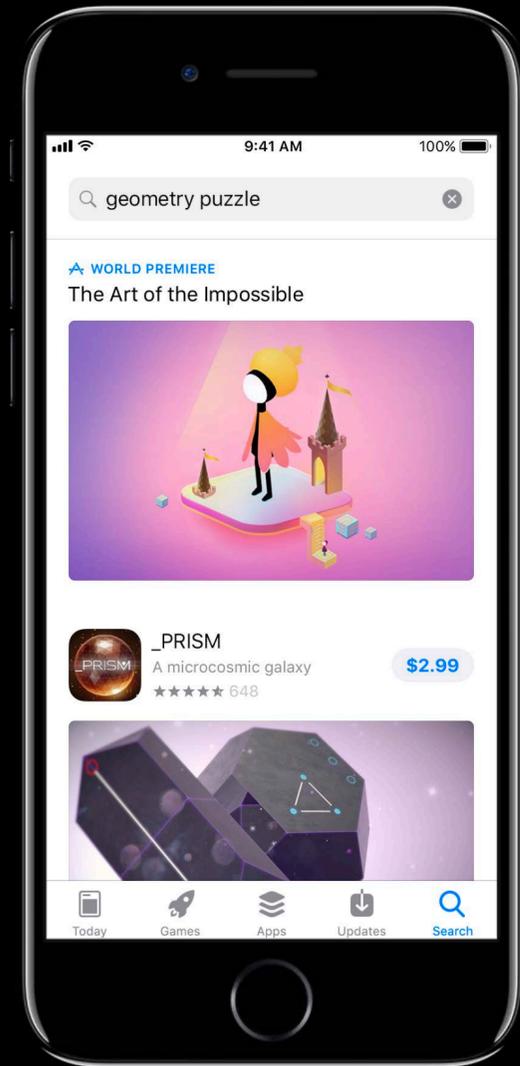
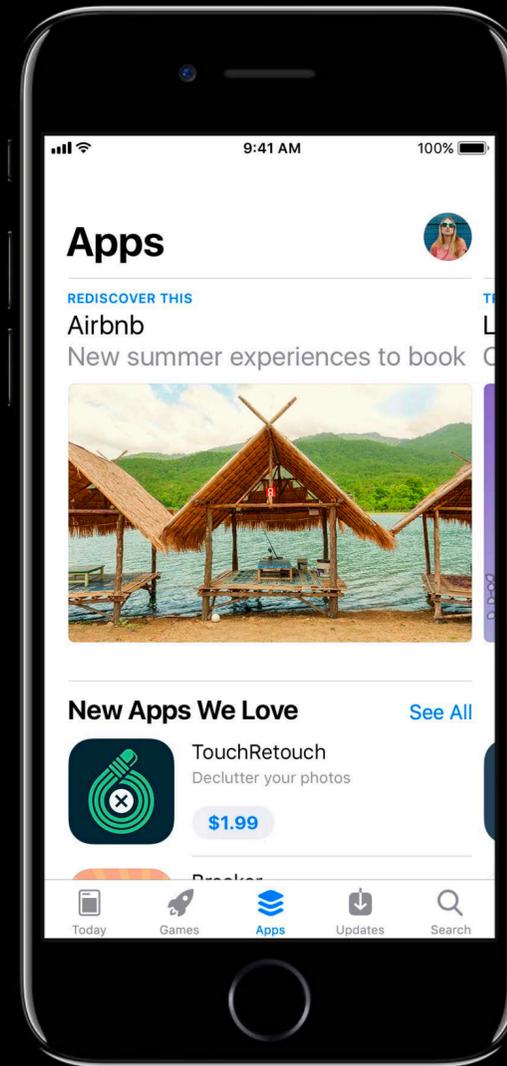
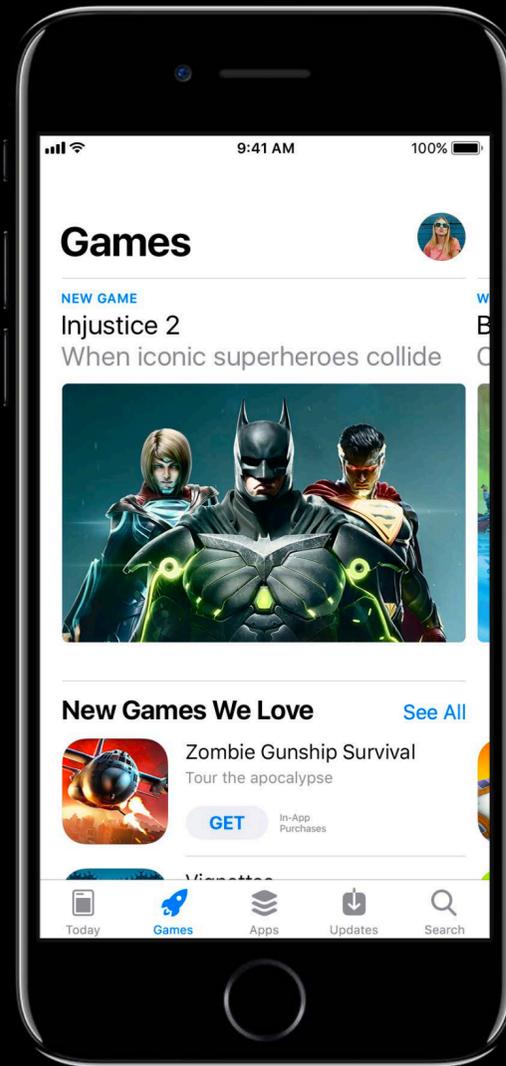
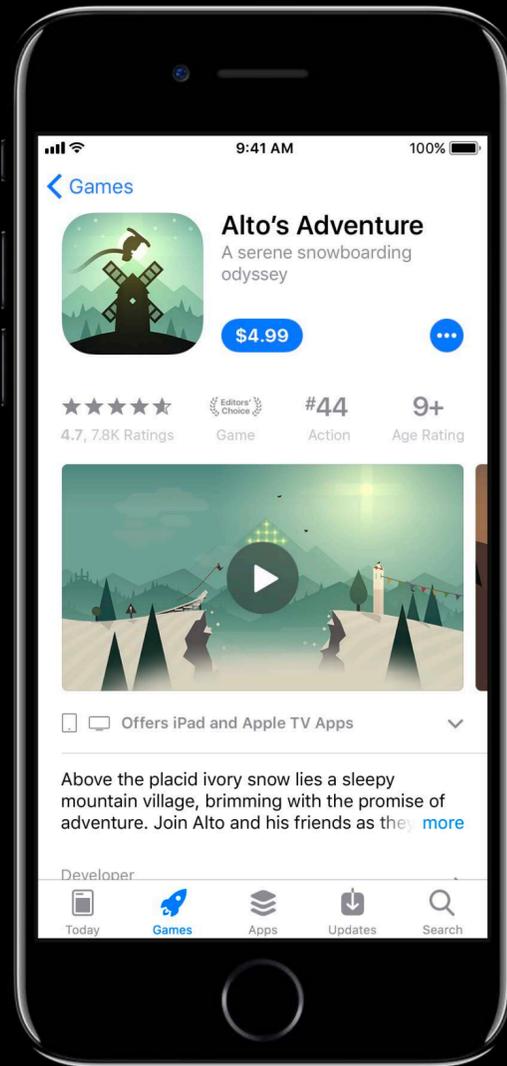
Task 10:55 AM



Daily destination

Give a voice to our editors

Focus on games



App Store Redesign

A closer look

Monika Gromek, App Store Design



9:41 AM

Featured

FASTLANE
Chaotic car combat supercharged with custom soundtracks

New apps we love

- Clarity - Create Perfect Wallpa... Photo & Video
- Detour - Immersive Aud... Travel
- Mind Journe... Meditation & Health & Fitn...

New games we love

- Zombie Gunship Survival
- Guardian Kingdoms
- PES 2017 - P EVOLUTION

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Categories

POPULAR

- Games
- Photo & Video
- Entertainment

ALL CATEGORIES

- Books
- Business
- Catalogs
- Education
- Entertainment

Featured Categories Top Charts Search

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Categories

Top Charts

Paid Free Top Gross

- Minecraft: Pocket Edition**
Games
★★★★★ (1,298)
- Heads Up!**
Games
★★★★★ (353)
- Plague Inc.**
Games
★★★★★ (381)
- Goat Simulator PAYDAY**
Games
★★★★★ (188)
- Assassin's Creed Identity**
Games
★★★★★ (1,174)
- Mini Metro**
Games
★★★★★ (255)

Featured Categories Top Charts Search

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Trending

- atom tickets
- akinator
- vpn for iphone
- duo mobile
- sworkit
- adp mobile app
- alarm clock
- slack
- kahoot
- mathway

Featured Categories Top Charts Search

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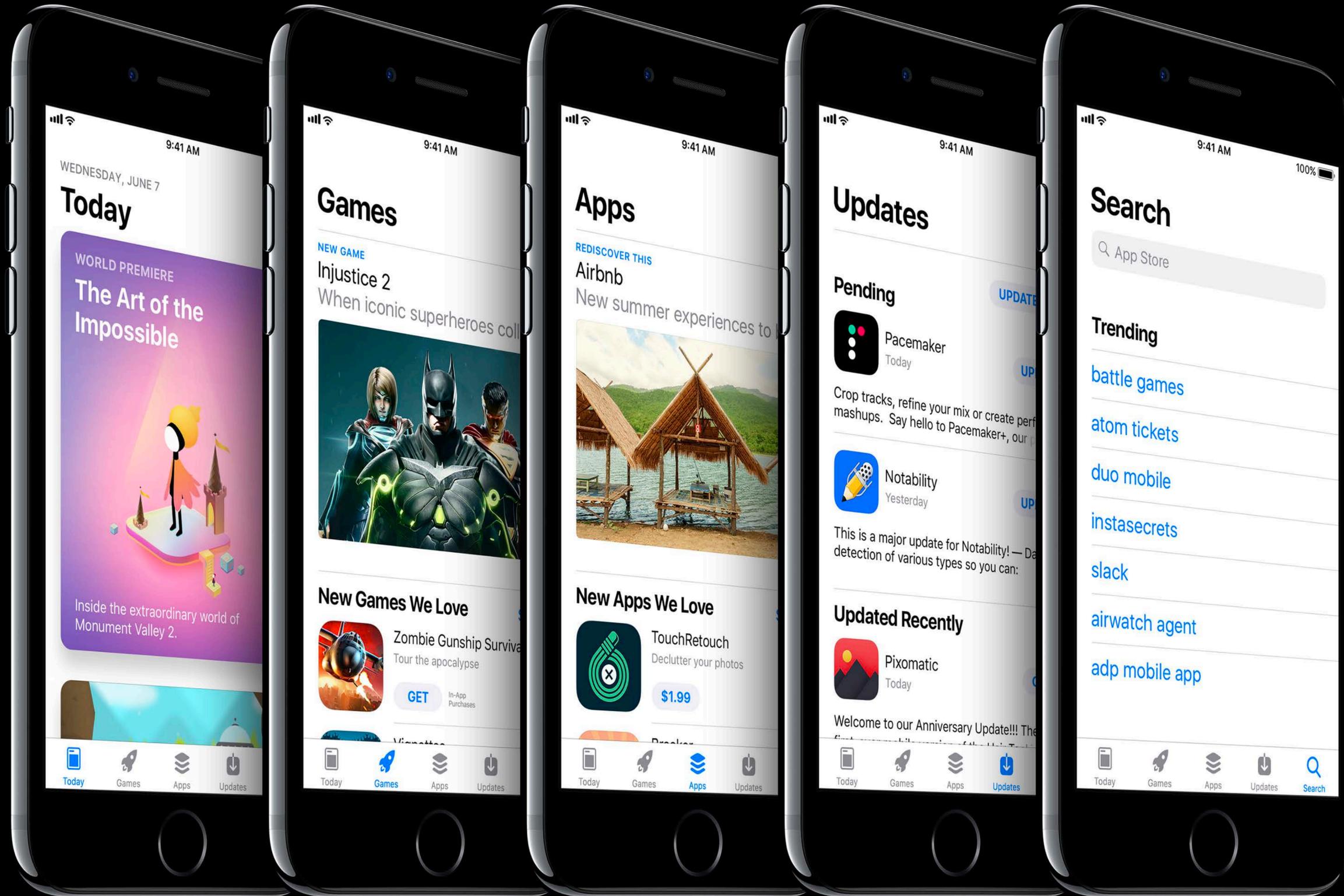
Updates

Purchased

Pending Updates

- Airbnb**
Version 17.21, 227 MB
What's New **UPDATE**
- Turo - Rent Better Cars, Cour...**
Version 17.21, 129 MB
What's New **UPDATE**
- Instagram**
Version 10.23, 108 MB
What's New **UPDATE**
- Lyft**
Version 4.33.3, 150 MB
What's New **UPDATE**
- Netflix**
Version 9.21.0, 119 MB
What's New **UPDATE**

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WEDNESDAY, JUNE 7 9:41 AM

Today

WORLD PREMIERE

The Art of the Impossible

Inside the extraordinary world of Monument Valley 2.

Today Games Apps Updates

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Games

NEW GAME

Injustice 2

When iconic superheroes coll



New Games We Love

Zombie Gunship Survival
Tour the apocalypse

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New summer experiences to



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TouchRetouch
Declutter your photos

\$1.99

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Updates

Pending

Pacemaker
Today

Crop tracks, refine your mix or create perf mashups. Say hello to Pacemaker+, our

Notability
Yesterday

This is a major update for Notability! — Da detection of various types so you can:

Updated Recently

Pixomatic
Today

Welcome to our Anniversary Update!!! The

Today Games Apps Updates

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Search

App Store

Trending

- battle games
- atom tickets
- duo mobile
- instasecrets
- slack
- airwatch agent
- adp mobile app

Today Games Apps Updates Search

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Give a voice to our editors

Focus on games

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Give a voice to our editors

Focus on games

Clarity and simplification

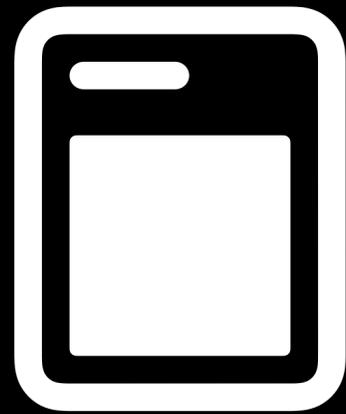
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Inside the extraordinary world of Monument Valley 2.



QUICK LOOK

Go On, Save the Tiny Aliens

Clever, stylish and endearing, Splitter Critters is one of our favorites

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5 Tips to Get More



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VSCO

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APP OF THE DAY



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Cheap flights and airline tickets

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GAME OF THE DAY

Super Senso
Strategic sci-fi combat

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THE DAILY LIST

Relax Breathe



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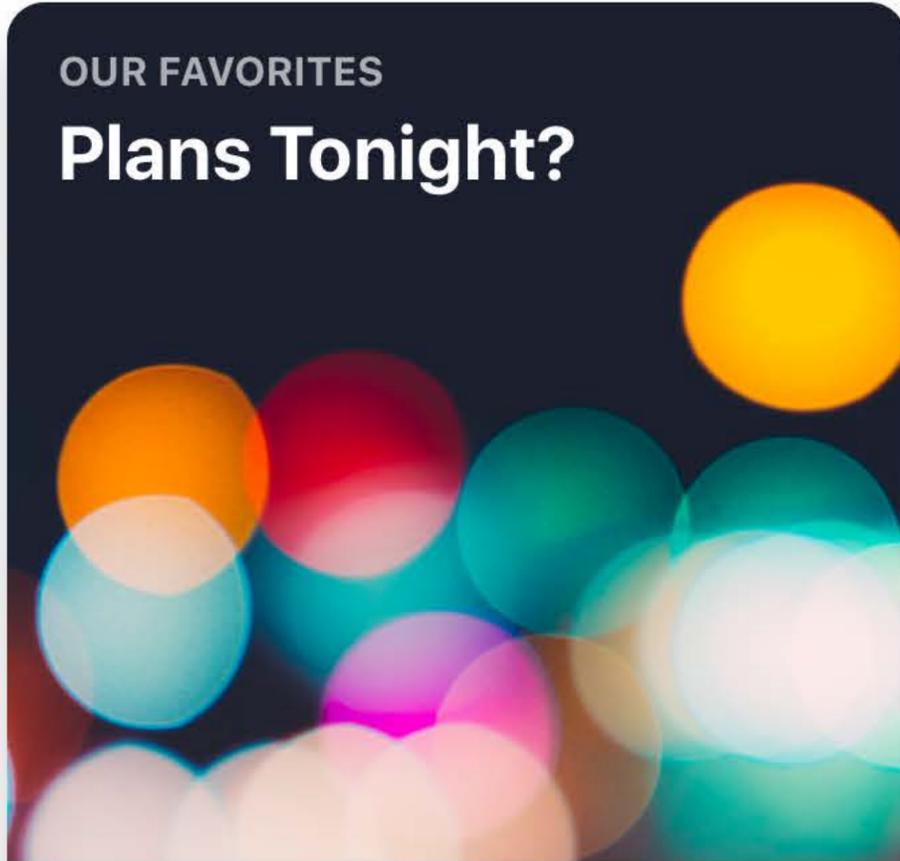
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JUNE 6

Tuesday

OUR FAVORITES

Plans Tonight?



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WaterMinder®
Water hydration reminder

\$2.99

GET STARTED

Dinner at Your Doorstep



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JUNE 5

Monday

MEET THE DEVELOPER

It's a Mom's Mom's Mom's World



Peanut's Michelle Kennedy on embracing modern motherhood.



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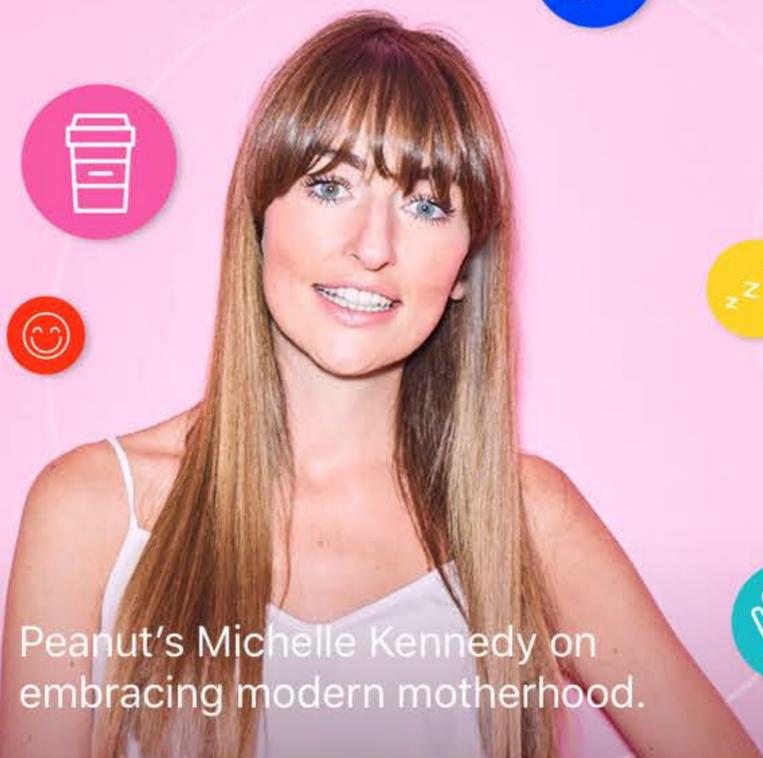
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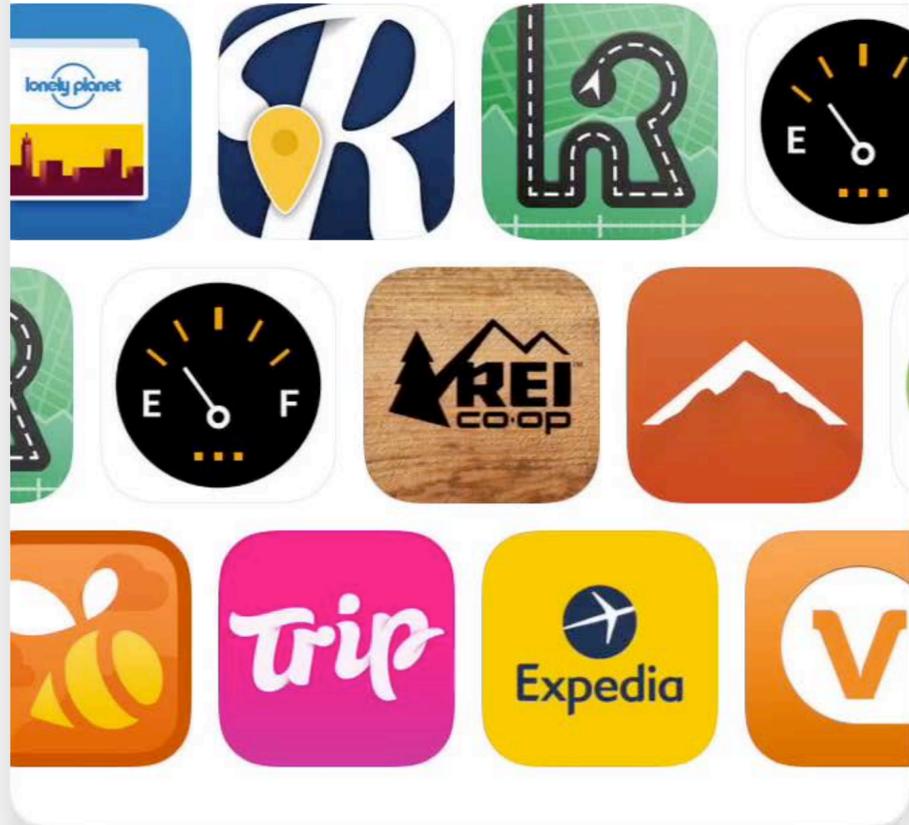


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LIFE HACK

Road Trip Wanderlust



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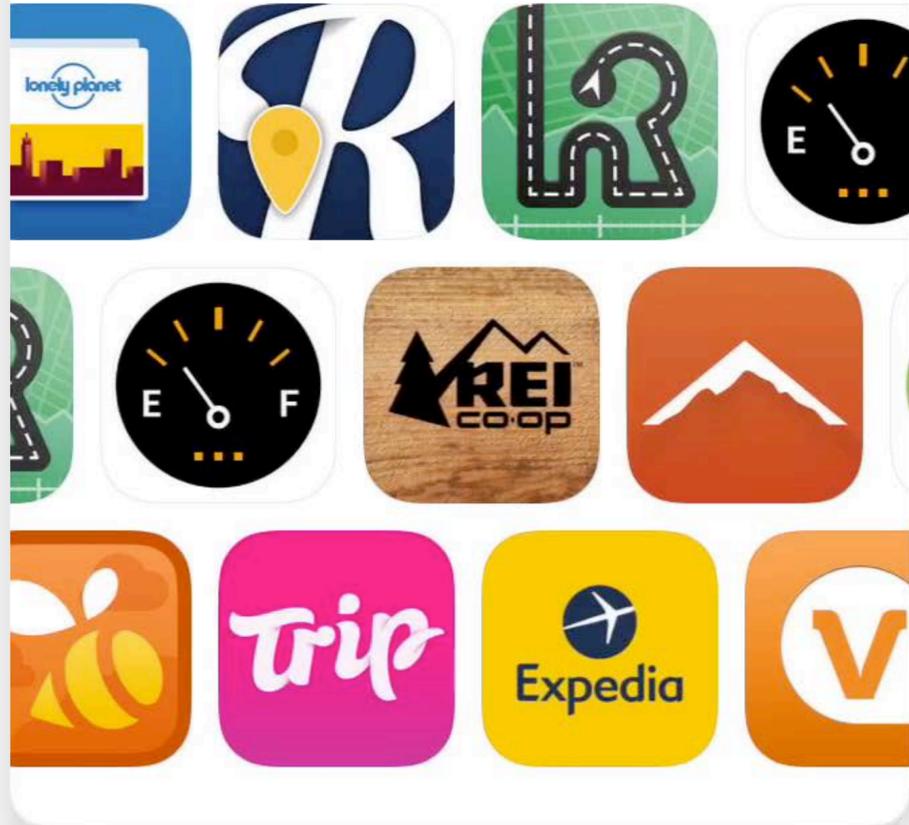


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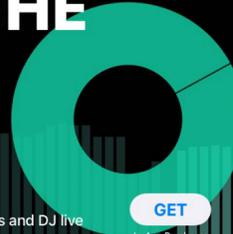
DEEP DIVE

It All Changes on Level 201






APP OF THE DAY



Pacemaker
Create music mixes and DJ live [GET](#)
In-App Purchases

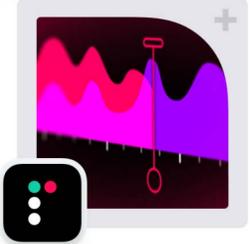


GAME OF THE DAY



Super Senso
Strategic sci-fi combat [GET](#)
In-App Purchases

IN-APP PURCHASE



Reverb for Pacemaker
Size matters—control the size of the room [\\$1.99](#)

FEATURED APP

Afterlight



We like this app, so you should like it too. [\\$0.99](#)
In-App Purchases



QUICK LOOK

Go On, Save the Tiny Aliens

Clever, stylish and endearing, Splitter Critters is one of our favorites

THE DAILY LIST

15 Inspired Indie Games

- 
Splitter Critters
 A cute and challenging puzzler [\\$2.99](#)
- 
_PRISM
 Perspective puzzles [\\$2.99](#)
- 
80 Days
 Adventure through text [\\$4.99](#)
- 
Digby Forever
 Frantic arcade action [GET](#)
In-App Purchases

GET STARTED

Dinner at Your Doorstep



LIFE HACK

Road Trip Wanderlust





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WEDNESDAY, JUNE 7

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The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.



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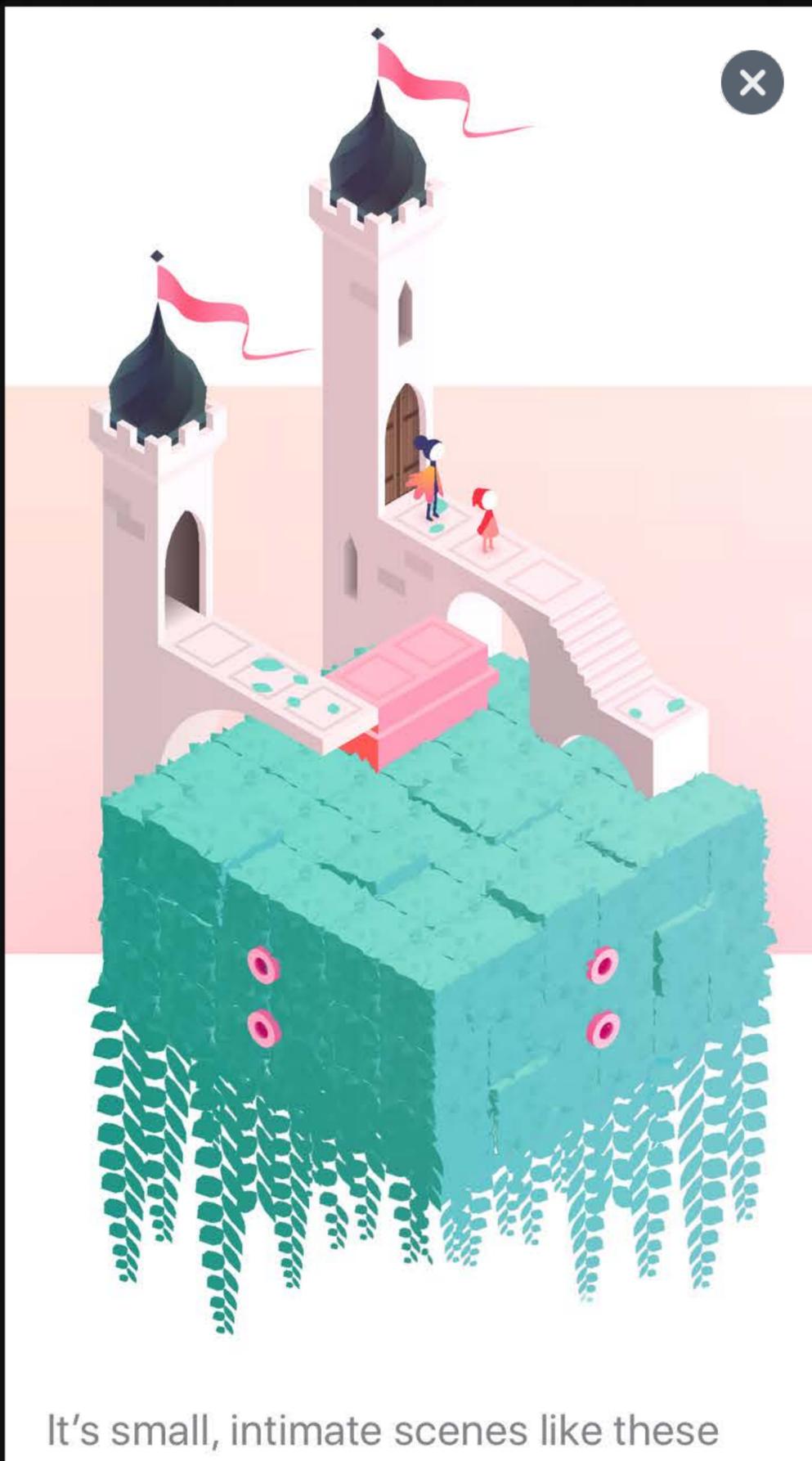
Apps



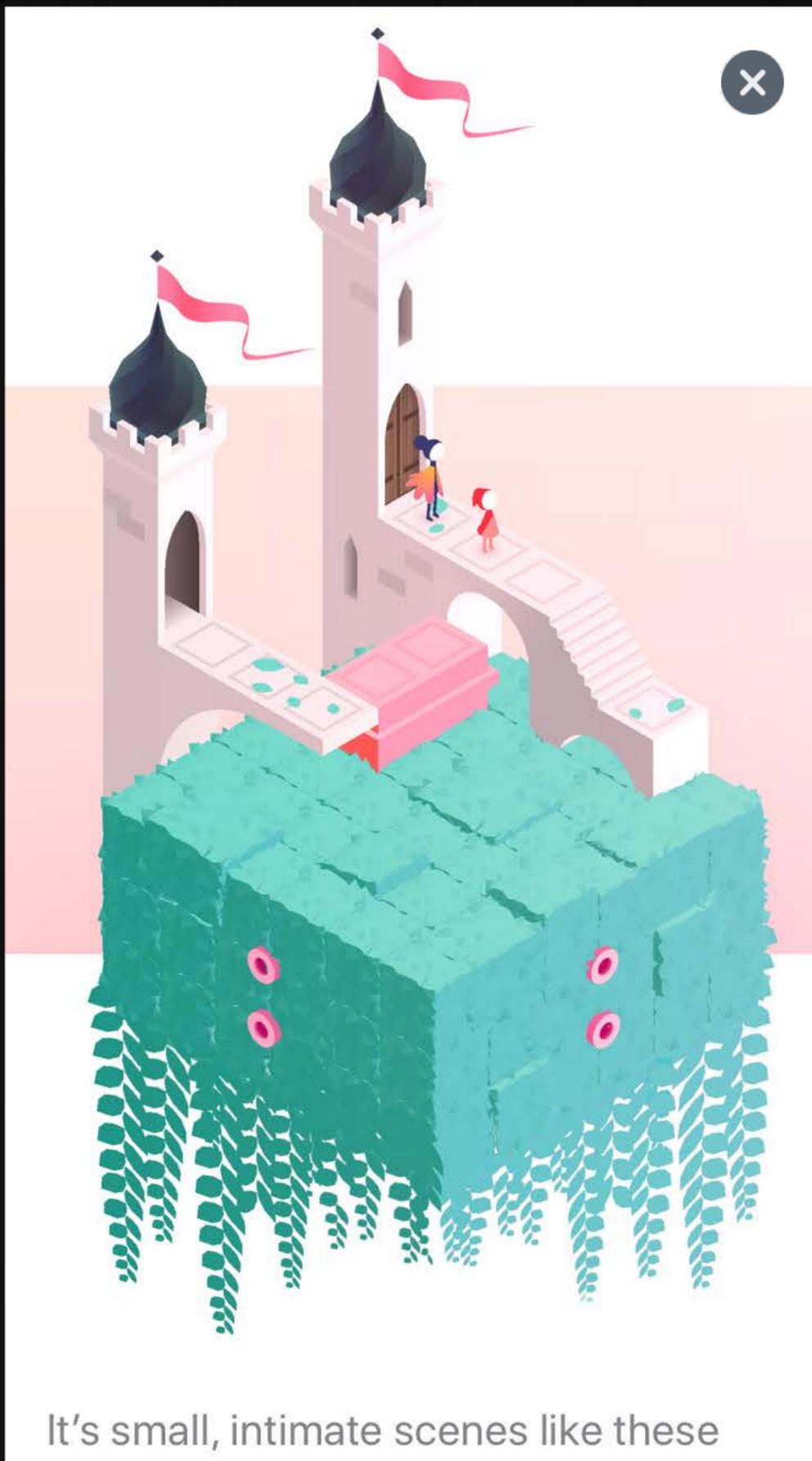
Updates



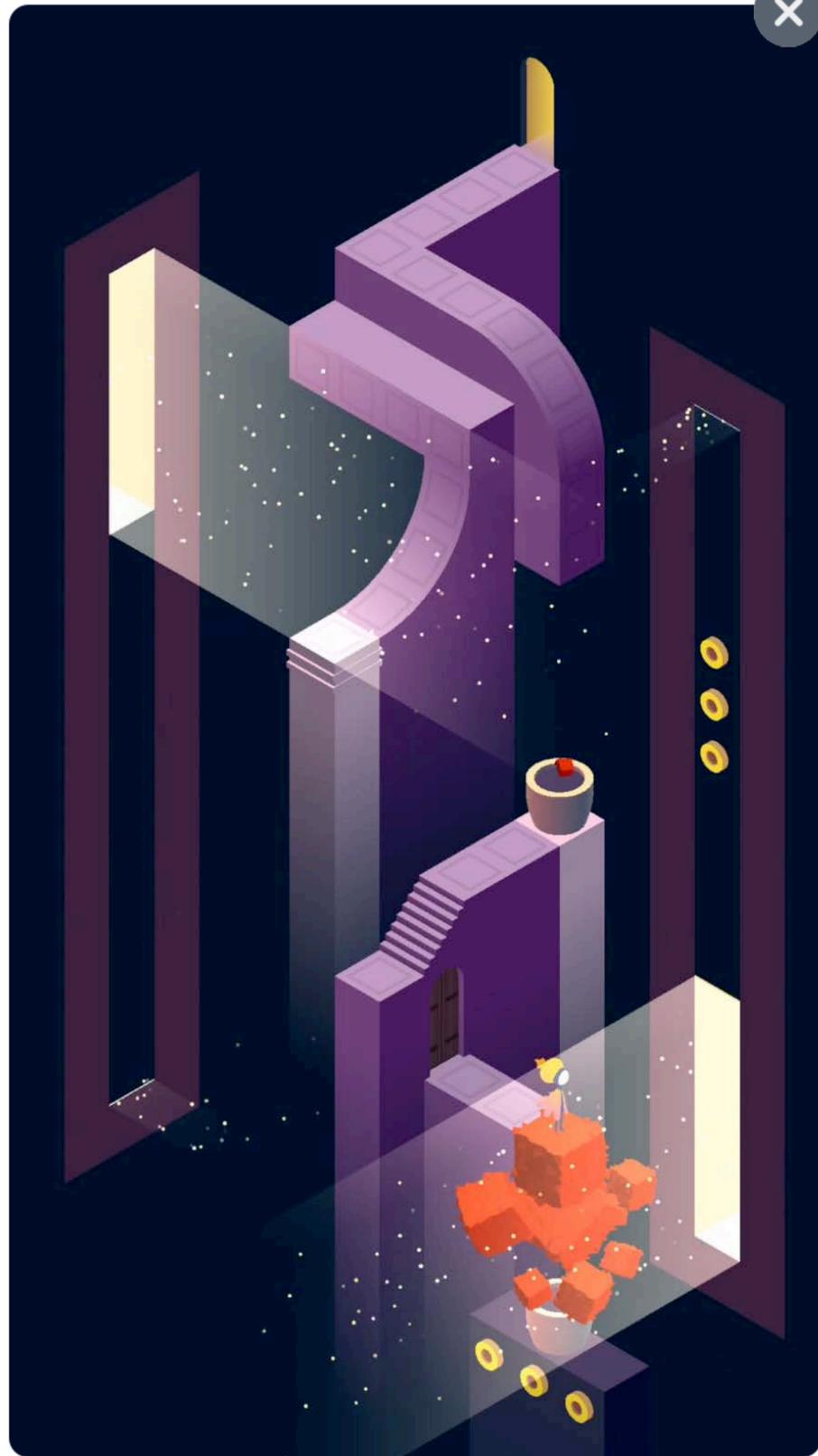
Search

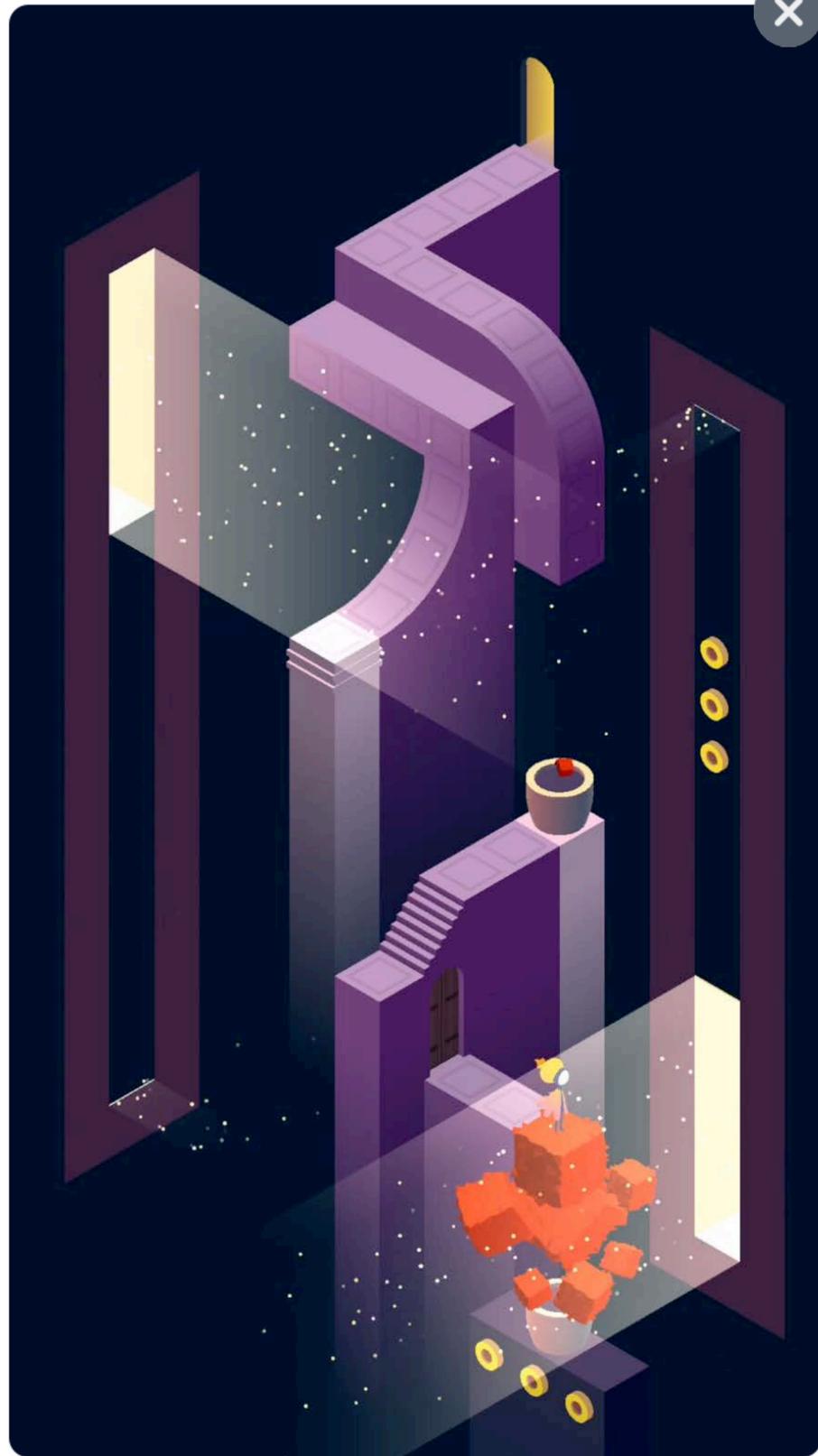


It's small, intimate scenes like these



It's small, intimate scenes like these







“ We want to change people’s perceptions of what games can be. ”

—Dan Gray, Ustwo Games studio head

There’s a new set of minimalist designs, stunning use of light and color, and a beautiful score. “Every level needs to play like an instrument,” says Gray.





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There’s a new set of minimalist designs, stunning use of light and color, and a beautiful score. “Every level needs to play like an instrument,” says Gray.



After more than a year of development, and even a period when the game-makers wondered if they could ever surpass the original's creativity, Ustwo has advanced our sense of awe with a puzzler for the head and the heart.



Be ready to fall in love again...only on the App Store.



Monument Valley 2

A minimalist puzzler

\$4.99

 Share Story

WORLD PREMIERE

The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.

There's a moment in the third stage of Monument Valley 2 when a landslide separates mother from child. To get her little one back, mom must navigate through an intricate, artfully crafted puzzle that constantly transforms.

Though the solution is simple, their eventual reunion—a tender embrace in front of one of the game's signature M.C. Escher-inspired landscapes—is surprisingly moving.



GAME OF THE DAY

Super Senso
Strategic sci-fi combat

GET

In-App Purchases

Don't let Super Senso's fast fights fool you. The combat doesn't sacrifice complexity. There are plenty of abilities, fighters, and vehicles to collect, and when you win a match by blasting your opponent's base with a superpowered laser at the last possible moment, you'll cheer out loud.



The real gameplay in this turn-based competition happens in your head. You need to consider the best ways to react to your opponent two (or even five) moves into the future. Should you rush the main gate and wipe out their army, or knock down extractors to build your combo meter? Should you call down a meteor, flood the arena with small units, or unleash a T-Rex?

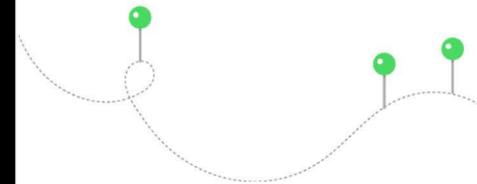


APP OF THE DAY

Hitlist
Cheap flights and airline tickets

GET

All of us have travel bucket lists, but how many of us can say we've put a dent in them? If you want to get out and explore the world this summer, Hitlist can help with the most important part—actually getting it booked.



Start by telling Hitlist about your dream destinations and how much time you have to travel, then let it work its magic. Before long, you'll get travel itineraries tailored just for you.

If you want to save money by splitting the cost, you can automatically build custom trips with your friends.



🔍 geometry puzzle ✕

★ WORLD PREMIERE

The Art of the Impossible

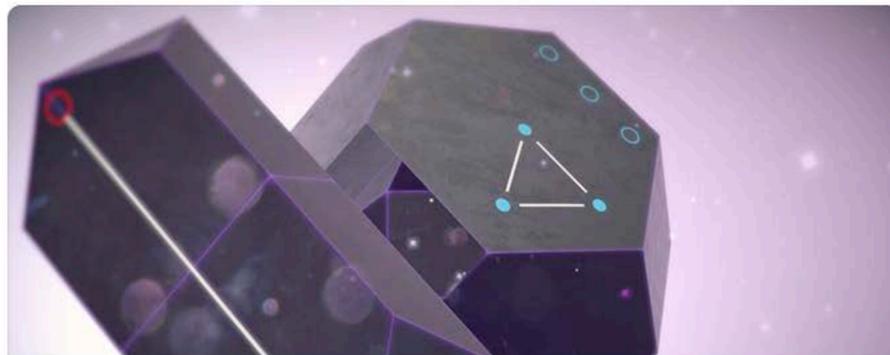


_PRISM

A microcosmic galaxy

\$2.99

★★★★★ 648



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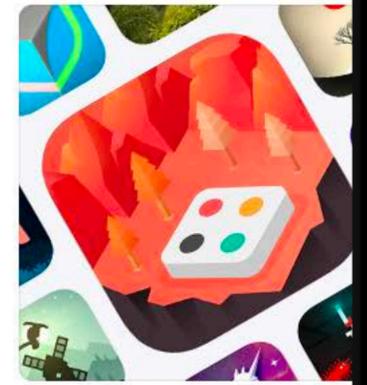


\$4.99

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World Premiere: The Art of the Impossible



Collection: Only the most beautiful games

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Monument Valley
A world of uncanny beauty

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Whale Trail
Fly, collect, loop & upgrade

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The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.



QUICK LOOK

Go On, Save the Tiny Aliens

In Splitter Critters, the only way to bring them together is to cut them apart.

HOW TO

5 Tips to Get More Out of VSCO



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The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.



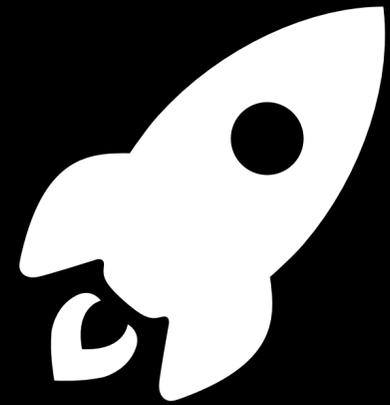
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Clarity and simplification



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NEW GAME

Injustice 2

When iconic superheroes collide



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Zombie Gunship Survival

Tour the apocalypse

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Simulation

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2 Goat Simulator

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Sports

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2 Kami 2
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3 Pixel Drifters
Racing

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Puzzle

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Racing

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Simulation



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Lumino City

A brilliant puzzler

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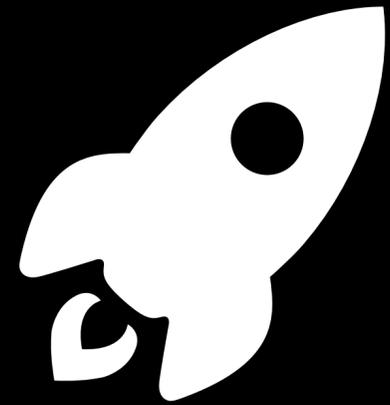
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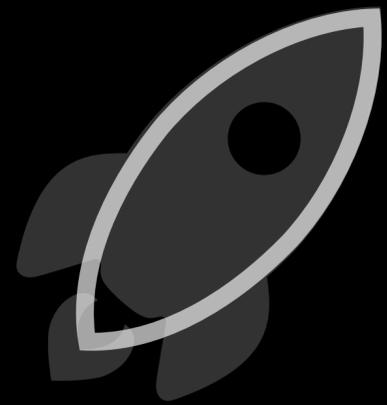
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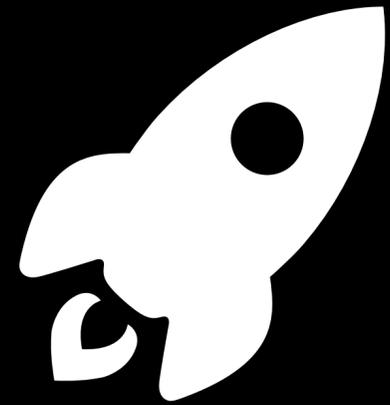
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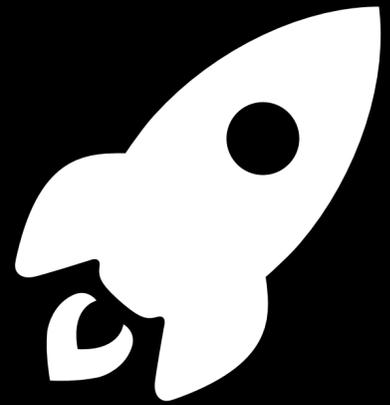
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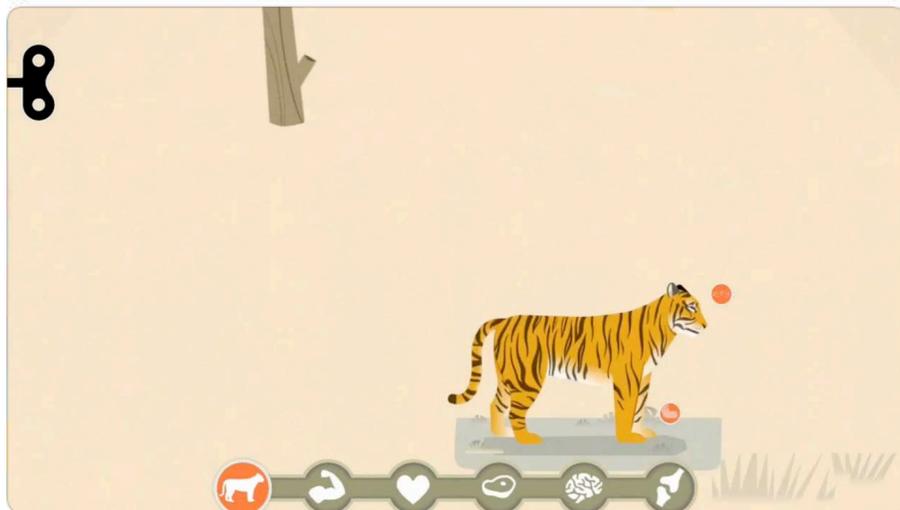


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Our Big, Beautiful World

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Mammals by Tinybop

A world of incredible animals

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Music

\$2.99

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2 **Forest**

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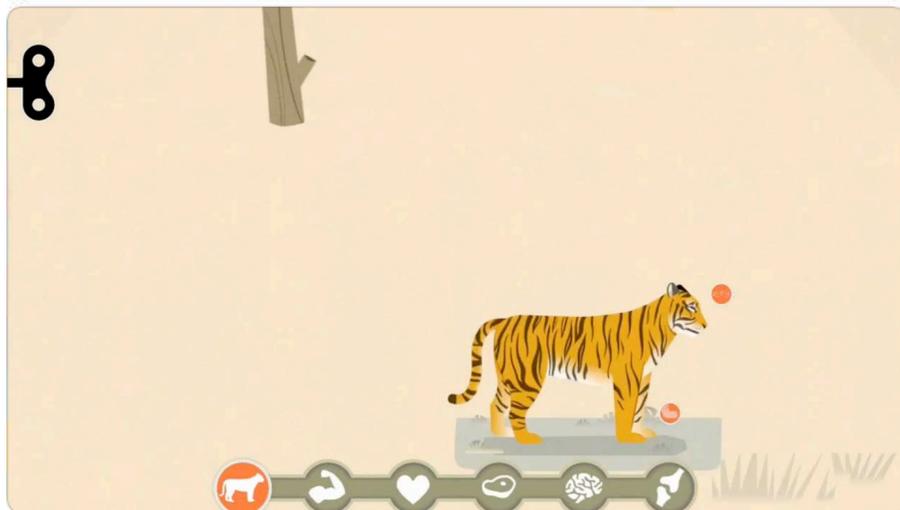


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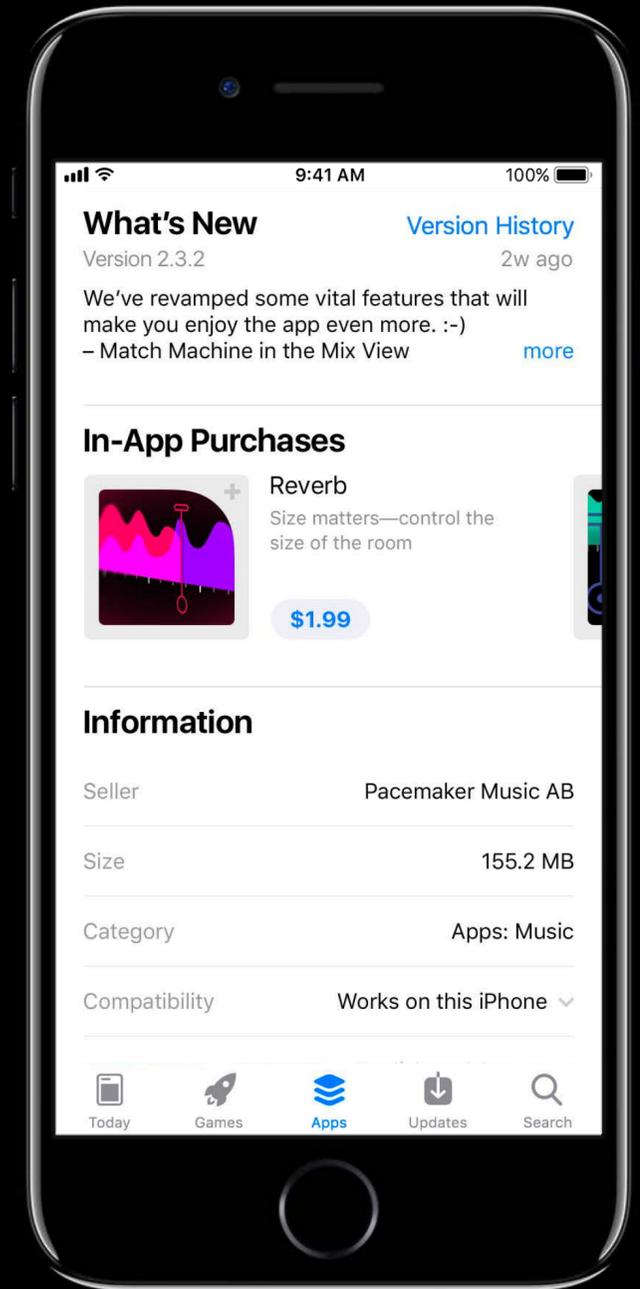
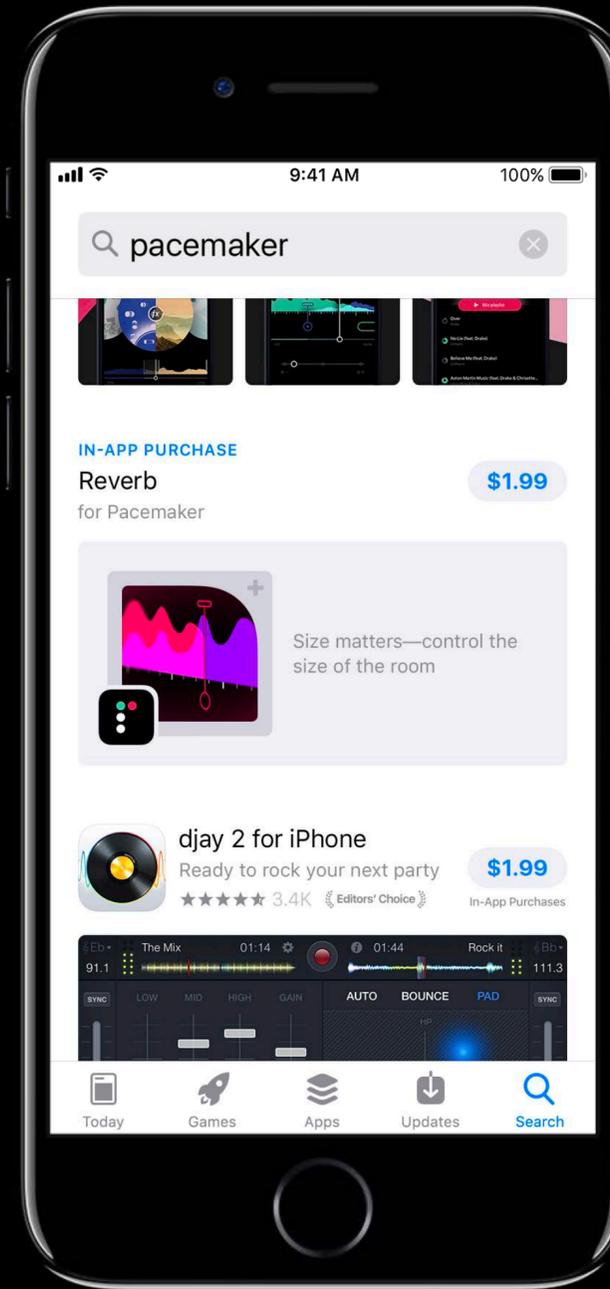
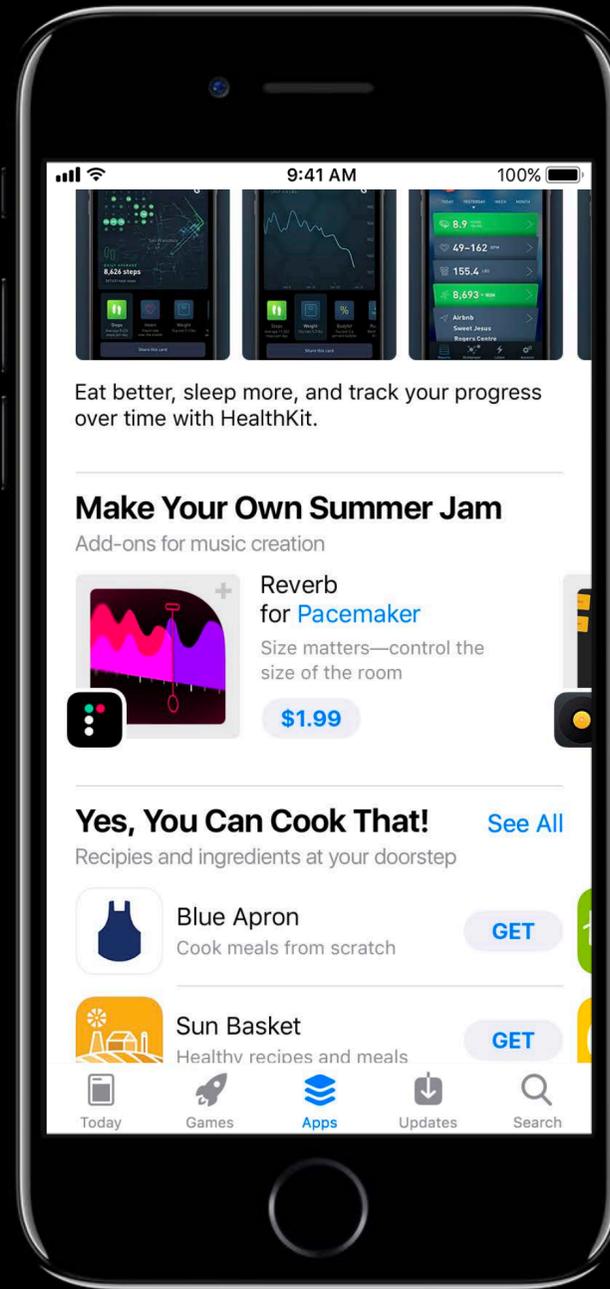
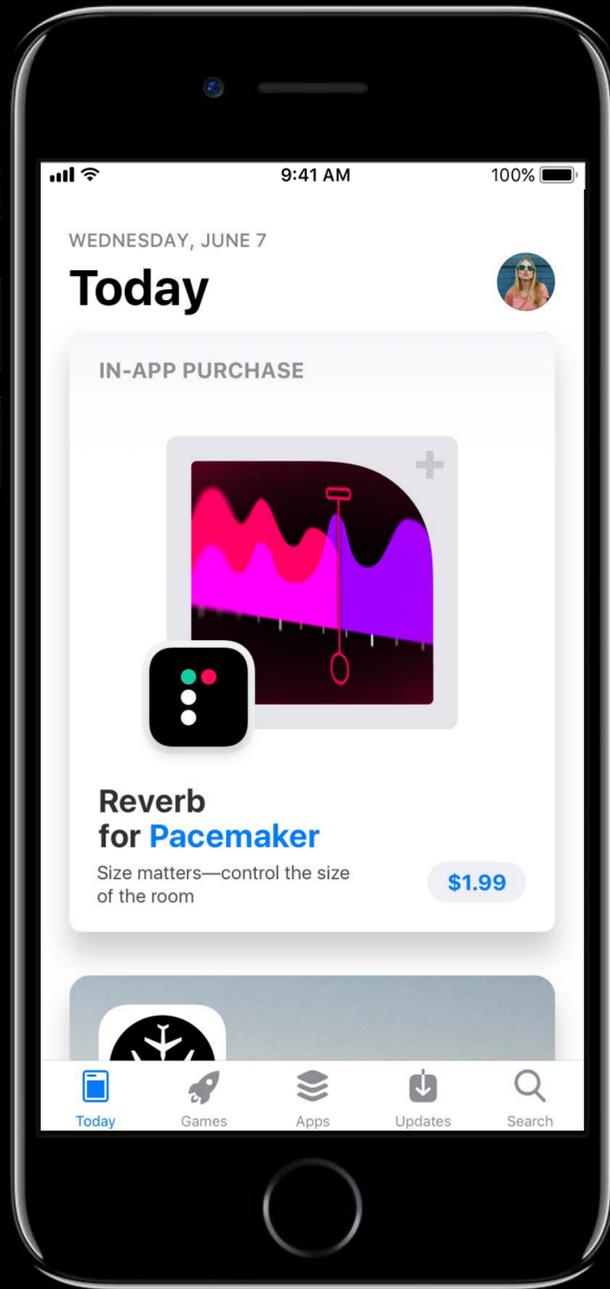
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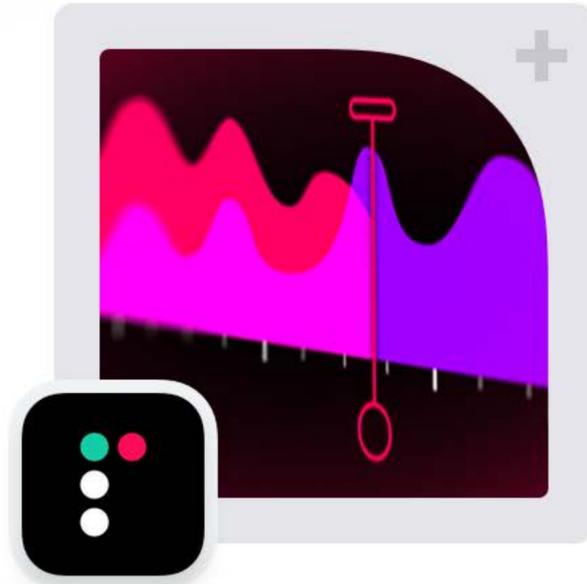
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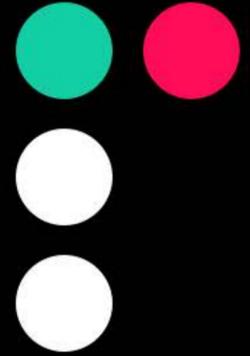
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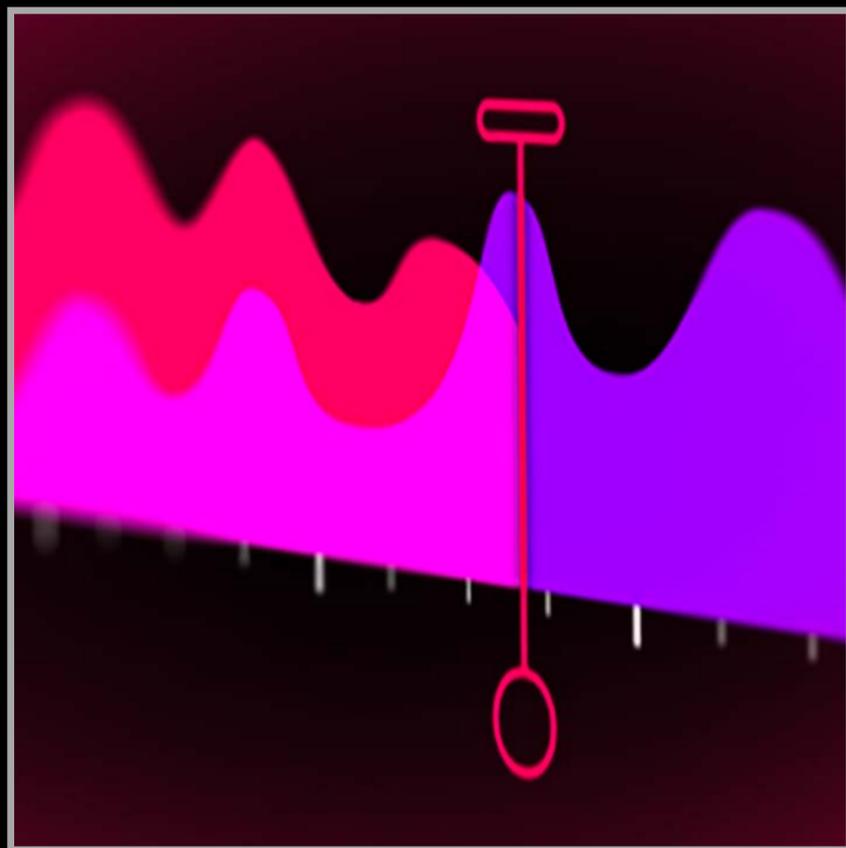
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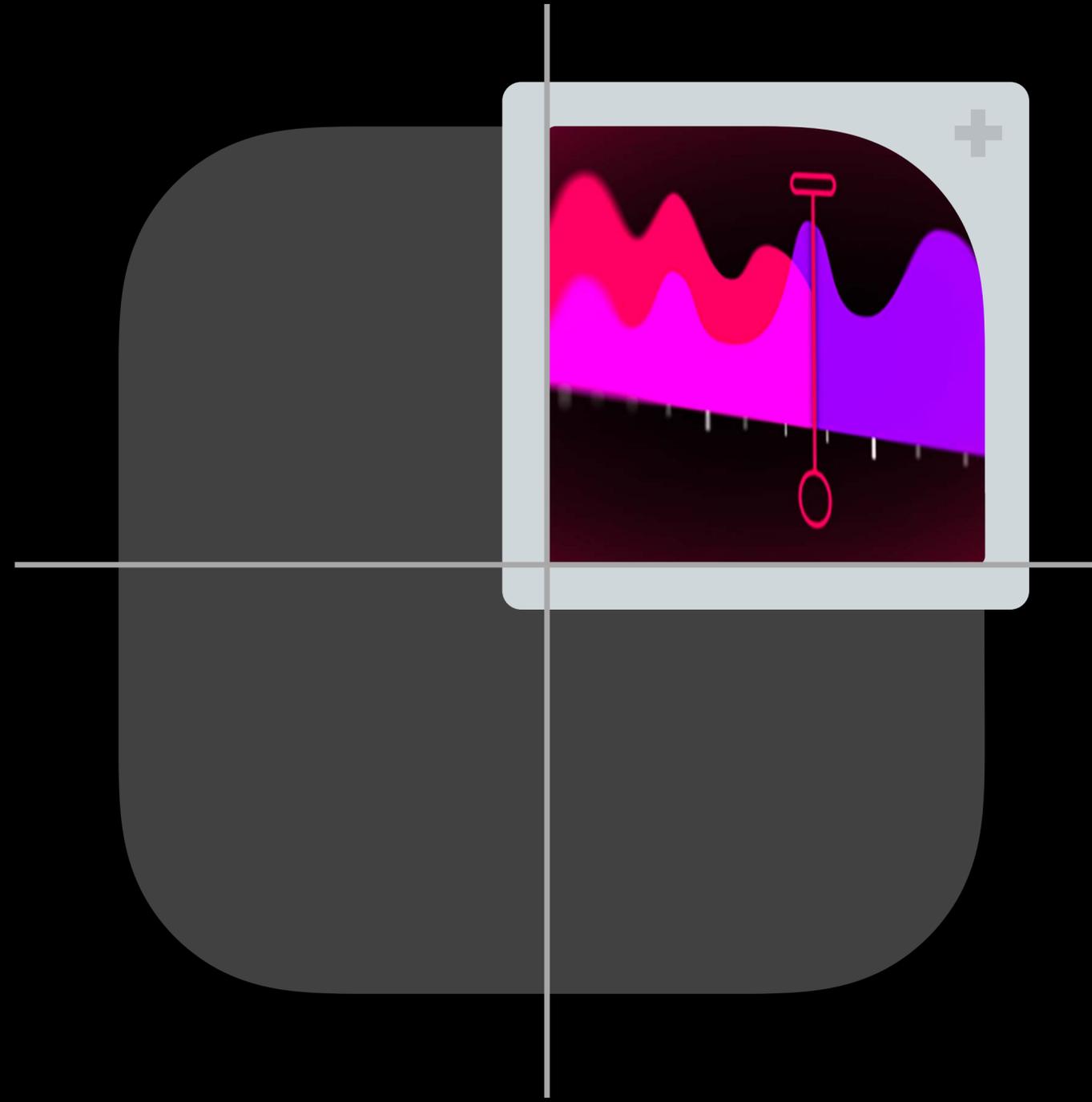


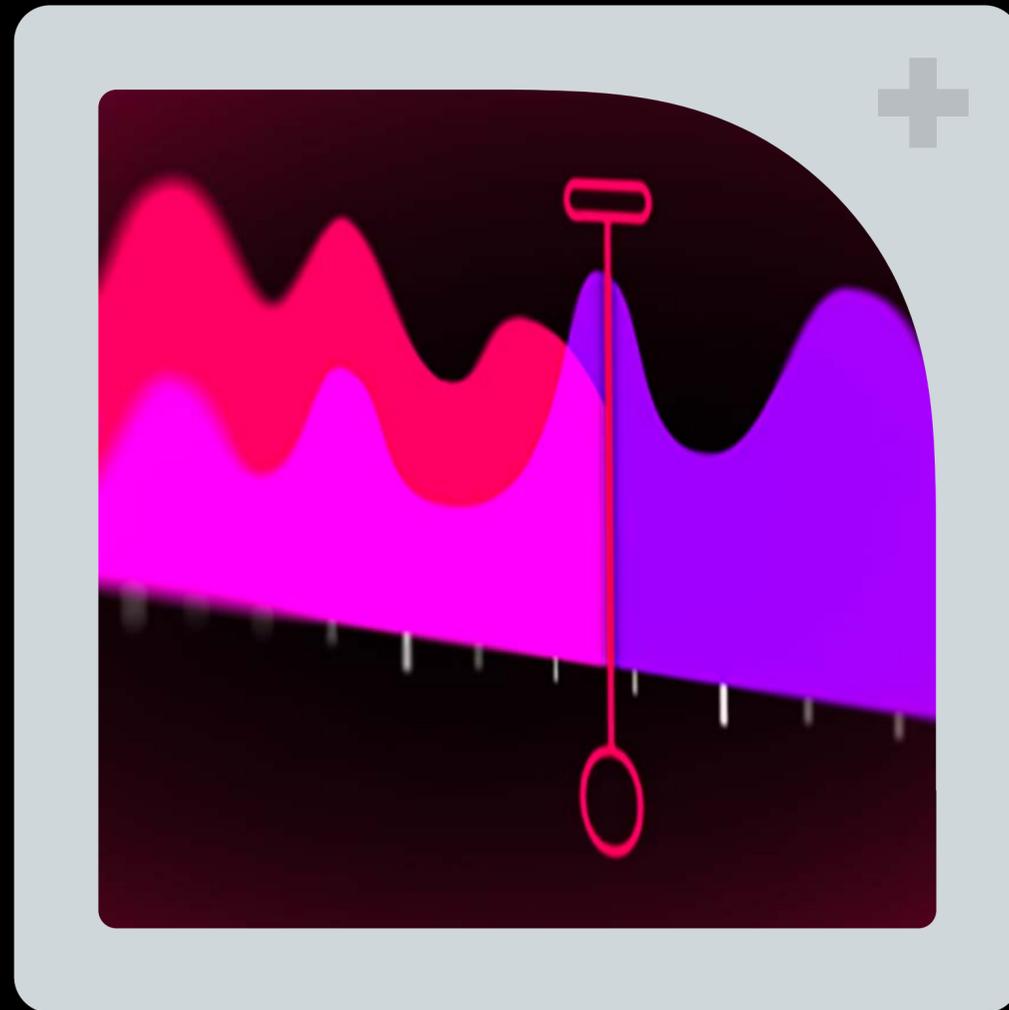
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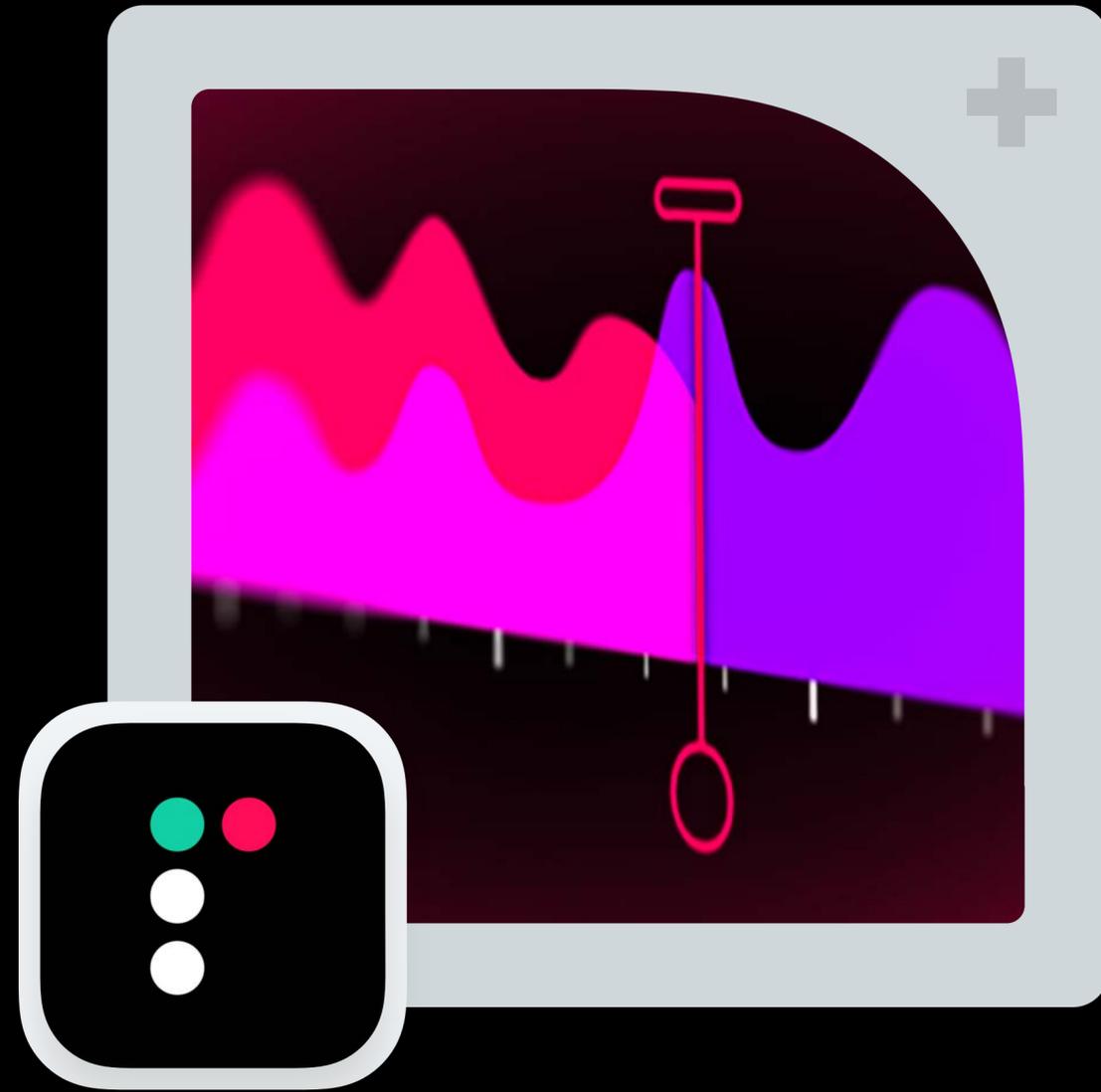


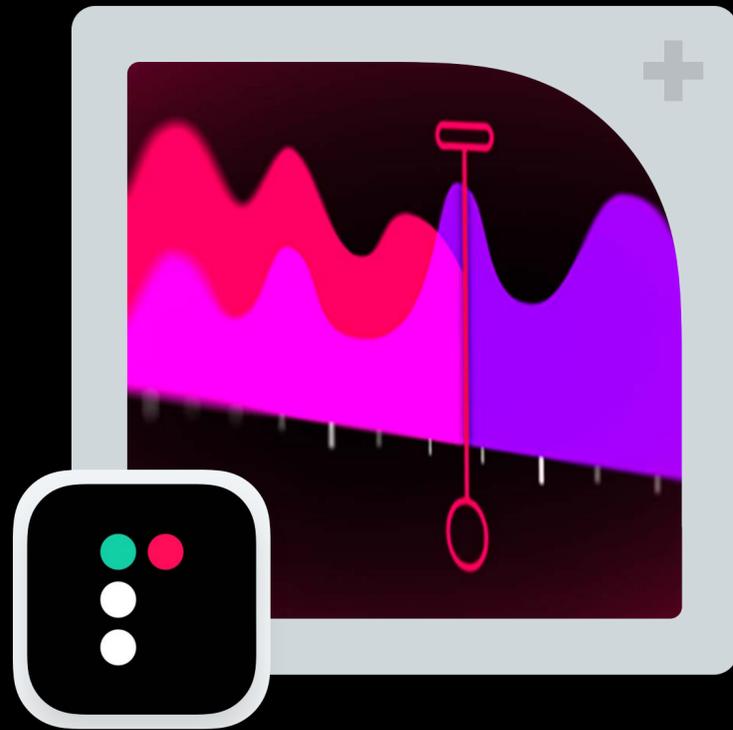












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Daily destination

Give a voice to our editors

Focus on games

Clarity and simplification

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Alto's Adventure

A serene snowboarding odyssey

\$4.99



★★★★★
4.7, 7.8K Ratings

Editors' Choice
Game

#44
Action

9+
Age Rating



Offers iPad and Apple TV Apps

Above the placid ivory snow lies a sleepy mountain village, brimming with the promise of adventure. Join Alto and his friends as they [more](#)

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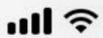
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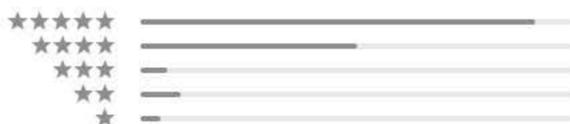


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Ratings & Reviews

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4.7



out of 5

7,867 Ratings

Truly Amazing Game

1d ago



CuriousFox25

This game is wonderful and highly enjoyable for the entire family! I love how easy it is to pick up and play wherever you are. If you need an infinite runner to play with the kids, this is the one to get. After a long day, the colorful visuals and cheery music always put me in a good mood [more](#)



Editors' Choice



In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pulling [more](#)



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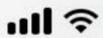
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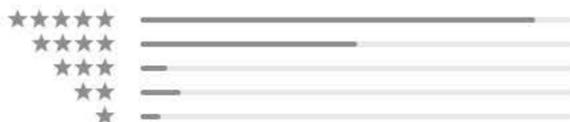


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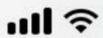
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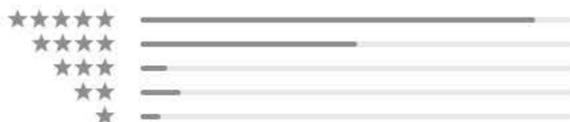


\$4.99

Ratings & Reviews

[See All](#)

4.7



out of 5

7,867 Ratings

Impossible to Stop Playing

2d ago



PhilSchiller

This game rocks! Ever since I unlocked the wingsuit I haven't been able to put it down... even during our ET meetings.

Developer Response

1h ago

Just make sure to keep the volume off!



Editors' Choice



In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pulling [more](#)



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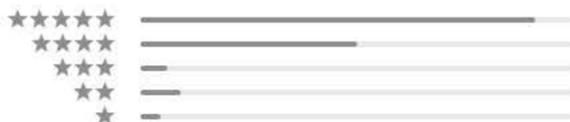


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Ratings & Reviews

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4.7



out of 5

7,867 Ratings

A Fun Challenge

4d ago



F1racer09

I can't even count how many hours I've spent playing this awesome game. The visuals are stunning and doing backflips is so addictive. But it's not easy—I had to replay one level multiple times before moving on. I'm getting better each time I play, but I still have a lot to learn.



Editors' Choice



In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pulling [more](#)



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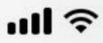
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Information

Seller Snowman

Size 107.7 MB

Category Games: Action

Compatibility Works on this iPhone ▾

Languages English and 18 more ▾

Age Rating 9+, Infrequent/Mild Cartoon ◉ ▾

[Developer Website](#)

Supports



GameCenter

Invite friends to play a game, and start a multiplayer game through auto-matching.



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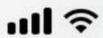
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Game of the Day



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Blyss

An endless puzzle adventure

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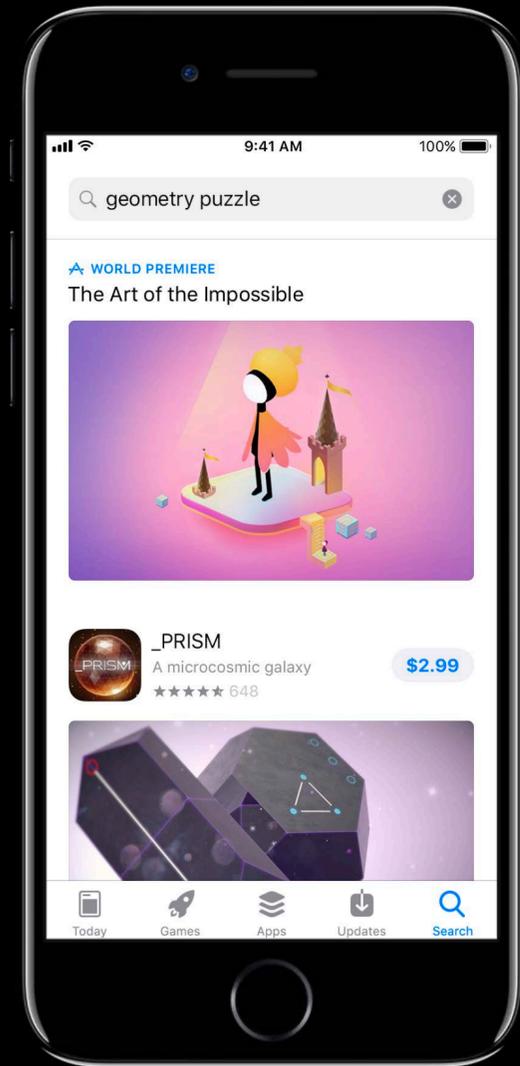
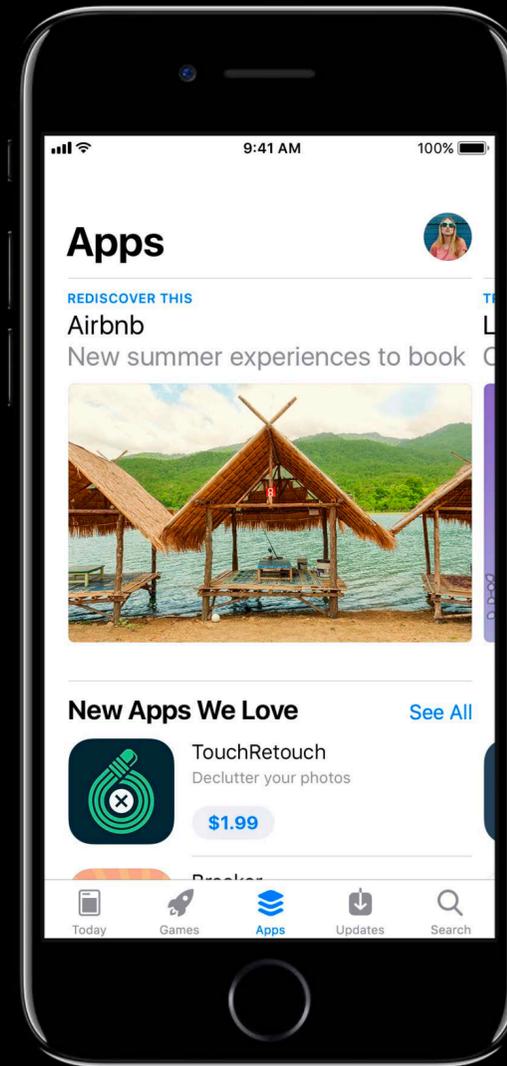
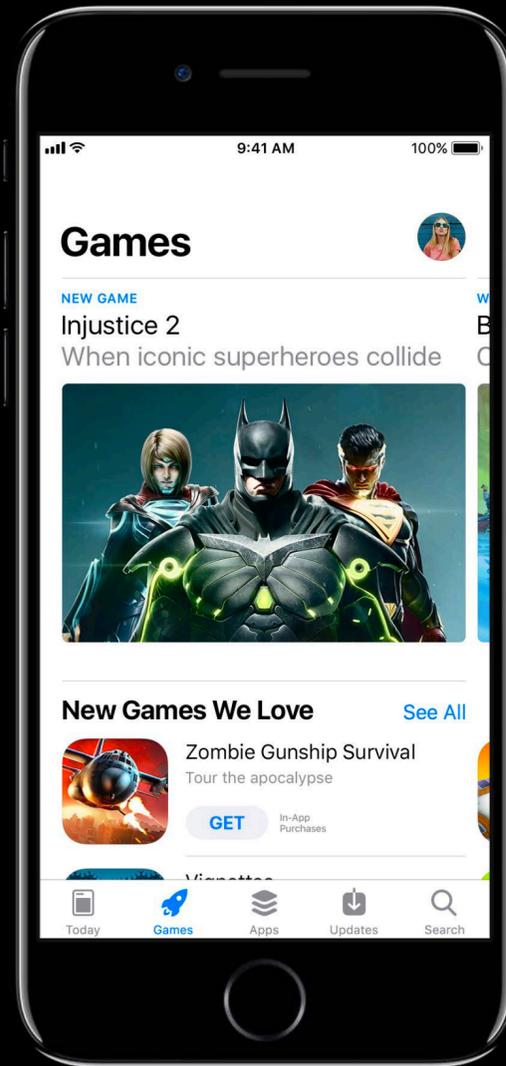
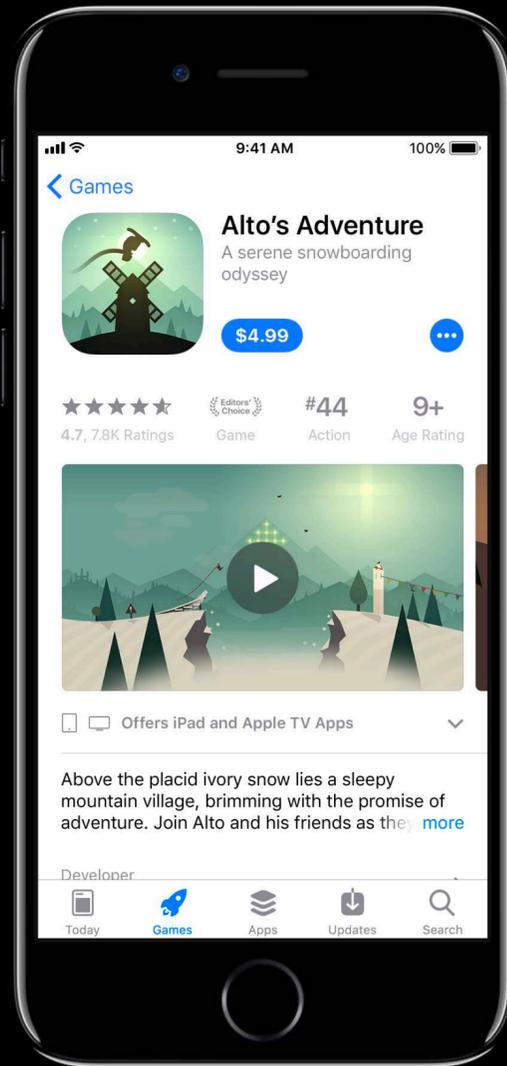
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App Store Editorial

To inform, help, and inspire

Smokey Fontaine, App Store Editorial

Our principles

New tabs

More options

The big question

Who we are

Our Principles

We celebrate apps

Our Principles

We celebrate apps

We are the voice of the App Store

Our Principles

We celebrate apps

We are the voice of the App Store

We offer independent insights

Our Principles

We celebrate apps

We are the voice of the App Store

We offer independent insights

We tell interesting and important stories

Our Principles

We celebrate apps

We are the voice of the App Store

We offer independent insights

We tell interesting and important stories

We deliver a fresh and unexpected take

Our Principles

We celebrate apps

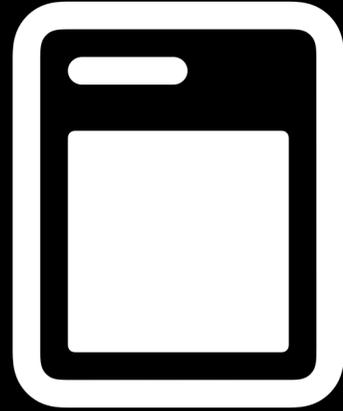
We are the voice of the App Store

We offer independent insights

We tell interesting and important stories

We deliver a fresh and unexpected take

The New Tabs



Today



Games



Apps

Every app has a story to tell

Four main topics

Gaming

Apps are the future of gaming

Lifestyle

Apps transform your life

Culture and Entertainment

Apps shape culture

New Tech and Innovation
Apps change everything

Topics

Gaming

Apps are the future of gaming

Lifestyle

Apps transform your life

Culture and Entertainment

Apps shape culture

New Tech and Innovation

Apps change everything

Three key intentions

Intentions

Inform

*"Cool, I want to
get that!"*

Intentions

Inform

*"Cool, I want to
get that!"*

Help

*"I had no idea.
Thanks!"*

Intentions

Inform

*"Cool, I want to
get that!"*

Help

*"I had no idea.
Thanks!"*

Inspire

*"Wow. That's super
interesting!"*

Intentions

Inform

*"Cool, I want to
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Help

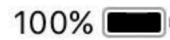
*"I had no idea.
Thanks!"*

Inspire

*"Wow. That's super
interesting!"*



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WEDNESDAY, JUNE 7

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WORLD PREMIERE

The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.



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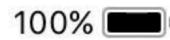
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WORLD PREMIERE

The Art of the Impossible

Inside the extraordinary world of Monument Valley 2.





It's small, intimate scenes like these that deliver what so many people around the globe fell in love with the first time: an enchanting, get-lost-in-it mobile game with a genuinely human story.

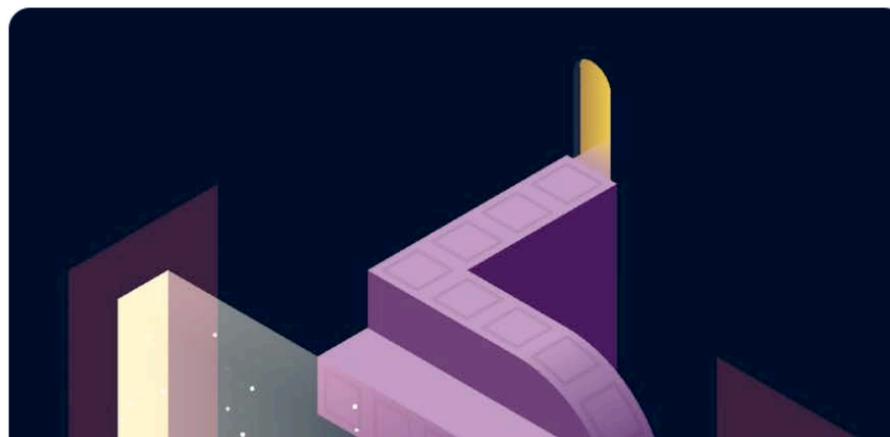
The theme—that of a mom preparing her child for the world—is not only that wonderful journey every parent can relate to, it's also the key gameplay innovation in this successor to the Apple Design Award winner.





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“ We want to change people’s perceptions of what games can be. ”

—Dan Gray, Ustwo Games studio head

There’s a new set of minimalist designs, stunning use of light and color, and a beautiful score. “Every level needs to play like an instrument,” says Gray.





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There’s a new set of minimalist designs, stunning use of light and color, and a beautiful score. “Every level needs to play like an instrument,” says Gray.



Clever, stylish and endearing, Splitter Critters is one of our favorites

HOW TO

5 Tips to Get More Out of VSCO



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Edit and share your photos

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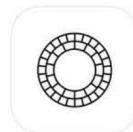


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5 Tips to Get More Out of VSCO



VSCO

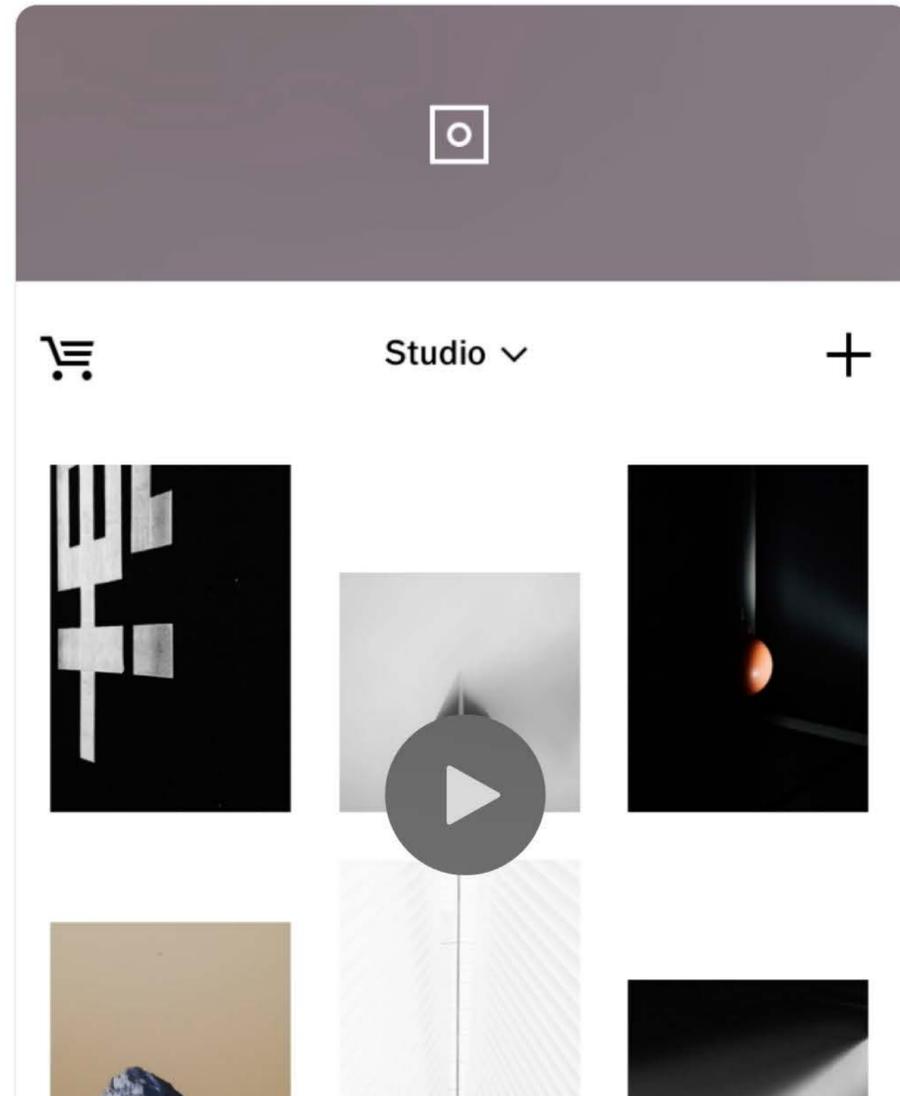
Edit and share your photos

GET

Like a good denim jacket, VSCO's got a coolness factor that can't be measured. But even though its filters have made it a darling among photographers, the app can be a little overwhelming at first. Don't worry—

1. Create GIFs

Sharing GIFs is easy. Making GIFs isn't. Thankfully, for a serious photo-editing app, VSCO sure knows how to party. From the camera, select the option called "DSCO," and you have a GIF maker complete with—you guessed it—VSCO filters.



3. Make Journals

Once you're nice and inspired, create your own journal from the Studio pane. Select a few photos, and press the up arrow on the bottom right. From there, you can add text and more images to tell a beautiful, visual story.

“ For a serious photo-editing app, VSCO sure knows how to party. ”

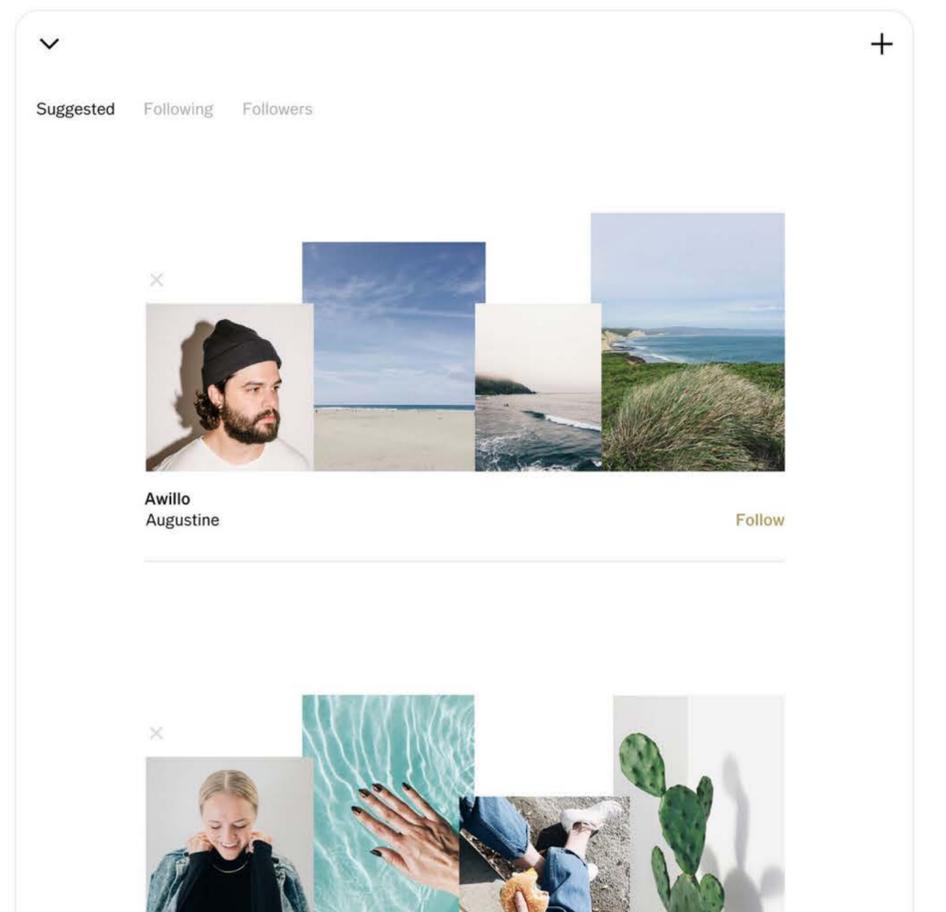
4. Get Free Filters

You can never have too many filters! Even if you're not trying to spend a lot of \$\$, the store is often updated with free packs of wonderfully unconventional styles.



5. Socialize

VSCO's got a social feed hiding in plain sight. Find it by tapping the striped-circle icon on the lower left, then hit the search bar. With a minimalist layout that isn't fueled by hashtags and likes, it might be the app's unsung hero. Users are super-creative, so you'll find stunning portfolios, stories, recipes, even poetry.



DEEP DIVE



It All Changes on Level 201



Causality's puzzles bend space, time, and your mind—in a good way.

Want to feel like a genius? Causality can teach you time travel in about three seconds. But you have to get to level 201. That's where you learn how to make the time loops you need to help astronauts escape from more

NOW TRENDING



It's the NBA Finals!



And we've got two great ways to experience it.

Extraordinary performances defined the 2016–2017 NBA season. Russell Westbrook averaged a triple-double. 20-year-old Devin Booker scored 70 in one game, 14 others topped the 50-point mark, and Steph Curry continued

More ways to be featured than ever



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JUNE 5

Monday

MEET THE DEVELOPER

It's a Mom's Mom's Mom's World



Peanut's Michelle Kennedy on embracing modern motherhood.



Today



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MEET THE DEVELOPER



It's a Mom's Mom's Mom's World



Peanut's Michelle Kennedy on embracing modern motherhood.

When we stumbled upon Peanut's Instagram feed, we found ourselves double-tapping nearly every post. Nestled between the babies, bumps, and celebrity-mama quotes, we discovered a place of truth.

How did you find your voice for Peanut?

We had to be really bold. Everyone wants you to play it safe when dealing with motherhood. There wasn't anyone out there being cheeky, taking risks, acknowledging the good and the bad.

“Peanut isn't a product about babies and children. It's for women who happen to have babies and children.”

Michelle Kennedy, Peanut Founder & CEO

You've worked at *Badoo*, *Bumble*, and now *Peanut*. What have you learned about social media?

People are so quick to say technology is damaging human relationships. It's not. It's making everyone more accessible.

What would you tell young women who are just starting their careers?

That you don't have to be a different person when you walk into that investor meeting. You can just be *you* and be confident. I heard that message 15 years ago but didn't really understand. We need to keep telling young women that over and over so we all actually start to believe it.



Like peanut butter & jelly!

Sarah waved at you too.

SAY HEY

Has this been the response of all men?

No. Actually, I just got a message on my LinkedIn from a husband who told me *Peanut* has "been an incredible lifeline" for his wife. What an amazing husband! With modern woman comes modern man...

“ **Peanut is human interaction in real life facilitated by technology. ”**

Michelle Kennedy, Peanut Founder & CEO

What if *Peanut* existed when you were a new mom?

When I had my son, my girlfriends would be out, and I remember thinking, "What happened to my life?" To have had just one other woman say, "Hi! I'm also awake for a 2 a.m. feeding" would've made the feeling of "I must



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Strategic sci-fi combat

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THE DAILY LIST

Relax Breathe



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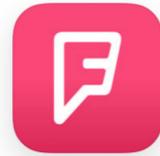
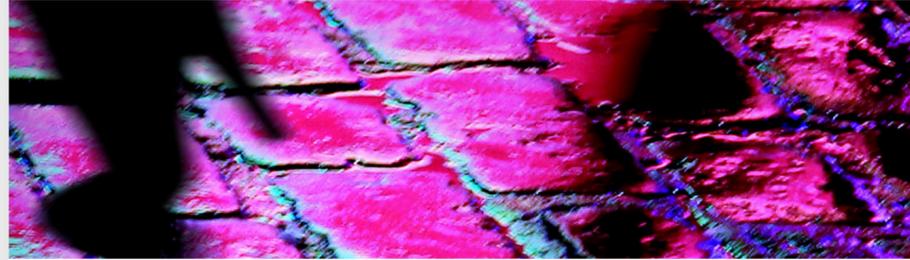


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COLLECTION

Rule at Road Trips



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15 Inspired Indie Games



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Digby Forever

Frantic arcade action

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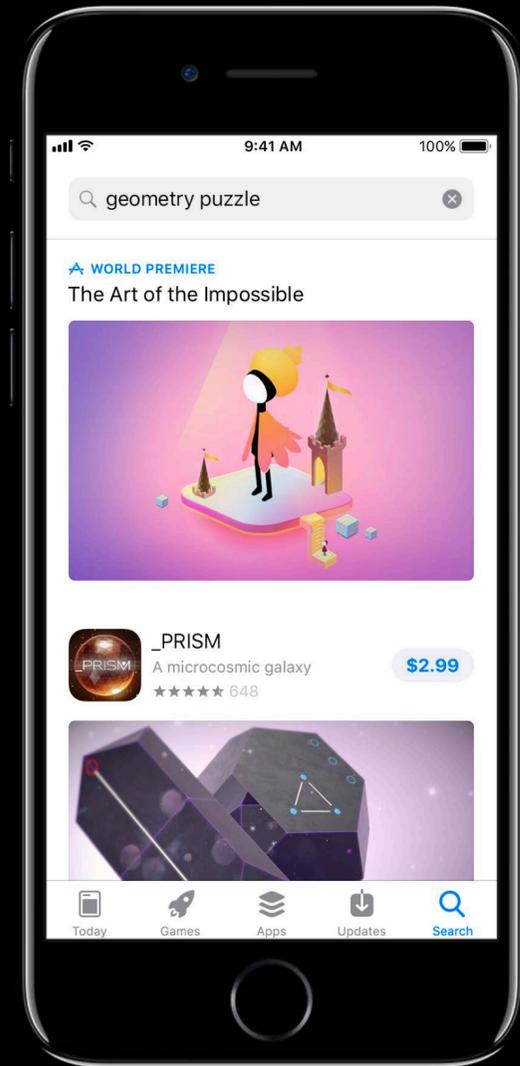
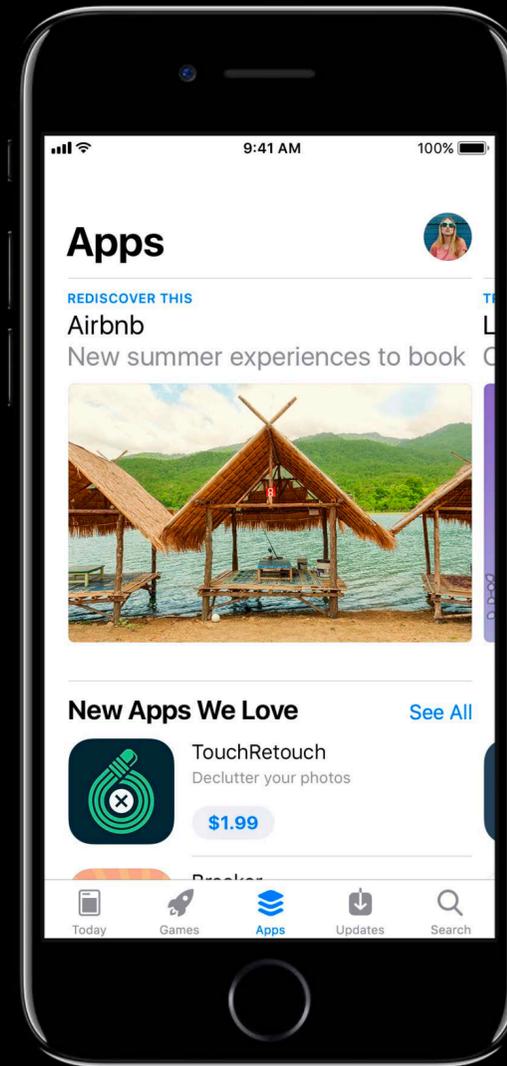
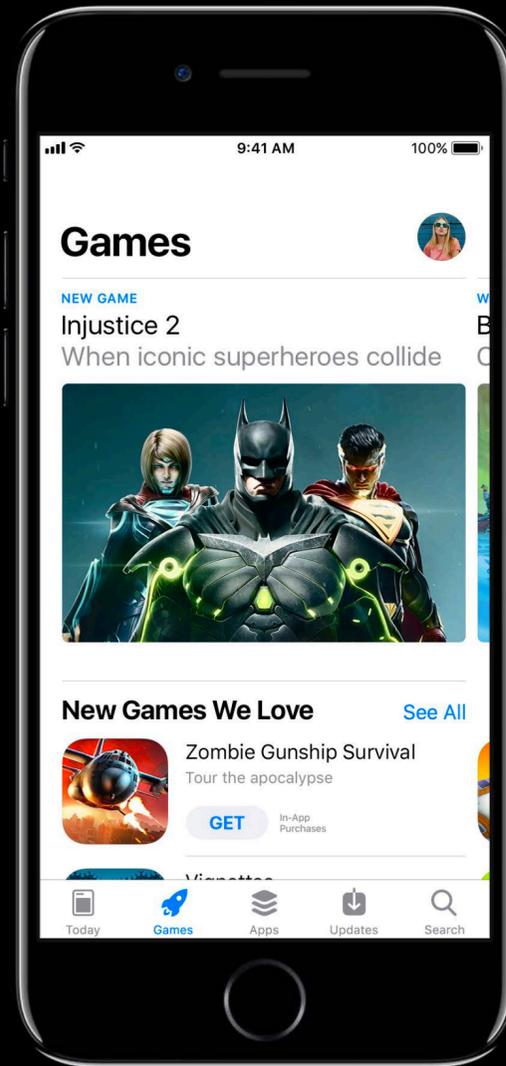
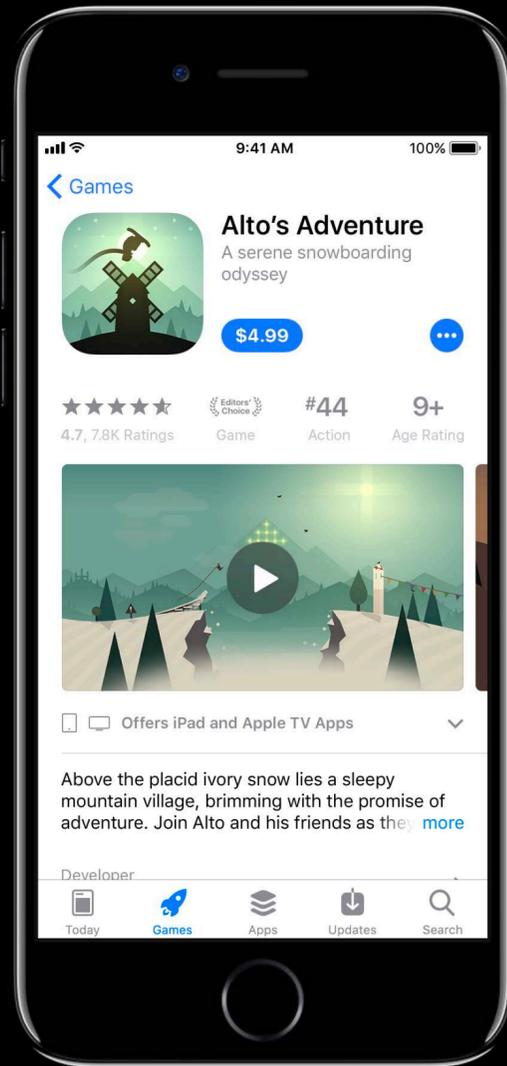
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AppStore.com/promote

What Now?

Pedraum Pardehpoosh, App Store Product Manager



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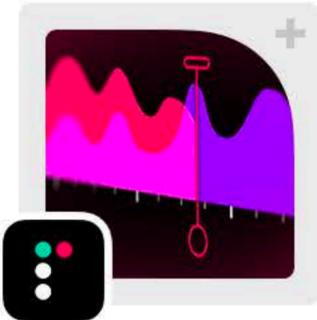
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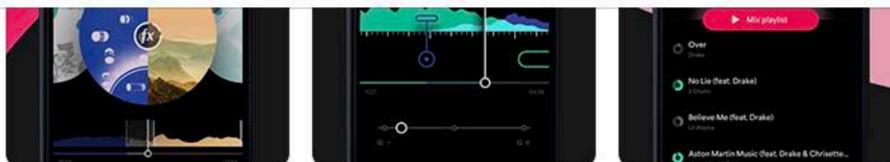
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pacemaker



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Reverb

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for Pacemaker



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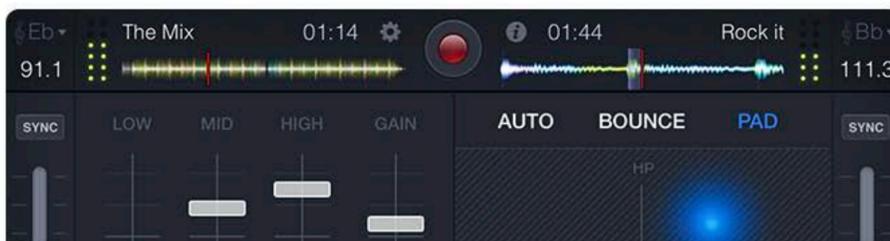
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★★★★★ 3.4K

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Version 2.3.2

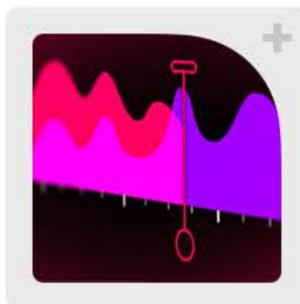
2w ago

We've revamped some vital features that will make you enjoy the app even more. :-)

– Match Machine in the Mix View

[more](#)

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Reverb

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Pacemaker Music AB

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155.2 MB

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Apps: Music

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Works on this iPhone



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4.7, 7.8K Ratings



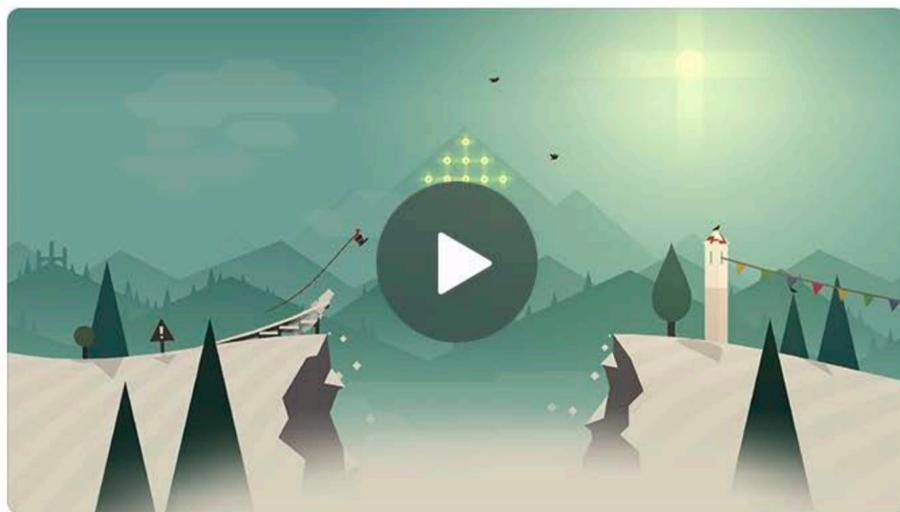
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#44

Action

9+

Age Rating



Offers iPad and Apple TV Apps



Above the placid ivory snow lies a sleepy mountain village, brimming with the promise of adventure. Join Alto and his friends as they [more](#)

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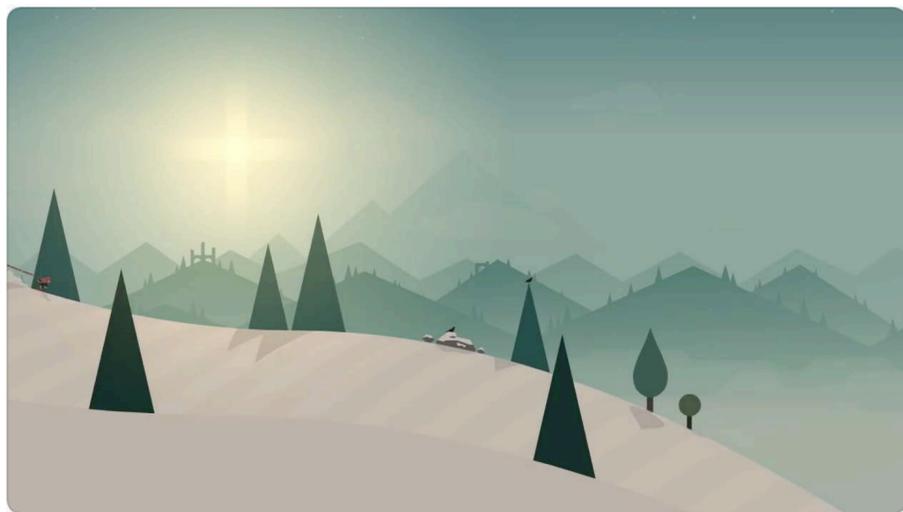
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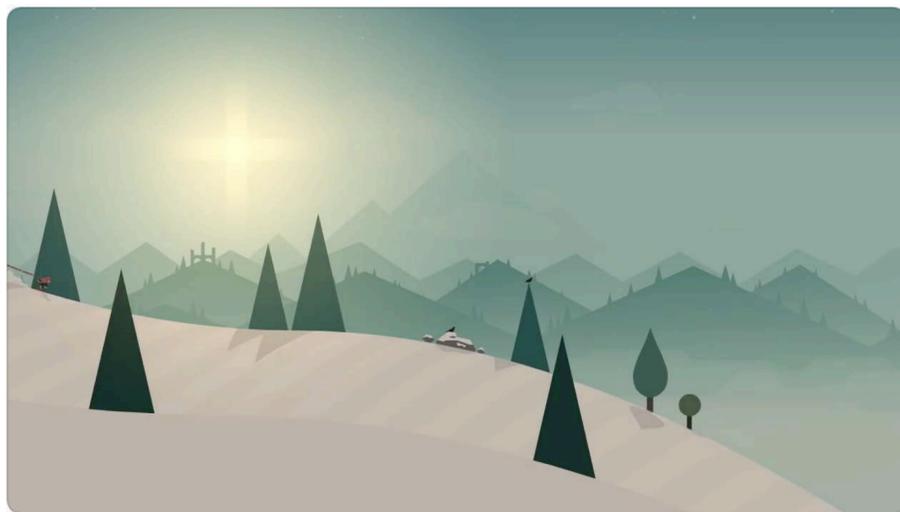
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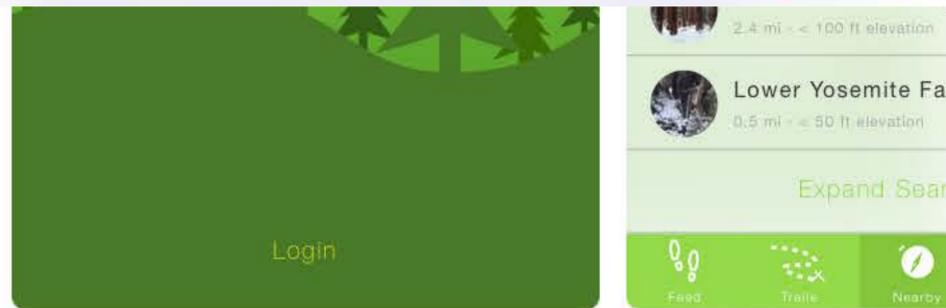
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2.4 mi - 100 ft elevation

Lower Yosemite Fall
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responses to reviews



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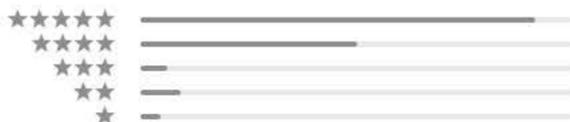


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Ratings & Reviews

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4.7



out of 5

7,867 Ratings

Impossible to Stop Playing

2d ago



PhilSchiller

This game rocks! Ever since I unlocked the wingsuit I haven't been able to put it down... even during our ET meetings.

Developer Response

1h ago

Just make sure to keep the volume off!



Editors' Choice



In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pulling [more](#)



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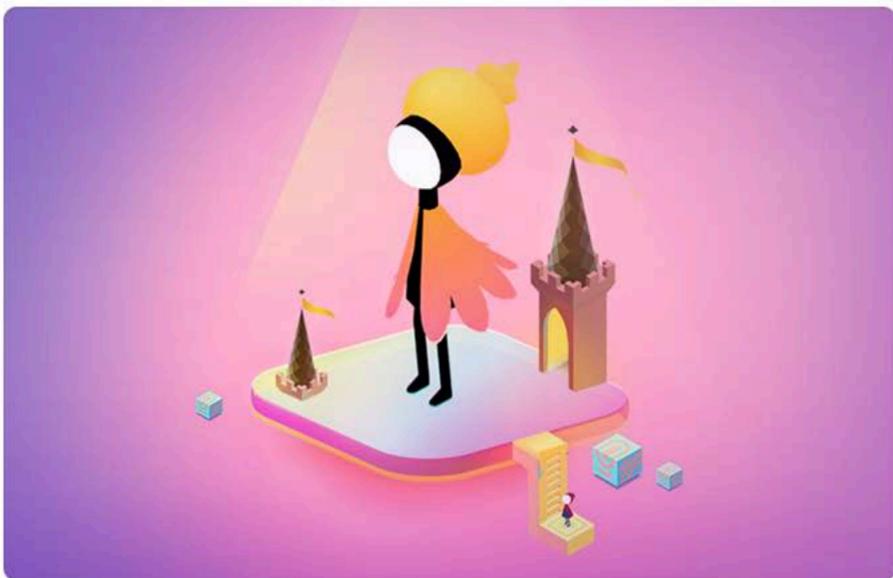
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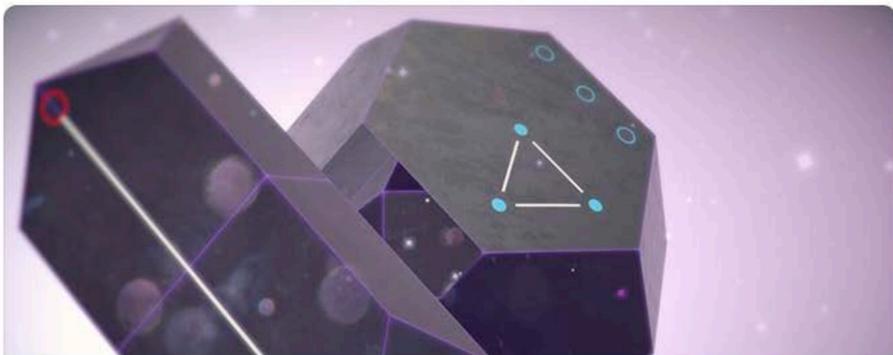


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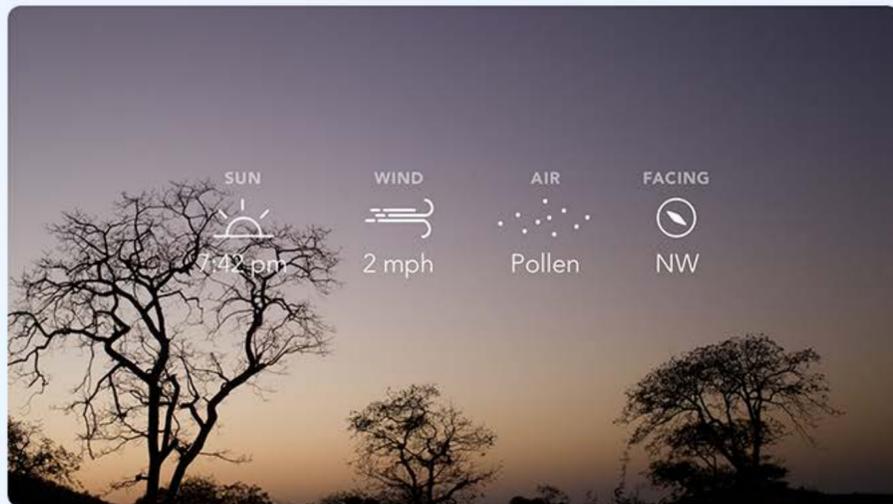


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Ad ★★★★★ 1K



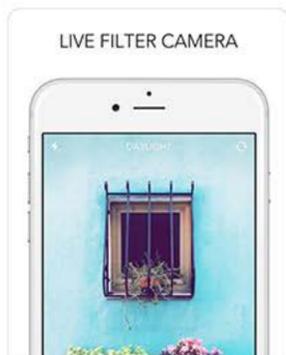
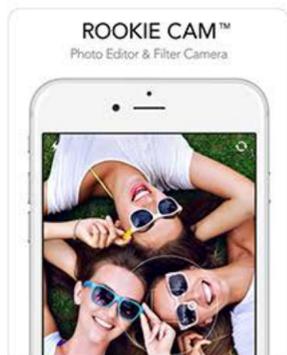
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Executive Ballroom

Thursday 11:00AM

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Technology Lab B

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Technology Lab I

Wed 1:00PM–3:00PM

Search Ads Lab

Technology Lab I

Thur 9:00AM–11:00AM

App Store and iTunes Connect Lab

Technology Lab H

Thur 12:00PM–1:50PM

