

# 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

[See All >](#)



Clarity - Create Perfect Wallpa...  
Photo & Video



Detour - Immersive Aud...  
Travel



Mind Journey - Meditation &...  
Health & Fitness



Detour - Immersive Aud...  
Travel

## New games we love

[See All >](#)



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

	TAXI TIME	FUEL	CONFIDENCE
SIMON SUGGESTS	20 min	810 kg	78 %
YOU SELECTED	25 min	875 kg	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





Morning

9:41 AM

100%  
Sign Out

Patient Request

302 Patient needs Ice

David Stone

2m ago

Done

10:20 AM

10:30 AM

10:55 AM

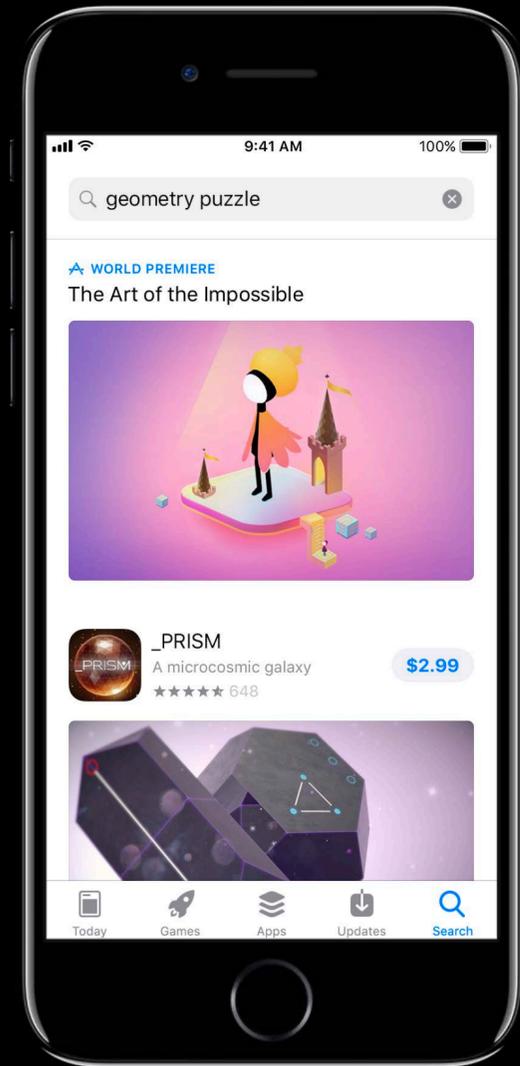
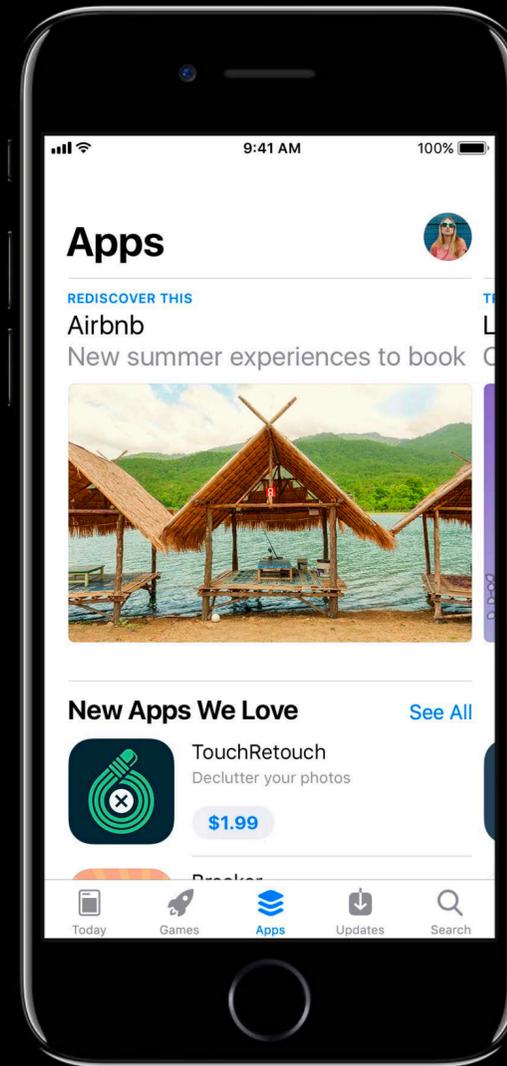
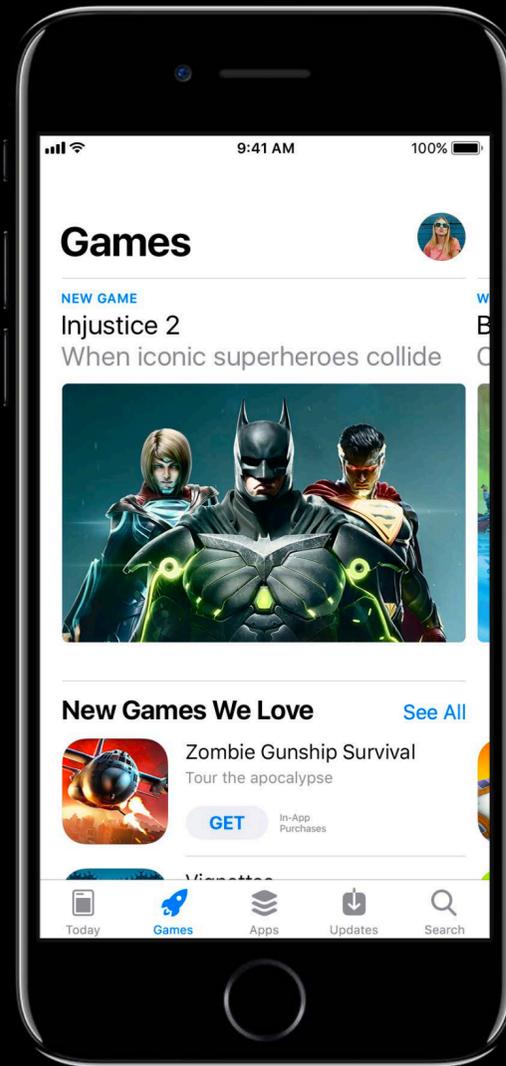
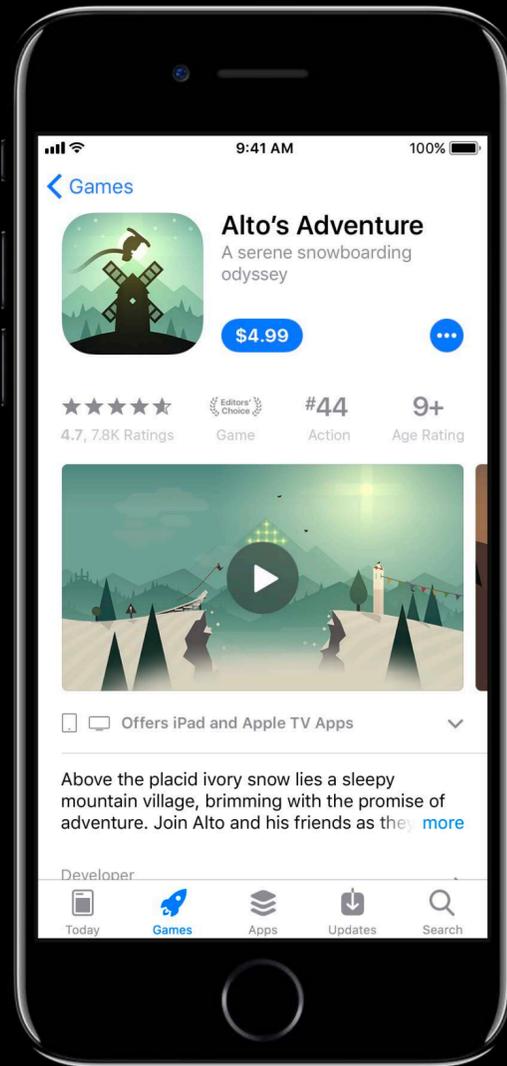
Task



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 Wallpapers Photo & Video
- Detour - Immersive Audio Travel
- Mind Journey Meditation & Health & Fitness

New games we love

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

Featured Categories Top Charts Search

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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) ★★★★★

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Search

### Trending

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

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### Updates

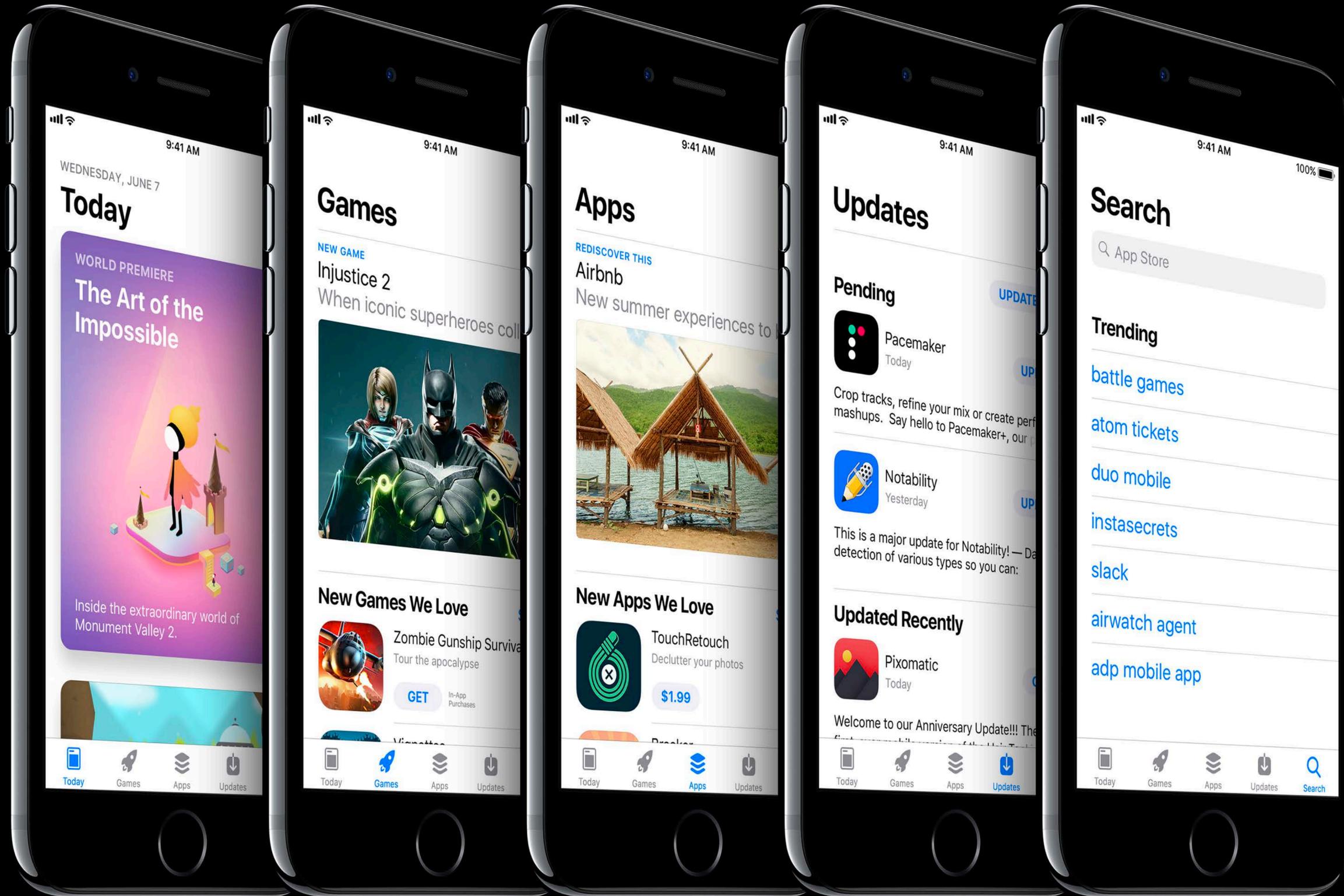
Update All

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**

Featured Categories Top Charts Search Updates



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

9:41 AM  
**Games**  
NEW GAME  
**Injustice 2**  
When iconic superheroes coll  
New Games We Love  
**Zombie Gunship Survival**  
Tour the apocalypse  
GET In-App Purchases  
Today Games Apps Updates

9:41 AM  
**Apps**  
REDISCOVER THIS  
**Airbnb**  
New summer experiences to  
New Apps We Love  
**TouchRetouch**  
Declutter your photos  
\$1.99  
Today Games Apps Updates

9:41 AM  
**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

9:41 AM 100%  
**Search**  
App Store  
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[battle games](#)  
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[instasecrets](#)  
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# Redesign Goals

Daily destination

Give a voice to our editors

Focus on games

# Redesign Goals

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Give a voice to our editors

Focus on games

Clarity and simplification

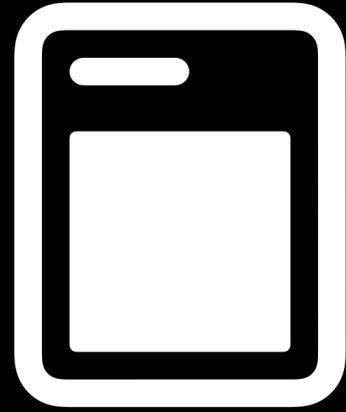
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Clarity and simplification



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Inside the extraordinary world of Monument Valley 2.



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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

HOW TO

## 5 Tips to Get More



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

HOW TO

## 5 Tips to Get More Out of VSCO



**VSCO**

Edit and share your photos

**GET**

In-App Purchases



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VSCO  
Edit and share your photos

GET  
In-App Purchases



# APP OF THE DAY



Hitlist  
Cheap flights and airline tickets

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Games



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Hitlist

Cheap flights and airline tickets

GET



# GAME OF THE DAY

Super Senso  
Strategic sci-fi combat

GET

In-App Purchases

THE DAILY LIST

## Relax Breathe



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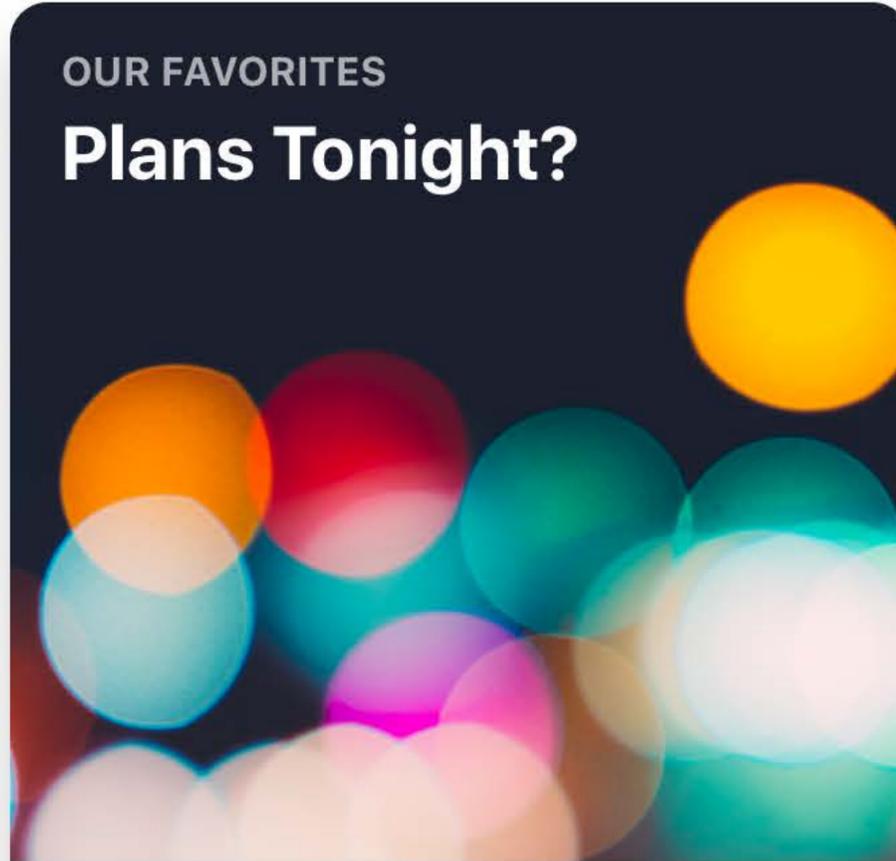
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JUNE 6

# Tuesday

OUR FAVORITES

## Plans Tonight?



Today



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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.



Today



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# Monday

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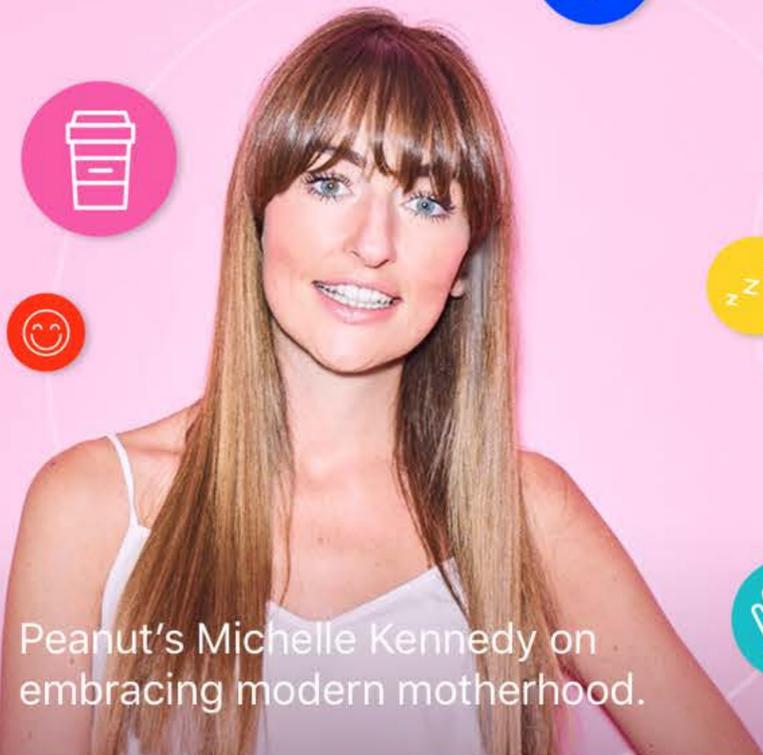
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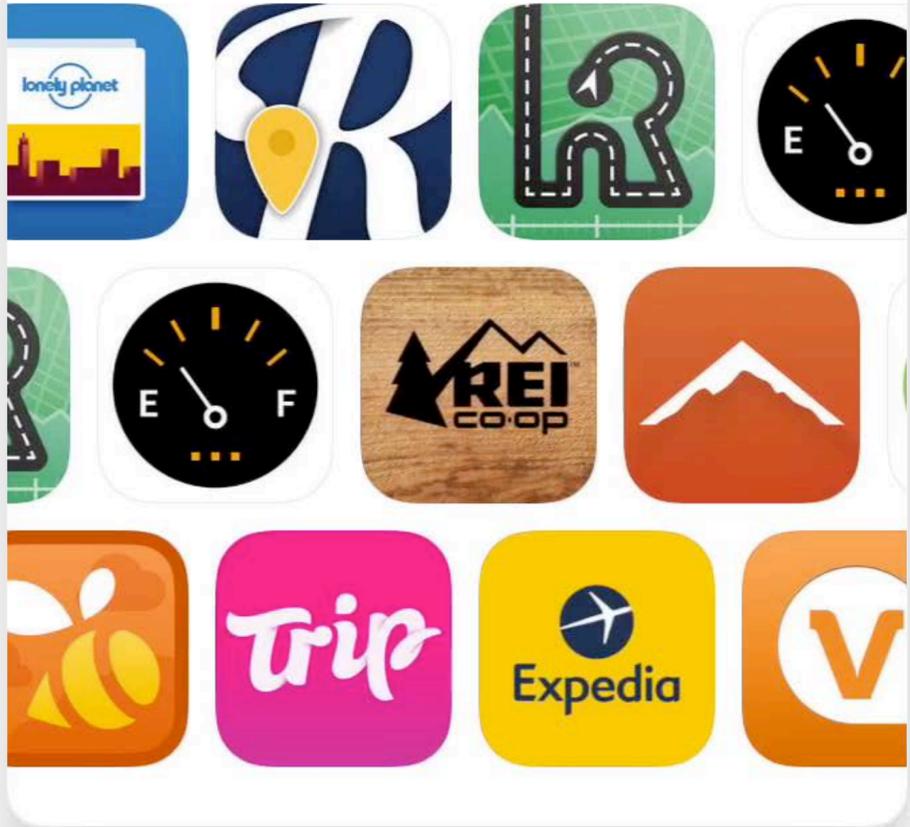


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LIFE HACK

# Road Trip Wanderlust



Today



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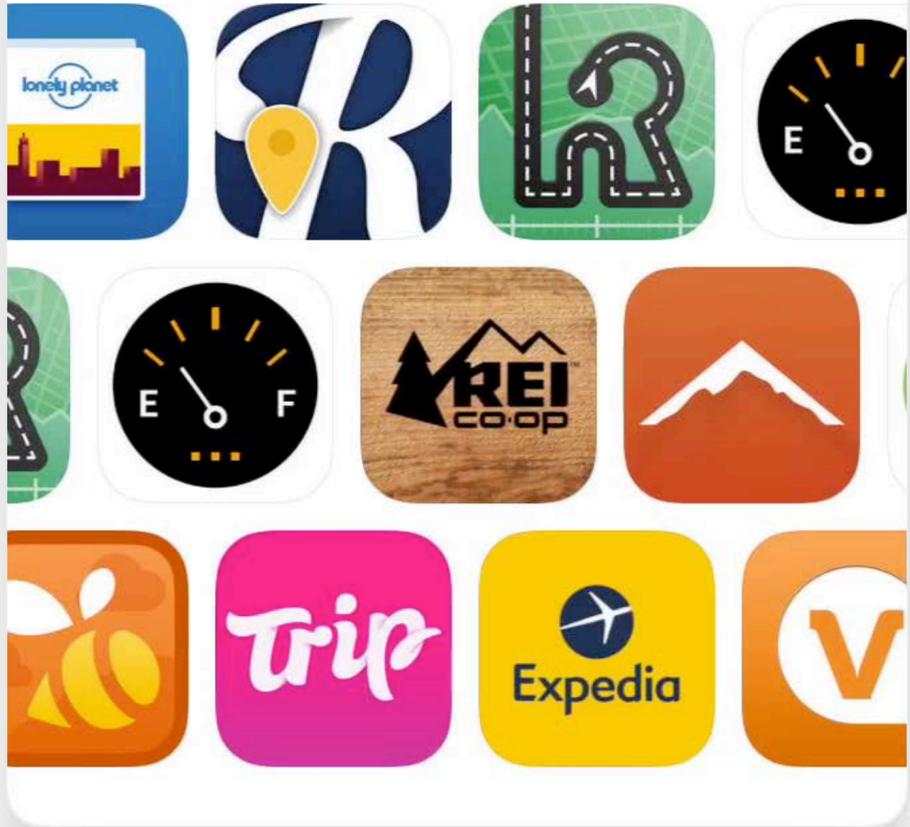


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LIFE HACK

# Road Trip Wanderlust



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WORLD PREMIERE

## The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.

OUR FAVORITES

## Plans Tonight?








HOW TO

## 5 Tips to Get More Out of VSCO




**VSCO**  
 Edit and share your photos [GET](#)  
In-App Purchases

DEEP DIVE

## It All Changes on Level 201






## APP OF THE DAY



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

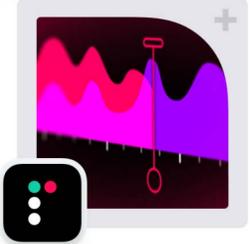


## GAME OF THE DAY



**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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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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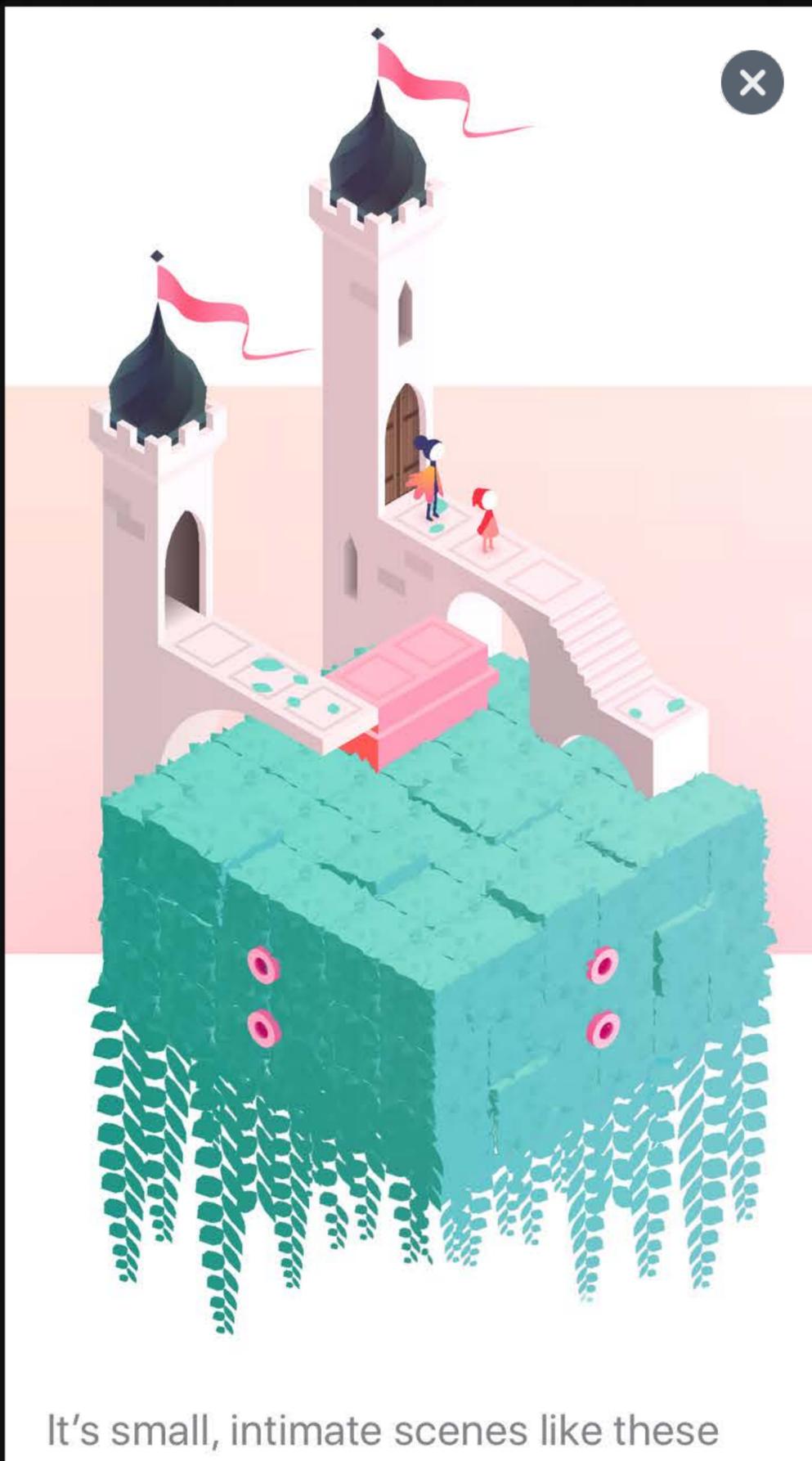
Apps



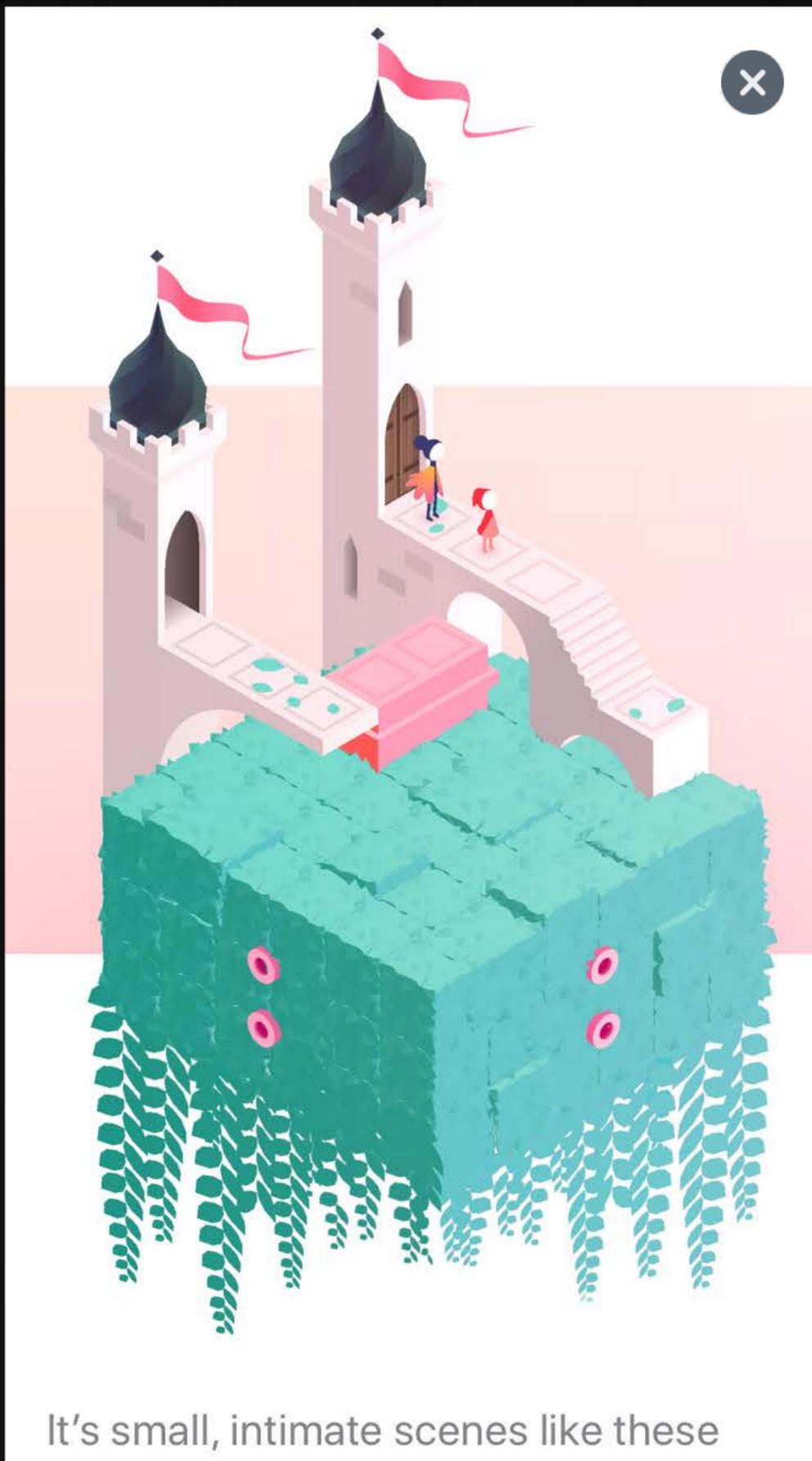
Updates



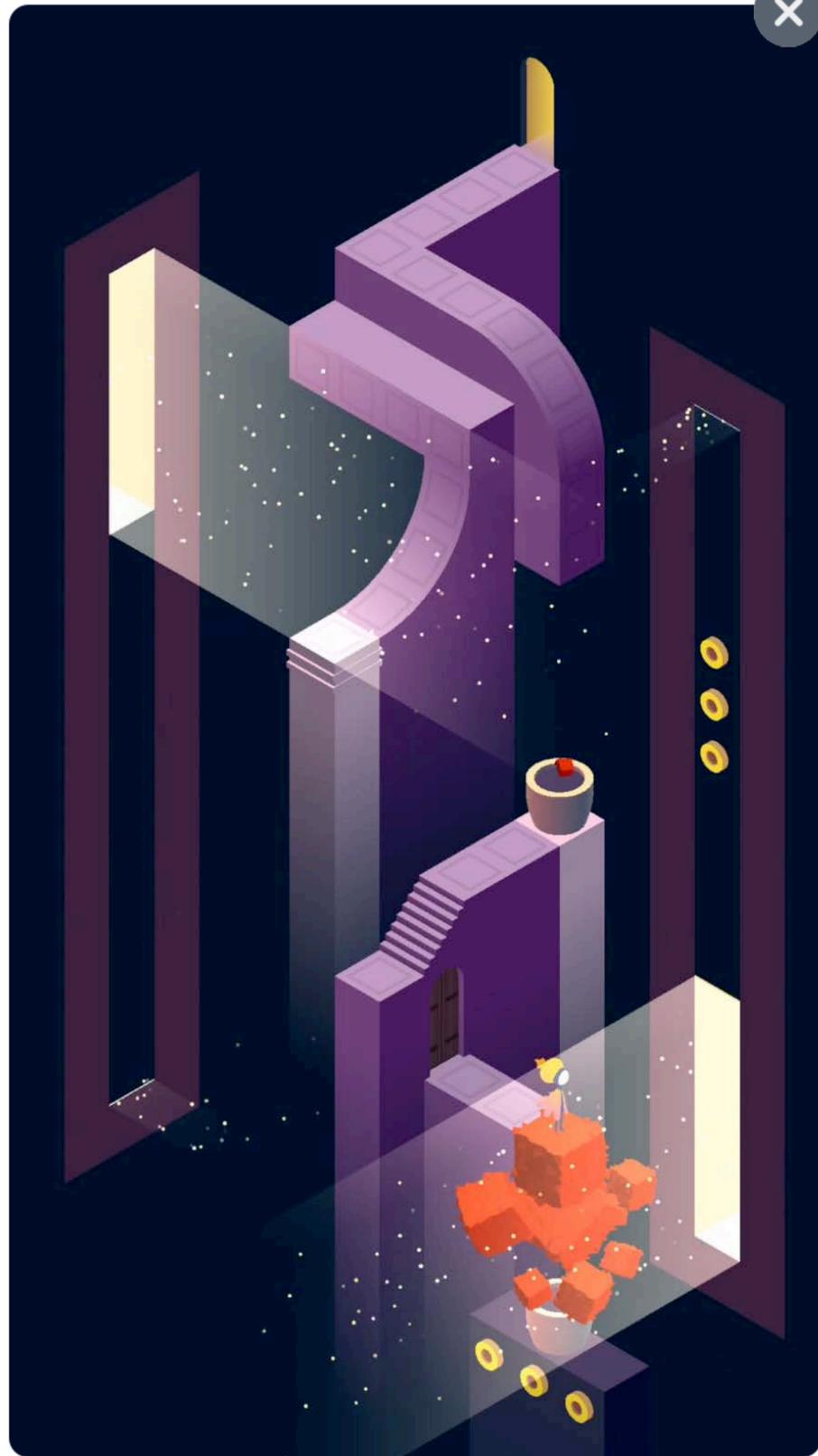
Search

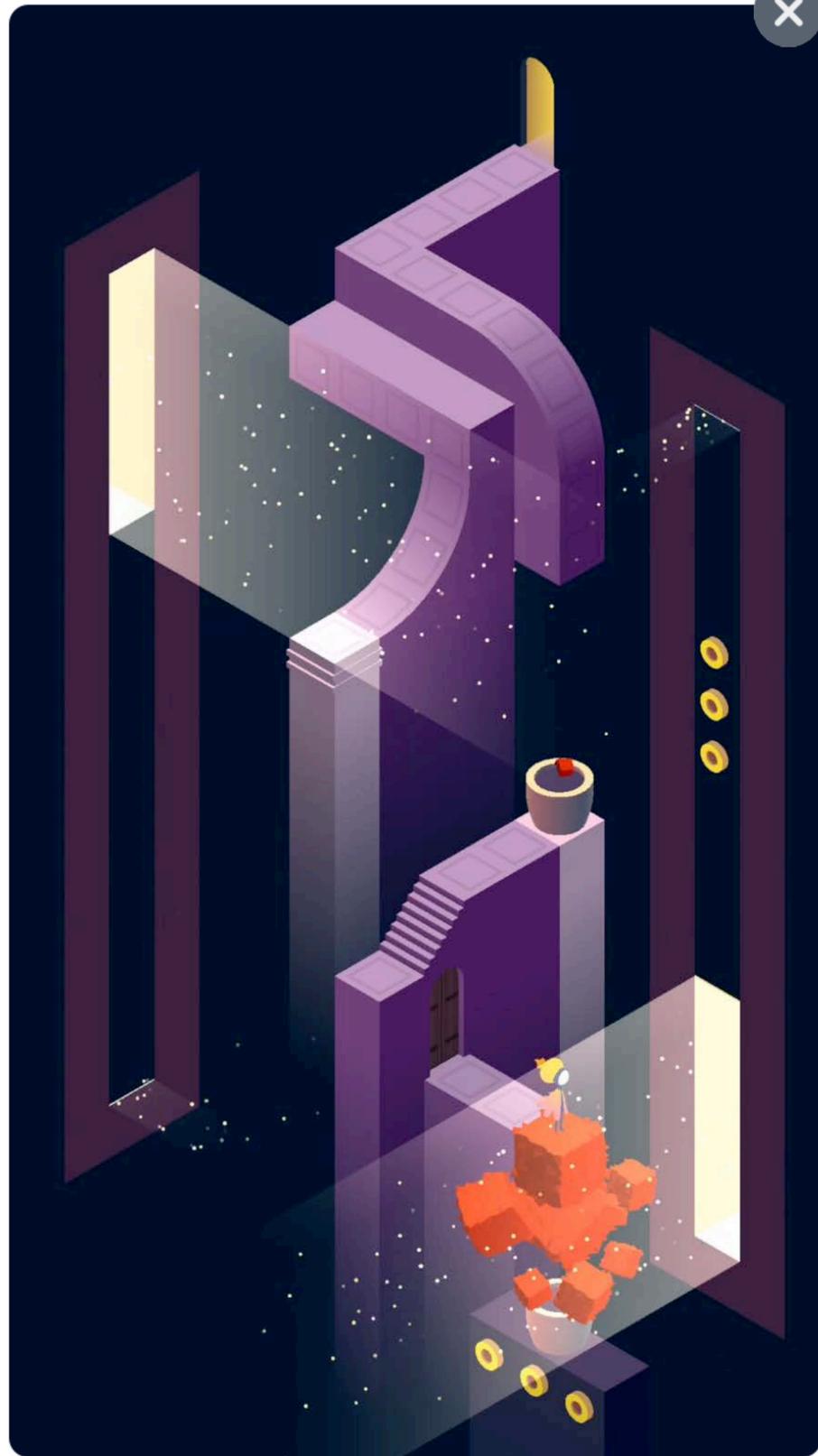


It's small, intimate scenes like these



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

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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?

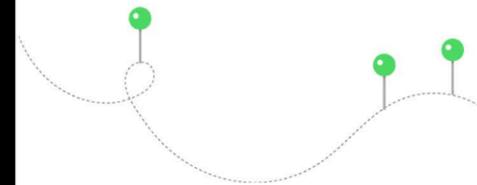


## APP OF THE DAY

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

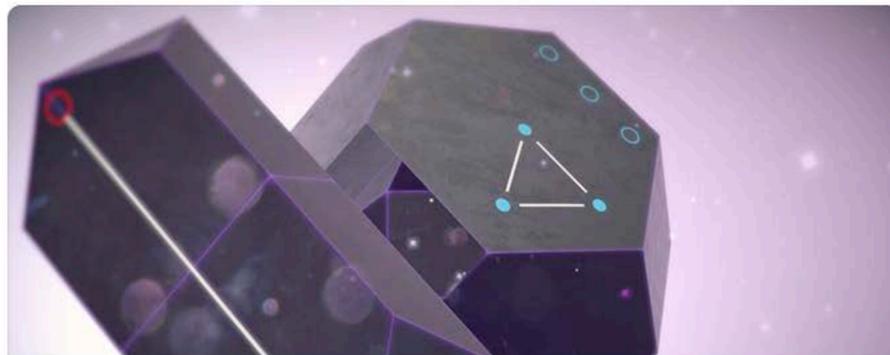


**\_PRISM**

A microcosmic galaxy

**\$2.99**

★★★★★ 648



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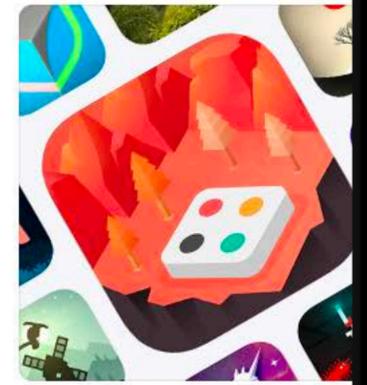


\$4.99

### Featured In



World Premiere: The Art of the Impossible



Collection: Only the most beautiful games

### More by ustwo

[See All](#)



**Monument Valley**  
A world of uncanny beauty

\$3.99

In-App Purchases



**Whale Trail**  
Fly, collect, loop & upgrade

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In-App Purchases

### You May Also Like

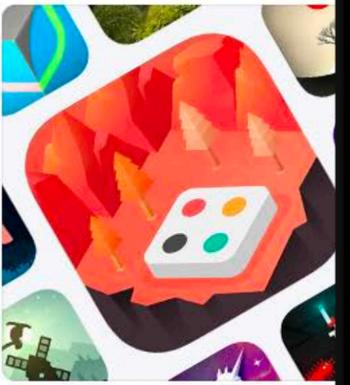
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WORLD PREMIERE

## 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



WEDNESDAY, JUNE 7

# Today



WORLD PREMIERE

## The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.



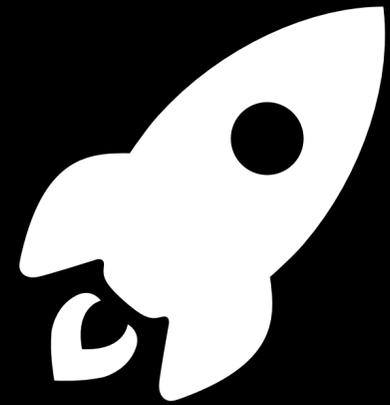
# Redesign Goals

Daily destination

Give a voice to our editors

Focus on games

Clarity and simplification



Games

# Games



NEW GAME

## Injustice 2

When iconic superheroes collide



### New Games We Love

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#### Zombie Gunship Survival

Tour the apocalypse

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NEW GAME

## Injustice 2

When iconic superheroes collide



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## Let's Play

[See All](#)

Gorgeous, fast-paced combat



**TRANSFORMERS:**  
Forged to Fight

Light your darkest hour

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In-App Purchases

## Top Paid

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**1** Minecraft: Pocket Edition

Simulation

**\$6.99**

In-App Purchases



**2** Goat Simulator

Action

**\$4.99**

In-App Purchases



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## Let's Play

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In-App Purchases



**2** Goat Simulator  
Action

**\$4.99**

In-App Purchases



**3** OK Golf  
Sports

**\$2.99**

### Top Free

[See All](#)



**1** Clash Royale  
Strategy

**GET**

In-App Purchases



**2** Kami 2  
Puzzle

**GET**

In-App Purchases



**3** Pixel Drifters  
Racing

**GET**

In-App Purchases



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### Top Paid

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Action

**\$4.99**

In-App Purchases



**3** OK Golf  
Sports

**\$2.99**

### Top Free

[See All](#)



**1** Clash Royale  
Strategy

**GET**

In-App Purchases



**2** Kami 2  
Puzzle

**GET**

In-App Purchases



**3** Pixel Drifters  
Racing

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In-App Purchases



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**3** Pixel Drifters

Racing

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## Top Categories

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Action



Arcade



Simulation



Puzzle



Adventure



Family

## The Most Beautiful Games

[See All](#)



Lumino City

A brilliant puzzler

**\$0.99**



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## The Most Beautiful Games [See All](#)



Lumino City  
A brilliant puzzler

\$0.99



Explore a vivid world filled with remarkable style and attention to detail.

## Games You Might Like [See All](#)



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## The Most Beautiful Games [See All](#)



Lumino City

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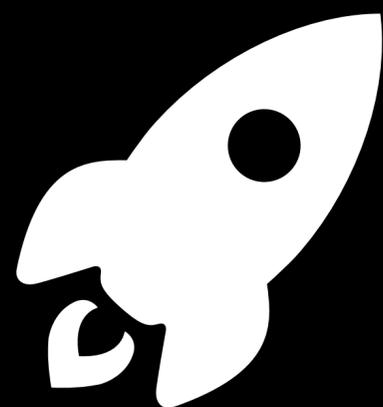
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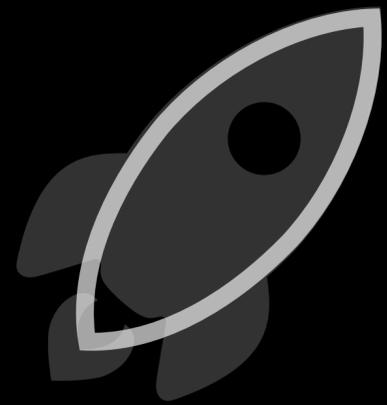
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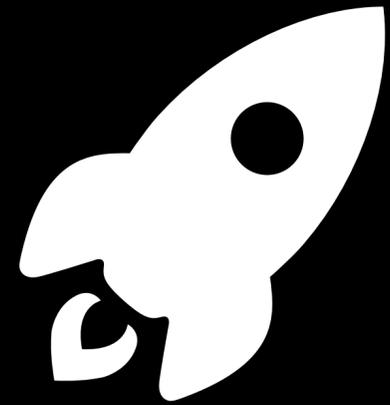
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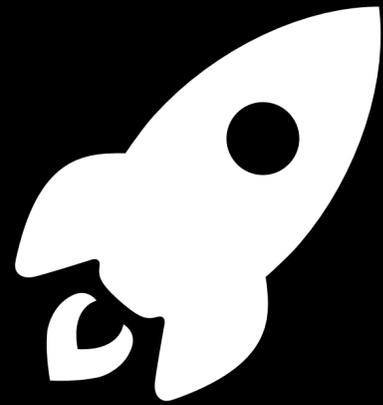
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# Apps



REDISCOVER THIS

## Airbnb

New summer experiences to book



## New Apps We Love

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**TouchRetouch**  
Declutter your photos

**\$1.99**



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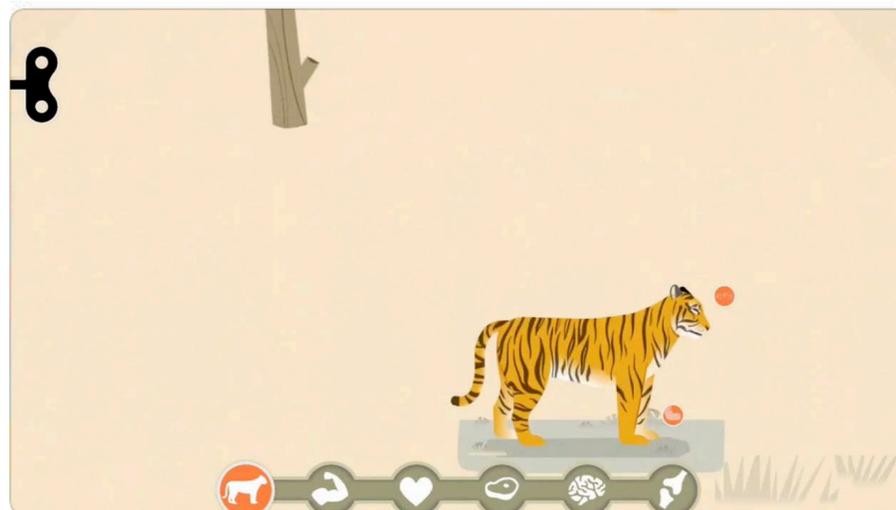


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# Our Big, Beautiful World

[See All](#)

A zoological guide for kids and parents alike



**Mammals by Tinybop**

A world of incredible animals

**\$2.99**

# Top Paid

[See All](#)



**1** **Ultimate Guitar**

Music

**\$2.99**

In-App Purchases



**2** **Forest**

Productivity

**\$1.99**

In-App Purchases



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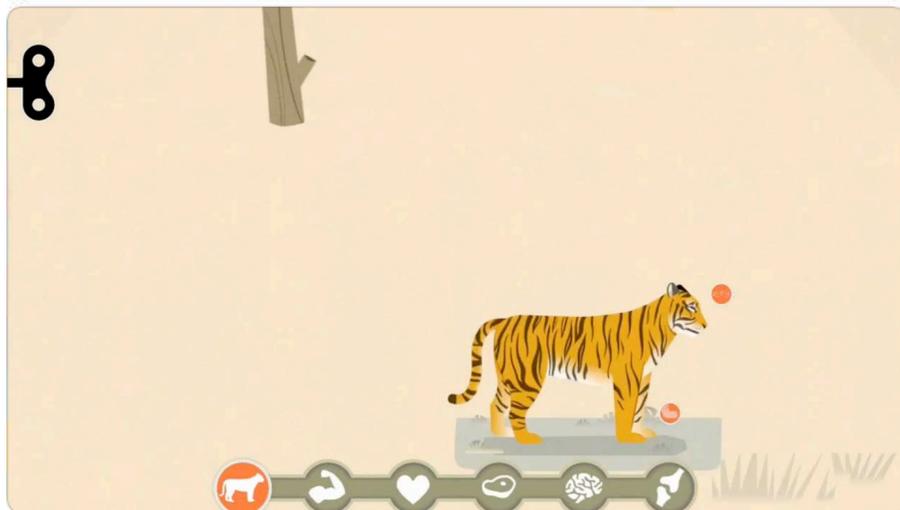


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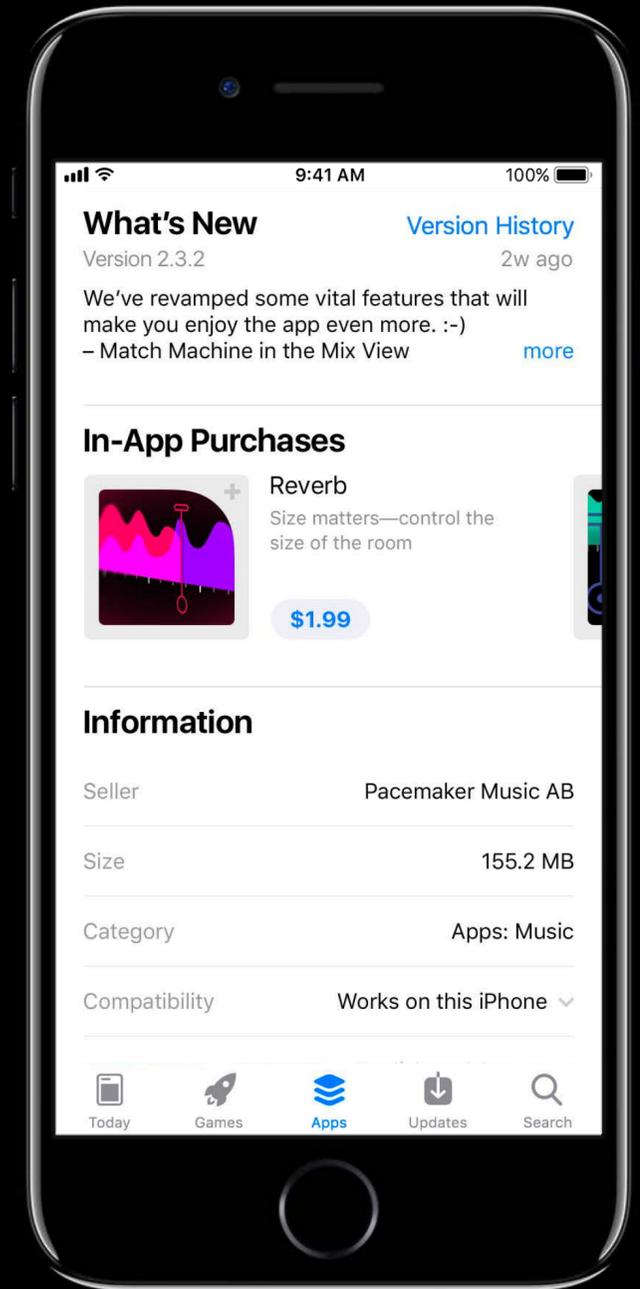
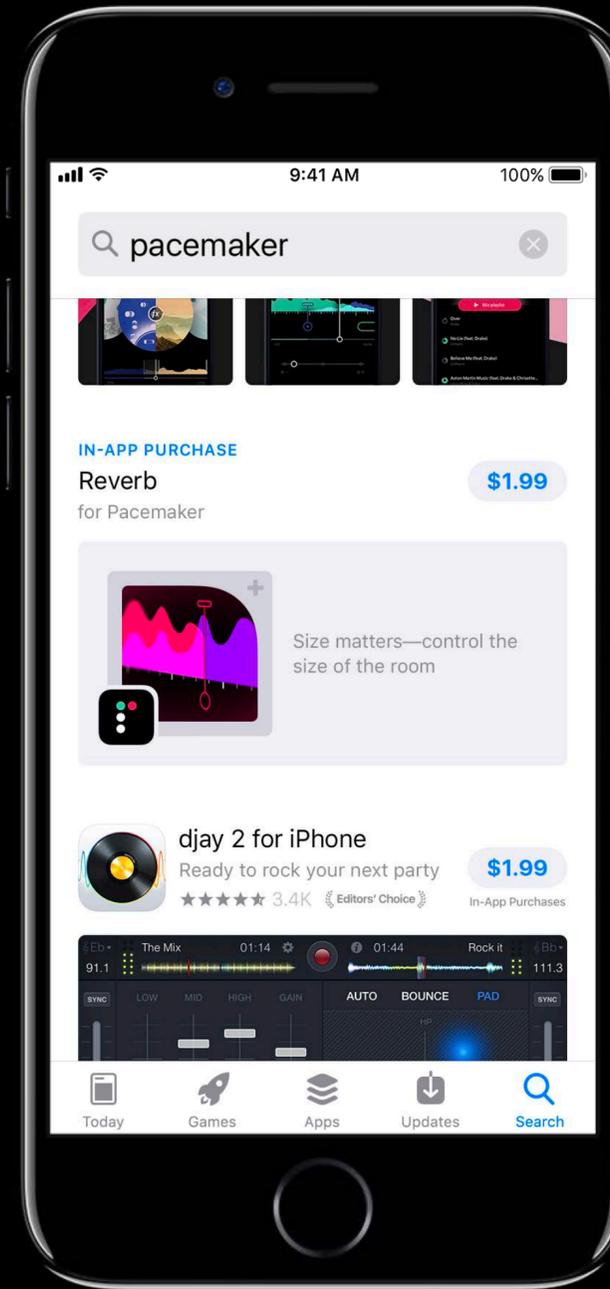
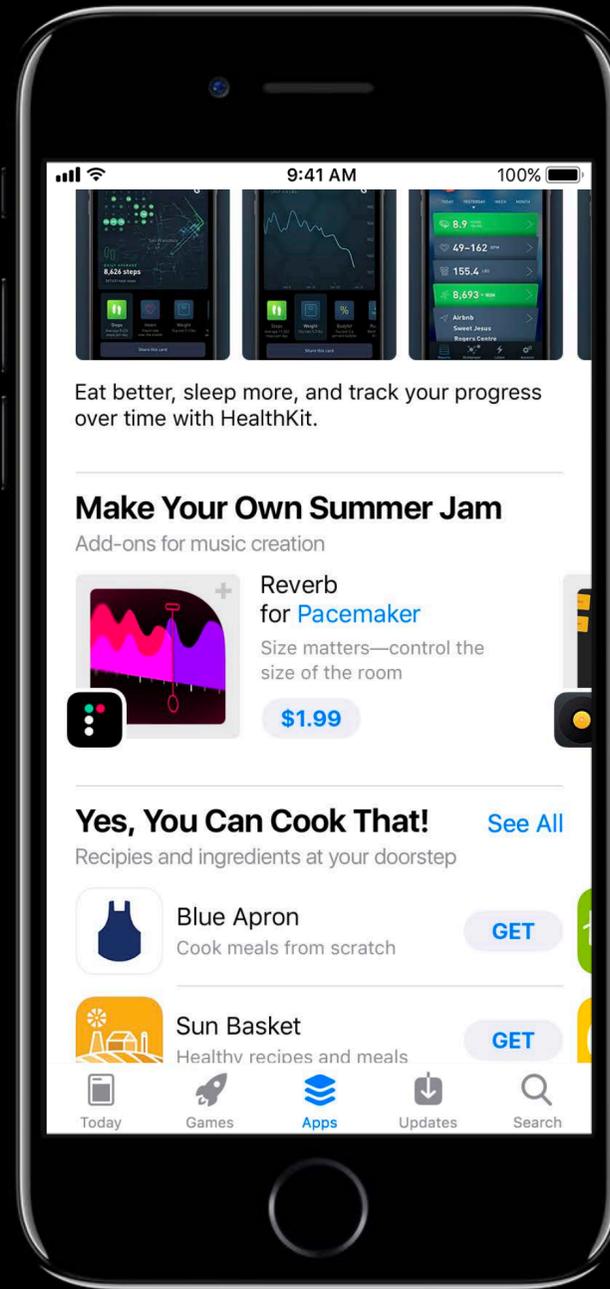
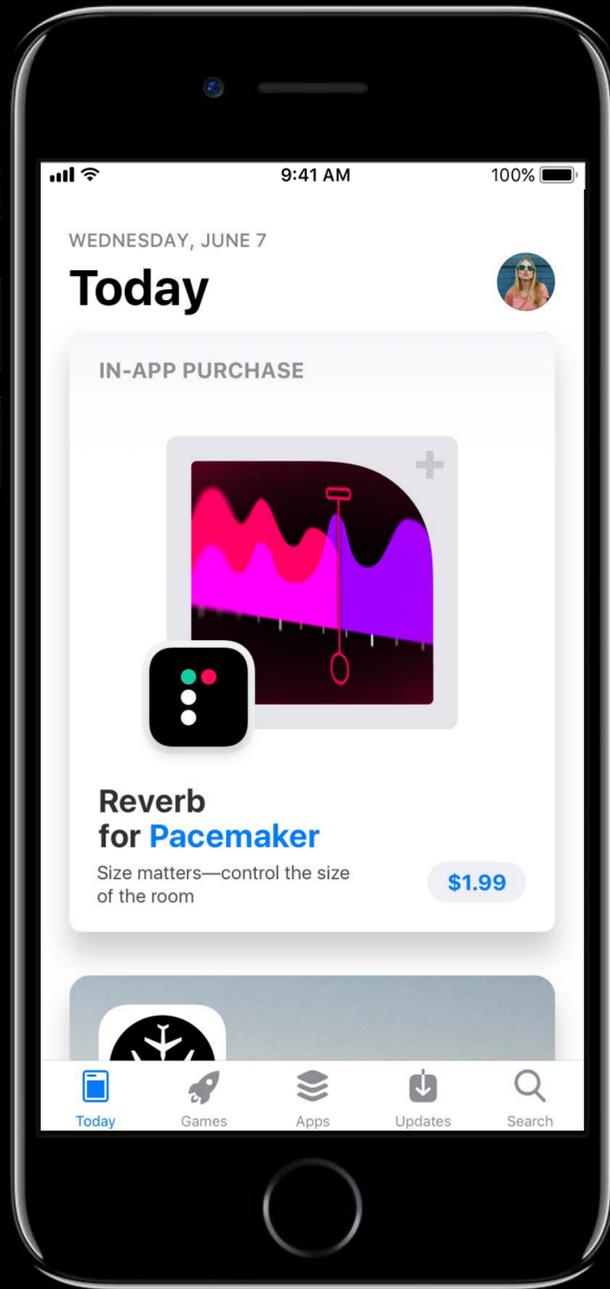
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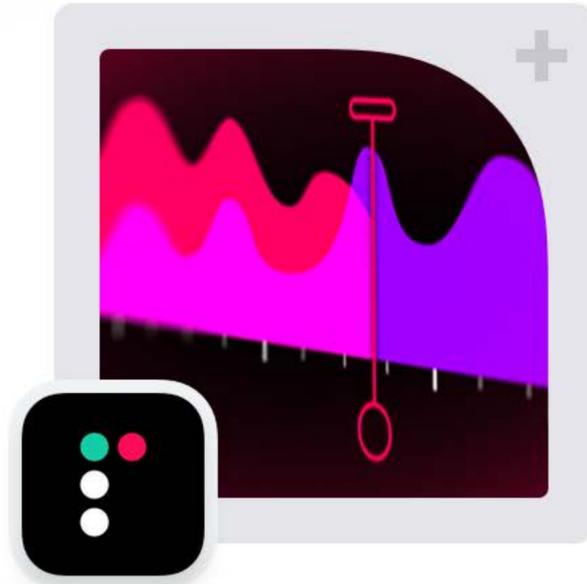
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## Reverb for **Pacemaker**

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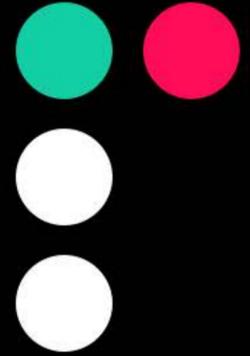
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Pacemaker®

App Store

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PACEMAKER  
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RATING 4+

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REVERB  
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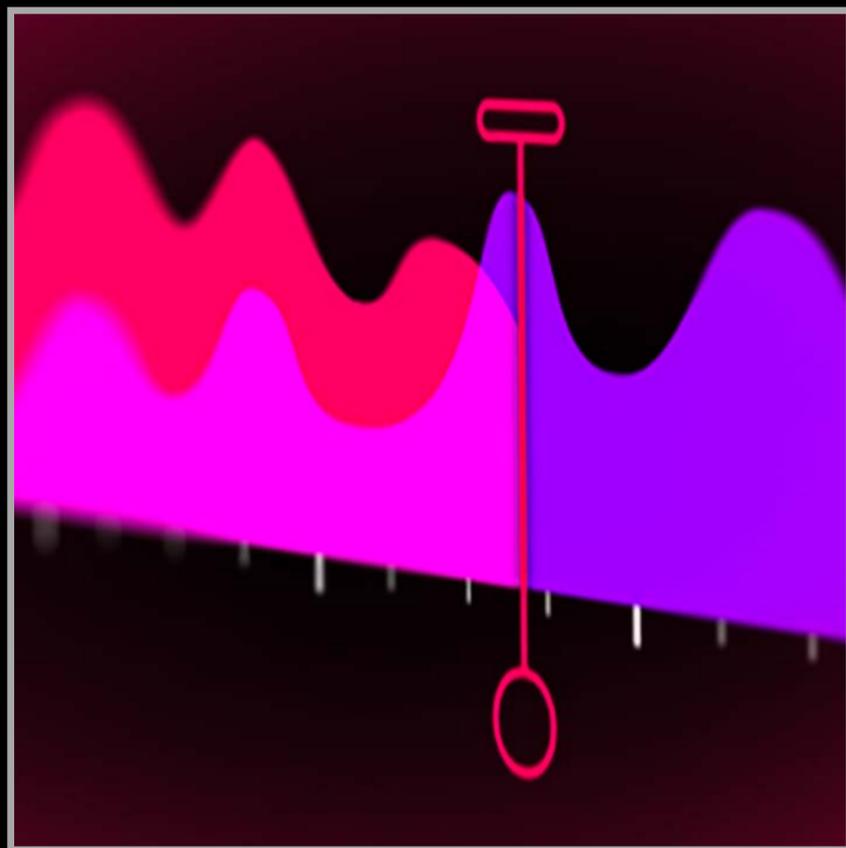
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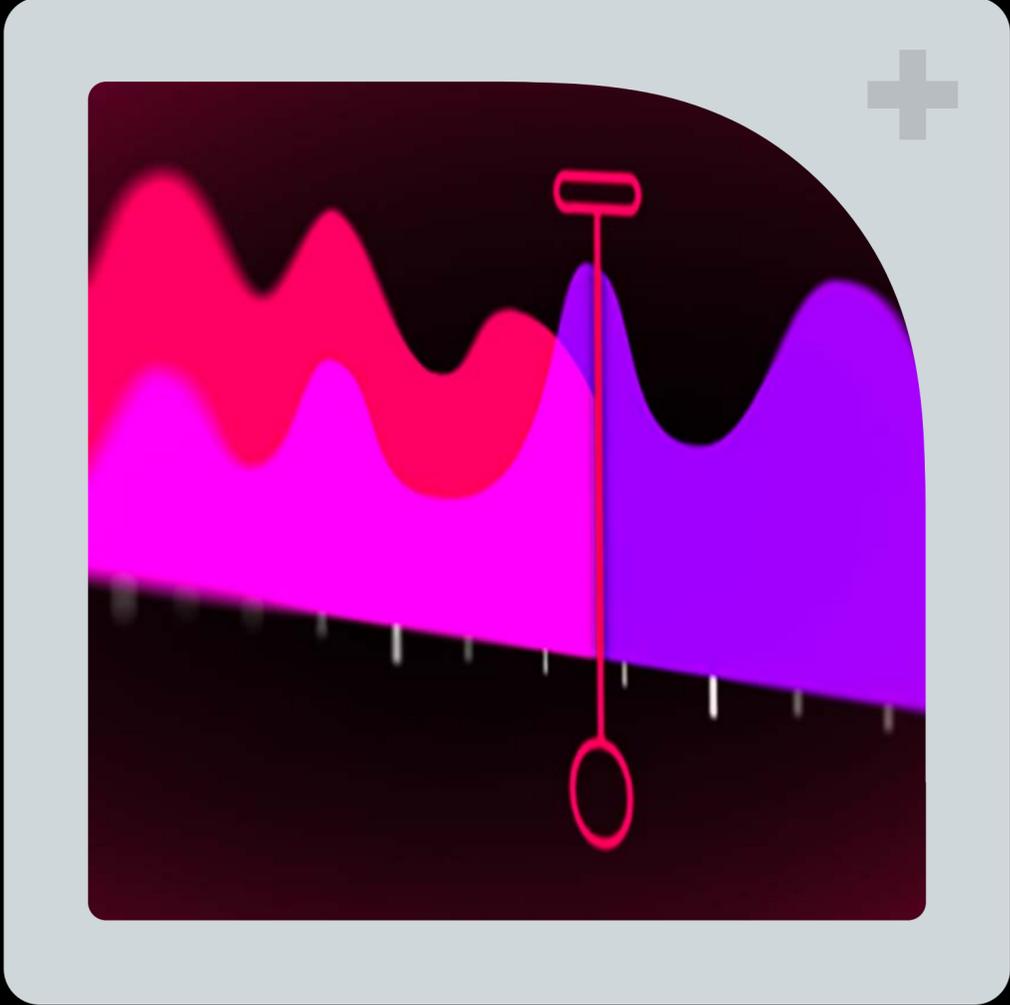
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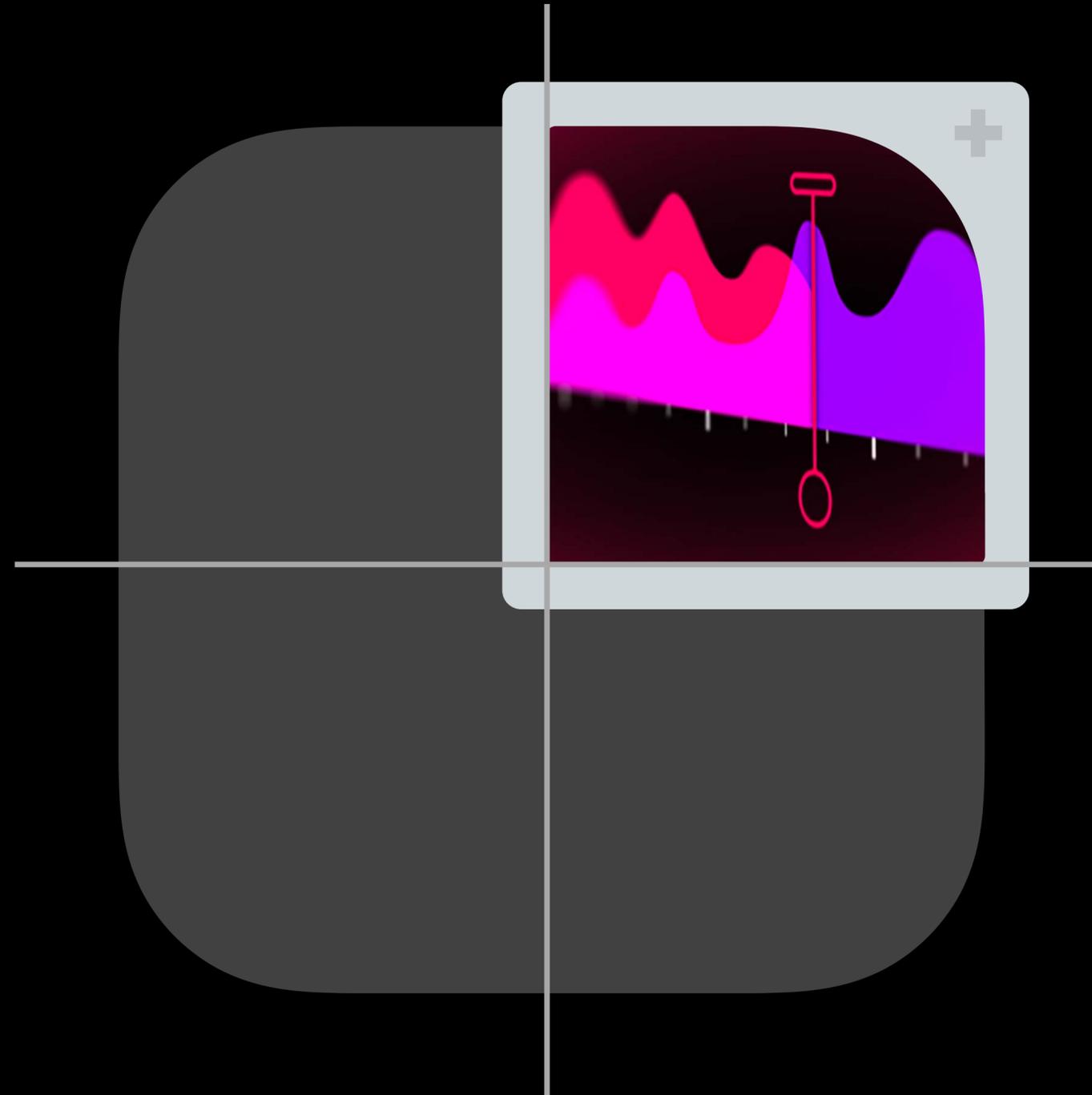


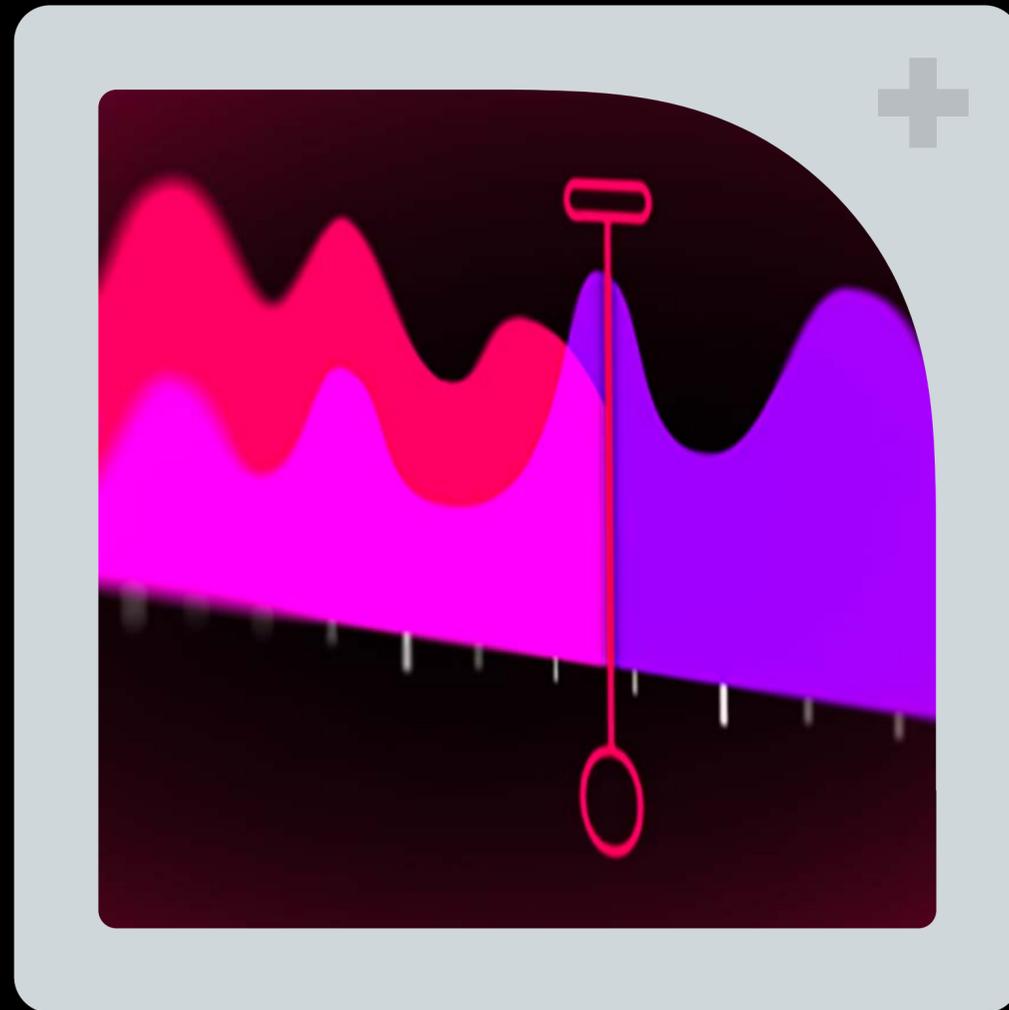
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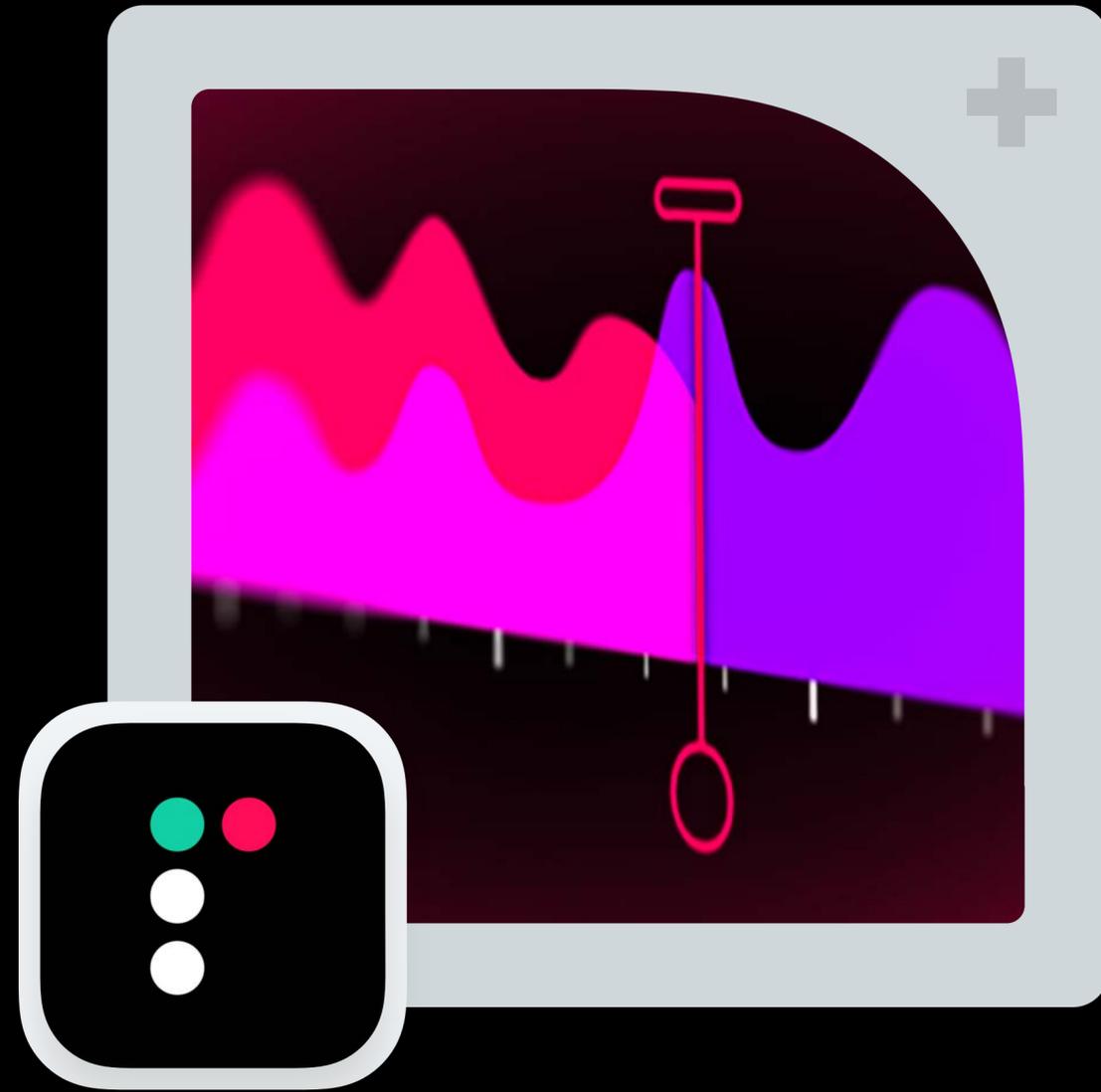


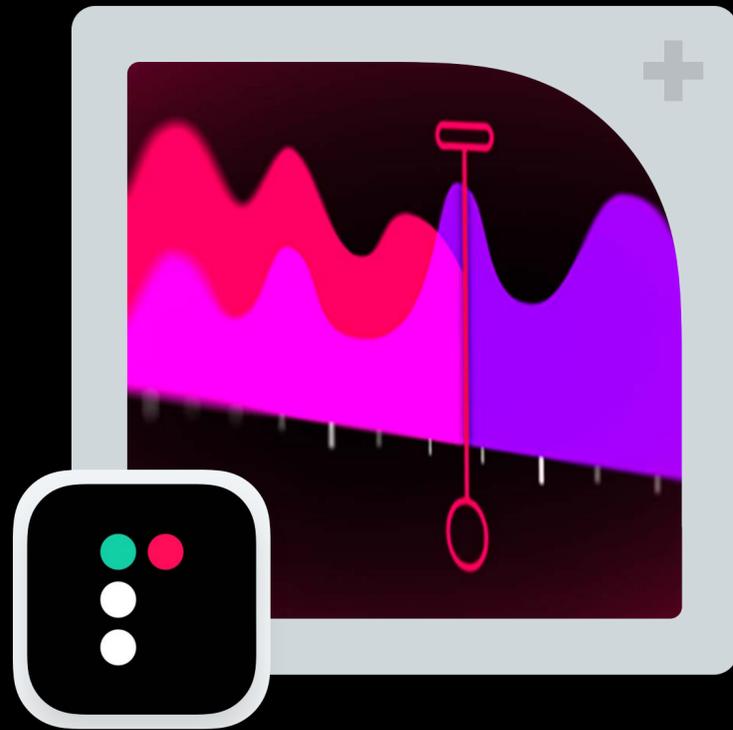












# Redesign Goals

Daily destination

Give a voice to our editors

Focus on games

Clarity and simplification

< Games



# 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](#)

Developer



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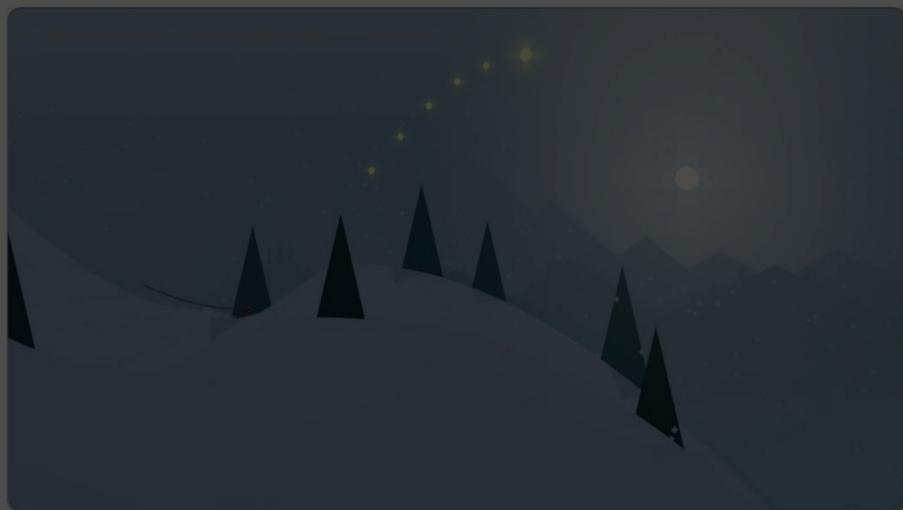
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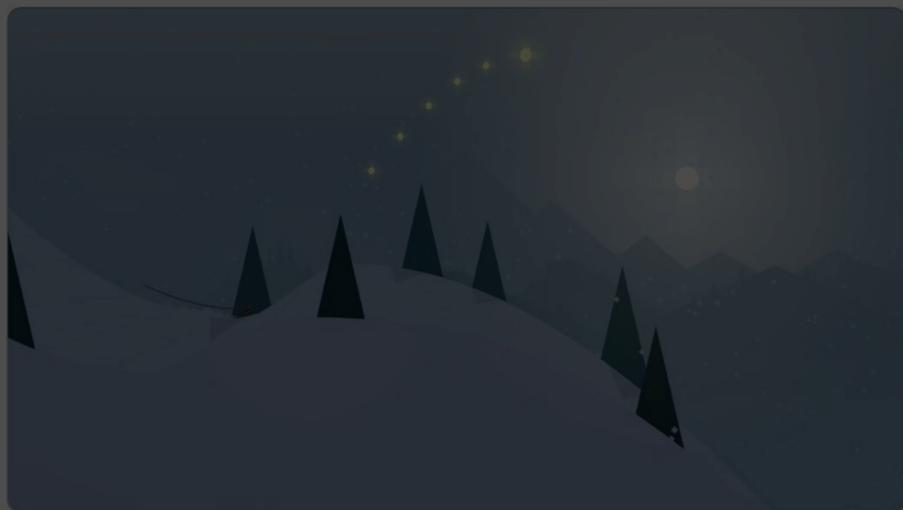
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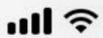
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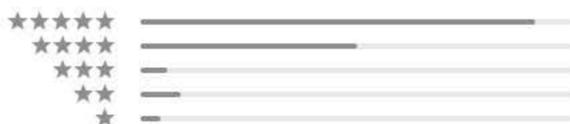


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## Ratings & Reviews

[See All](#)

# 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](#)



Today



Games



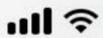
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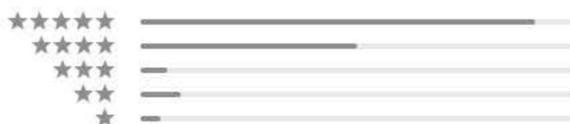


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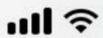
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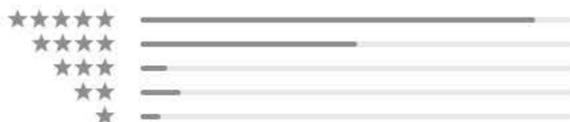


\$4.99

## 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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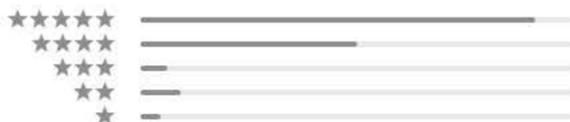


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## Ratings & Reviews

[See All](#)

# 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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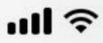
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\$4.99

## 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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Games



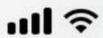
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Game of the Day



Collection: Only the most beautiful games

### More by Snowman

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Super Squares

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In-App Purchases



Circles Memory Game

Can you remember?

\$1.99

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Blyss

An endless puzzle adventure

\$0.99



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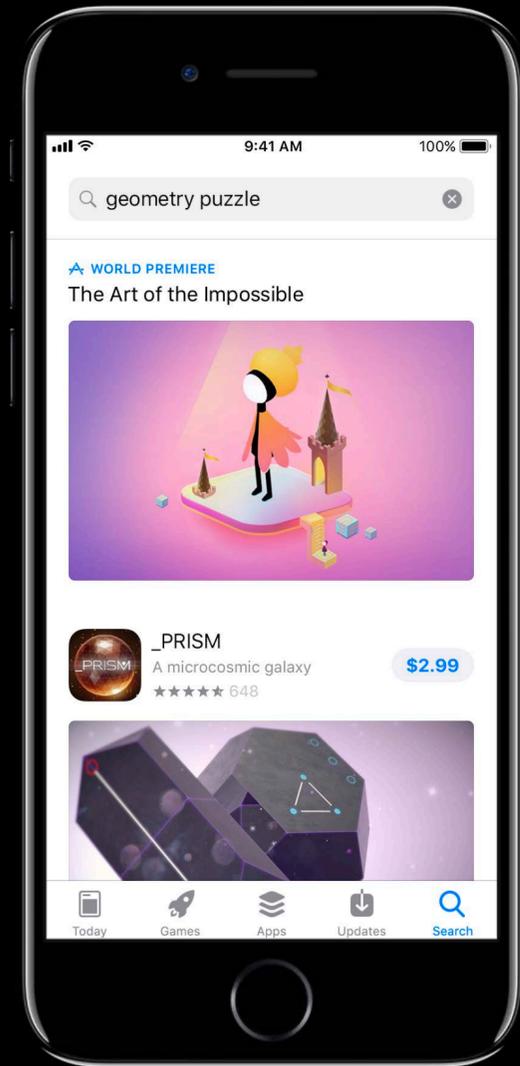
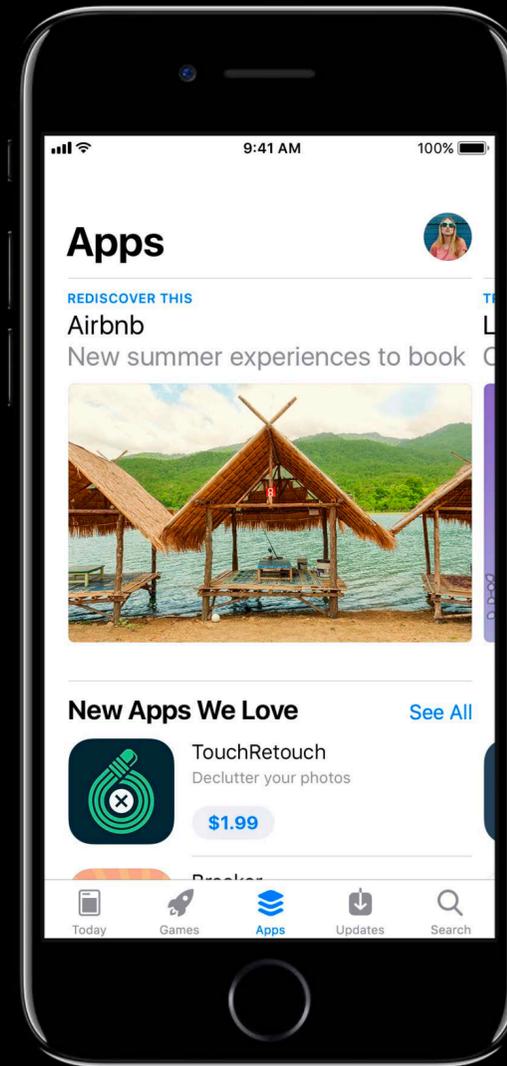
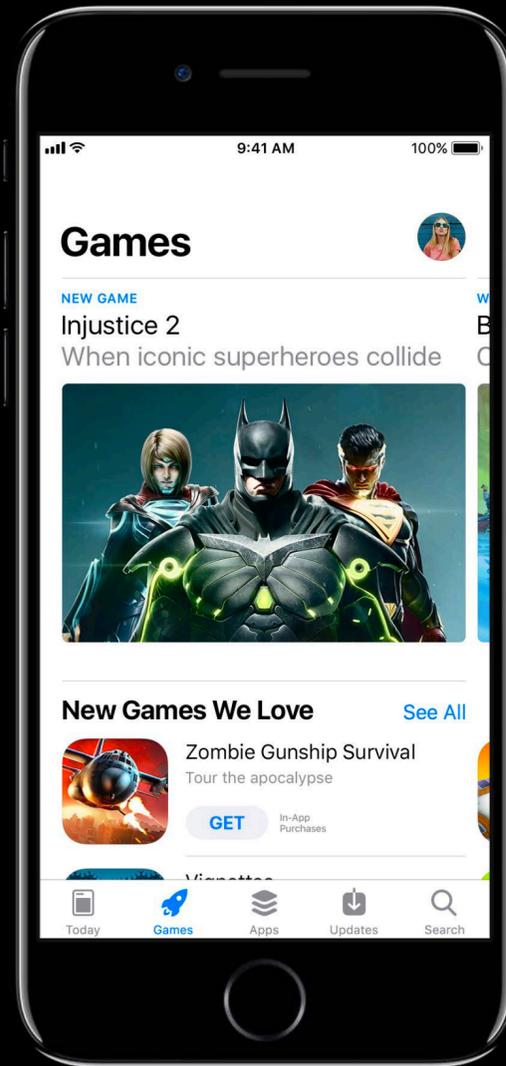
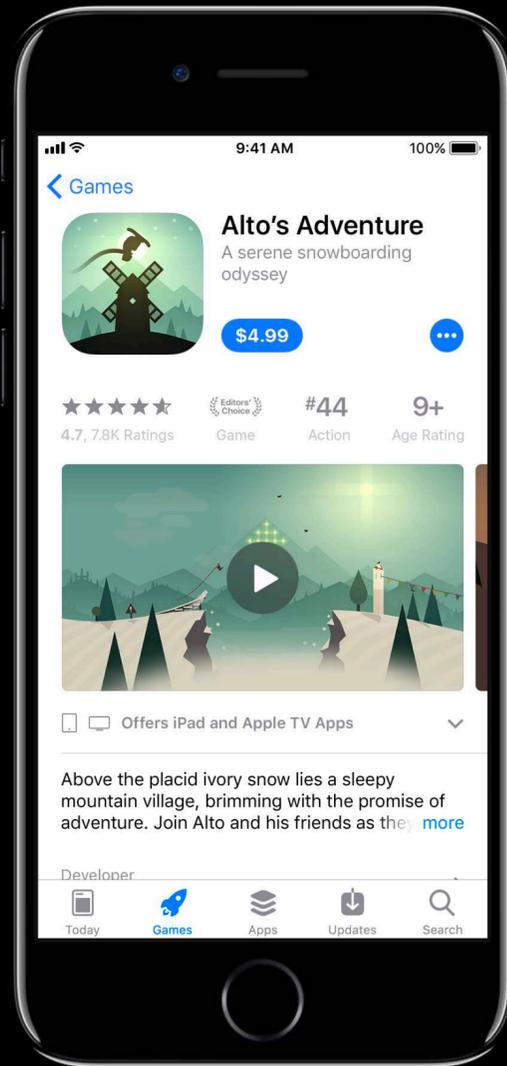
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# App Store Editorial

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

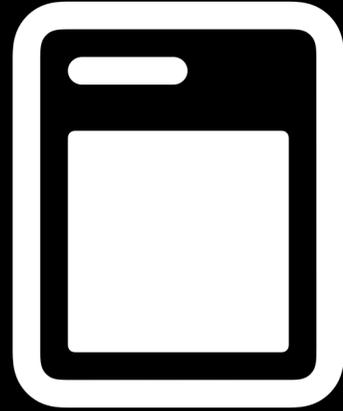
We are the voice of the App Store

We offer independent insights

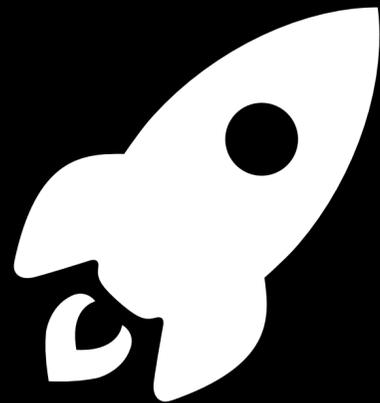
We tell interesting and important stories

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

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

**Help**

*"I had no idea.  
Thanks!"*

# Intentions

**Inform**

*"Cool, I want to  
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**Help**

*"I had no idea.  
Thanks!"*

**Inspire**

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

# Intentions

## Inform

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

## Help

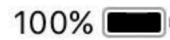
*"I had no idea.  
Thanks!"*

## Inspire

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



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WEDNESDAY, JUNE 7

# Today



WORLD PREMIERE

## The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.



Today



Games



Apps



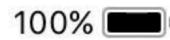
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WORLD PREMIERE

## The Art of the Impossible



Inside the extraordinary world of Monument Valley 2.



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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.



Today



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

HOW TO

# 5 Tips to Get More Out of VSCO



**VSCO**

Edit and share your photos

**GET**

In-App Purchases



Today



Games



Apps



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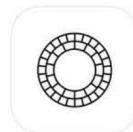


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HOW TO



## 5 Tips to Get More Out of VSCO



VSCO

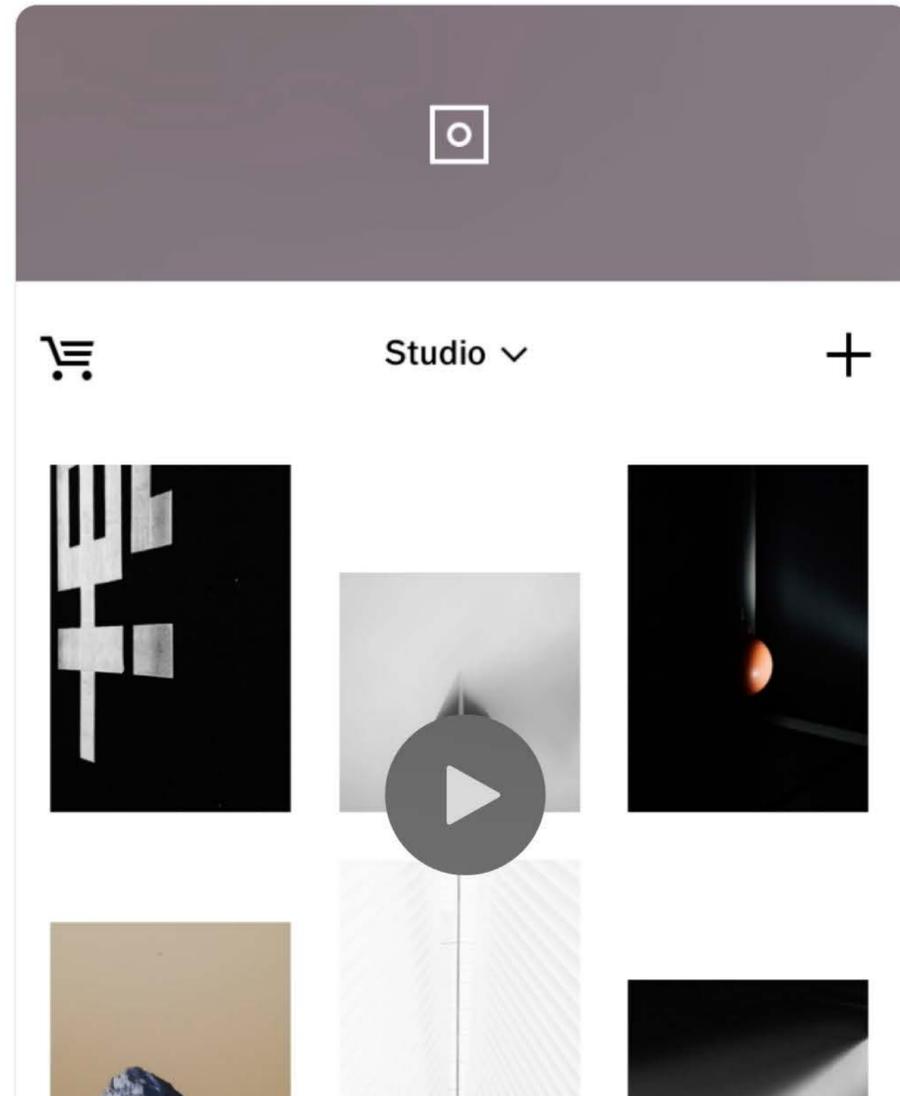
Edit and share your photos

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. ”

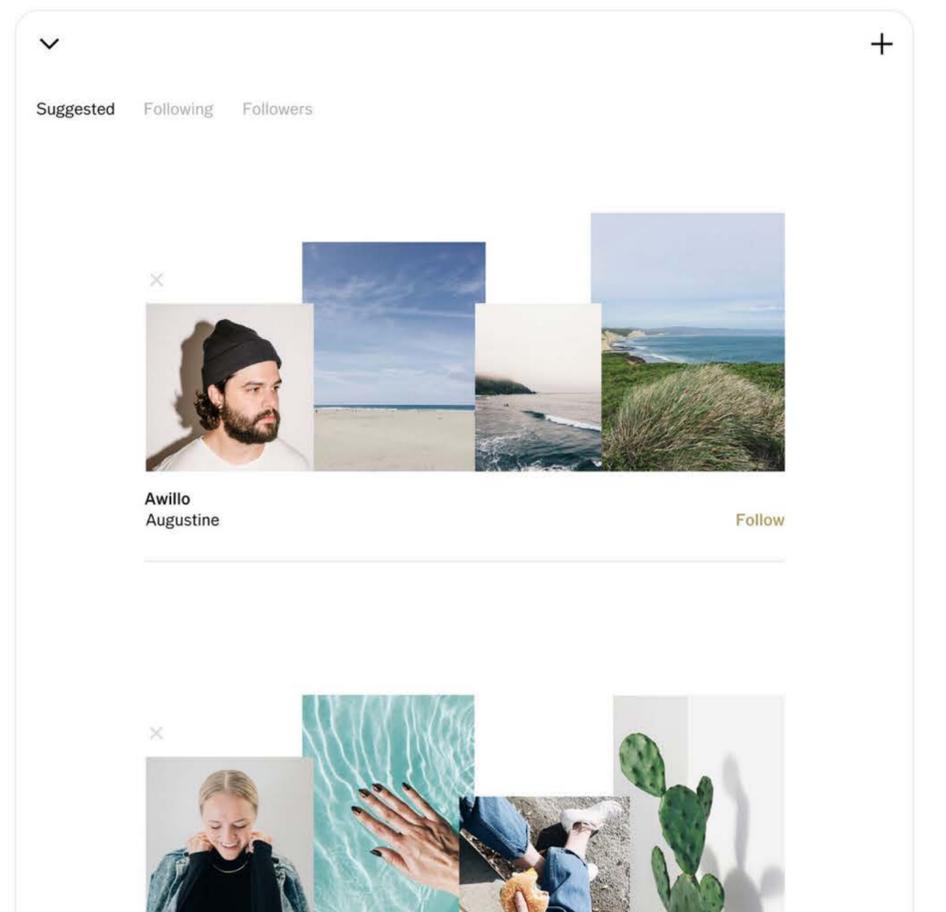
### 4. Get Free Filters

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.



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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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VSCO

Edit and share your photos

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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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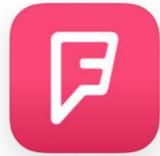
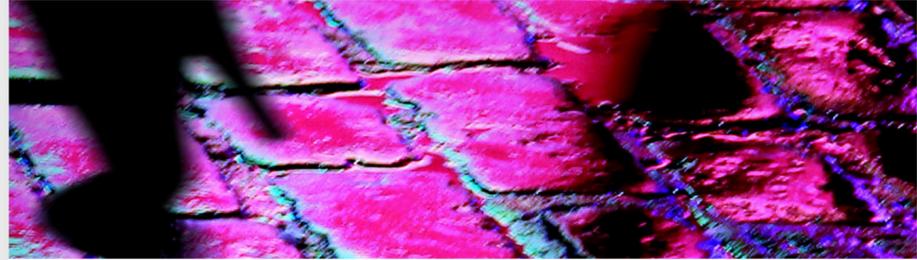


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COLLECTION

## Rule at Road Trips



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# Apps



REDISCOVER THIS

## Airbnb

New summer experiences to book



## New Apps We Love

[See All](#)



**TouchRetouch**  
Declutter your photos

**\$1.99**



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# Games



NEW GAME

## Injustice 2

When iconic superheroes collide



### New Games We Love

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#### Zombie Gunship Survival

Tour the apocalypse

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NEW GAME

## Injustice 2

When iconic superheroes collide



### New Games We Love

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Guardians of the Galaxy TTG  
Save the universe again

**\$4.99**

In-App Purchases

### 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**

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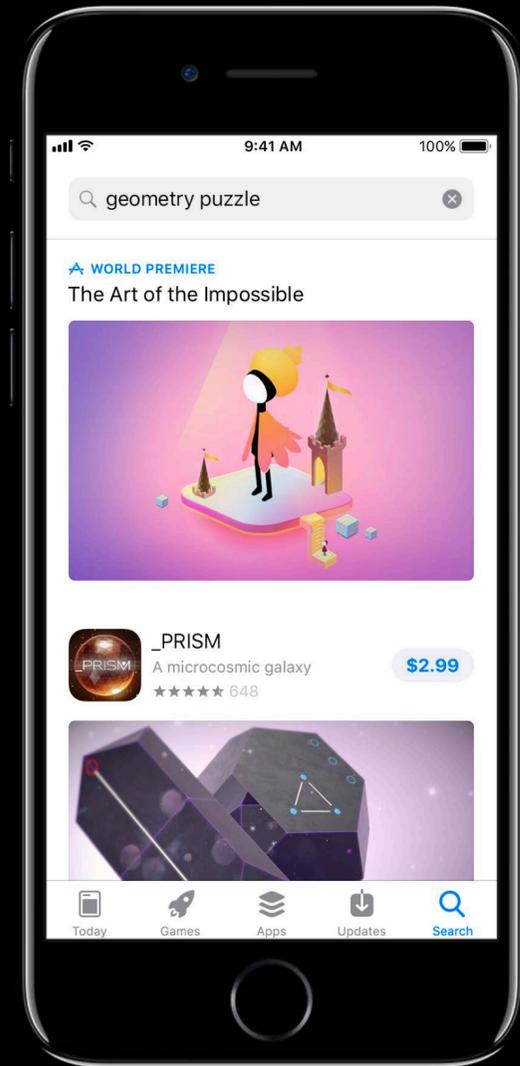
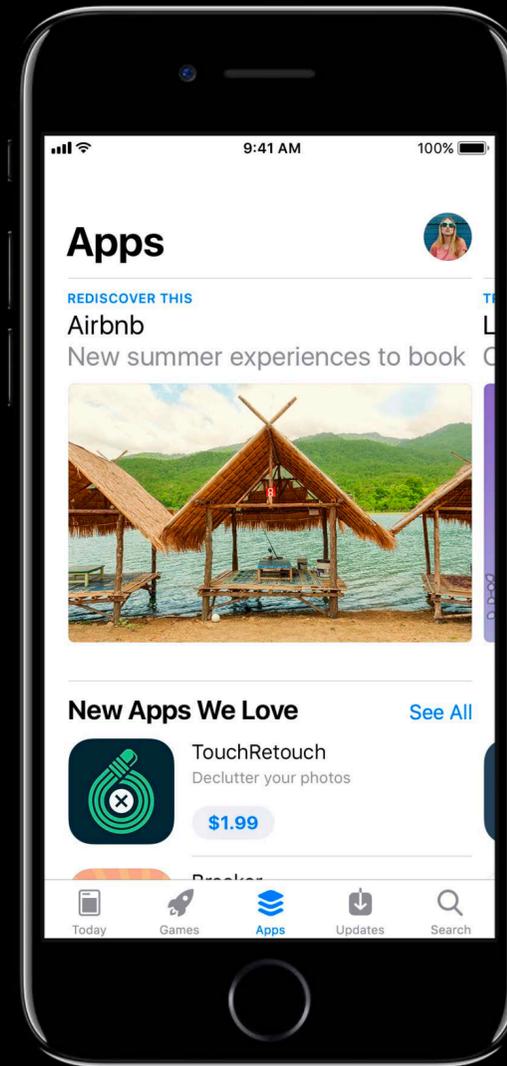
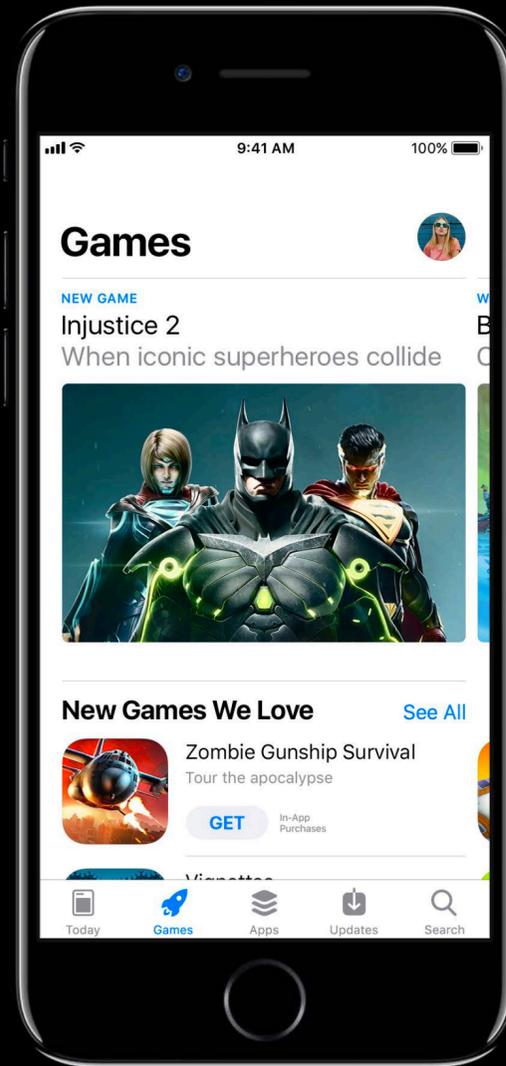
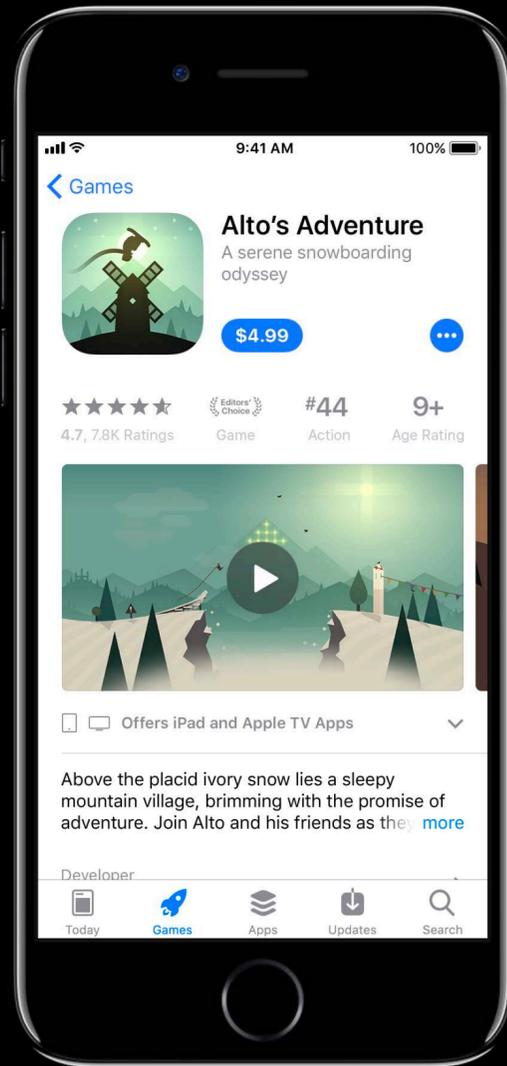
# The Big Question

How do you reach us?

[AppStore.com/promote](https://AppStore.com/promote)

# What Now?

Pedraum Pardehpoosh, App Store Product Manager



# In-App Purchases



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Eat better, sleep more, and track your progress over time with HealthKit.

## Make Your Own Summer Jam

Add-ons for music creation



Reverb  
for [Pacemaker](#)

Size matters—control the size of the room

\$1.99

## Yes, You Can Cook That!

[See All](#)

Recipies and ingredients at your doorstep



Blue Apron

Cook meals from scratch

GET



Sun Basket

Healthy recipies and meals

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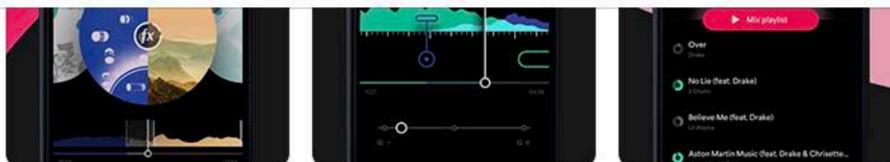
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pacemaker



IN-APP PURCHASE

Reverb

\$1.99

for Pacemaker



Size matters—control the size of the room



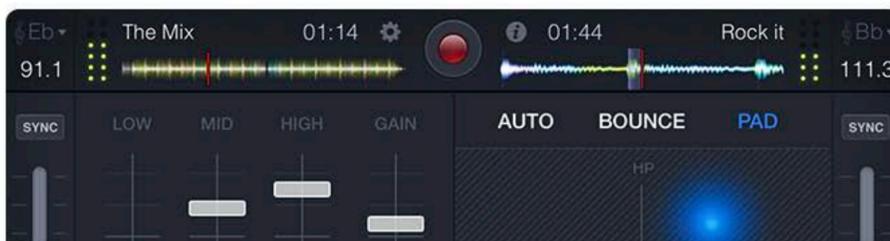
djay 2 for iPhone

Ready to rock your next party

\$1.99

★★★★★ 3.4K

In-App Purchases



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## What's New

[Version History](#)

Version 2.3.2

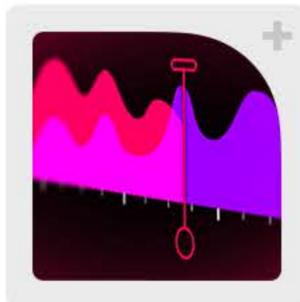
2w ago

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

– Match Machine in the Mix View

[more](#)

## In-App Purchases



Reverb

Size matters—control the size of the room

**\$1.99**

## Information

Seller

Pacemaker Music AB

Size

155.2 MB

Category

Apps: Music

Compatibility

Works on this iPhone



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# Alto's Adventure

A serene snowboarding odyssey

\$4.99



4.7, 7.8K Ratings



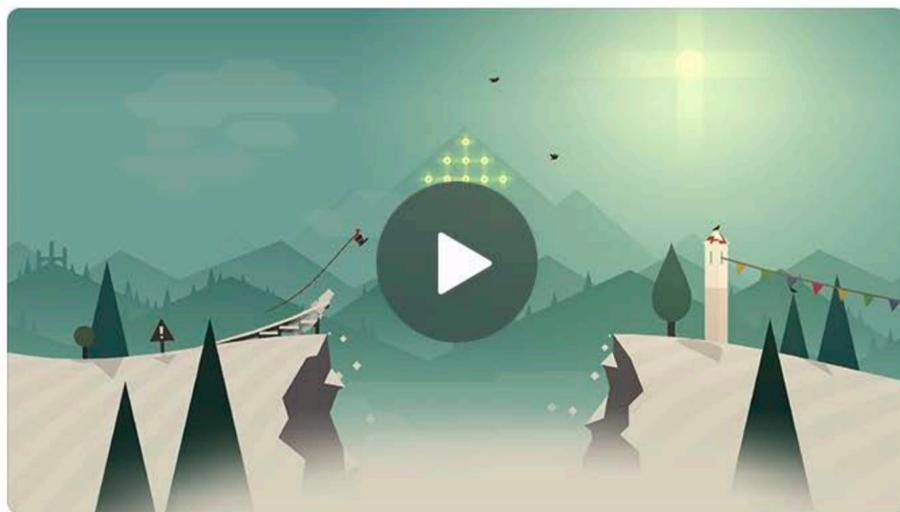
Game

#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](#)

Developer



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# Alto's Adventure

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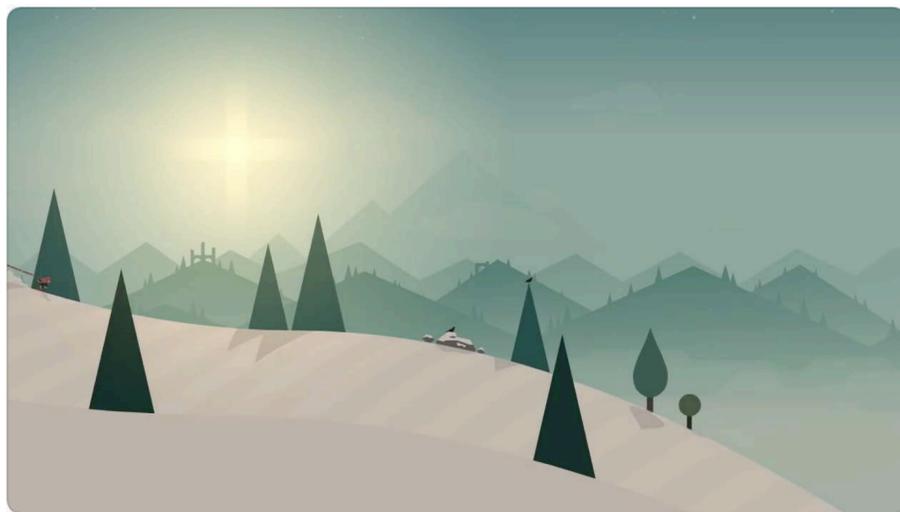
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\$4.99



4.7, 7.8K Ratings



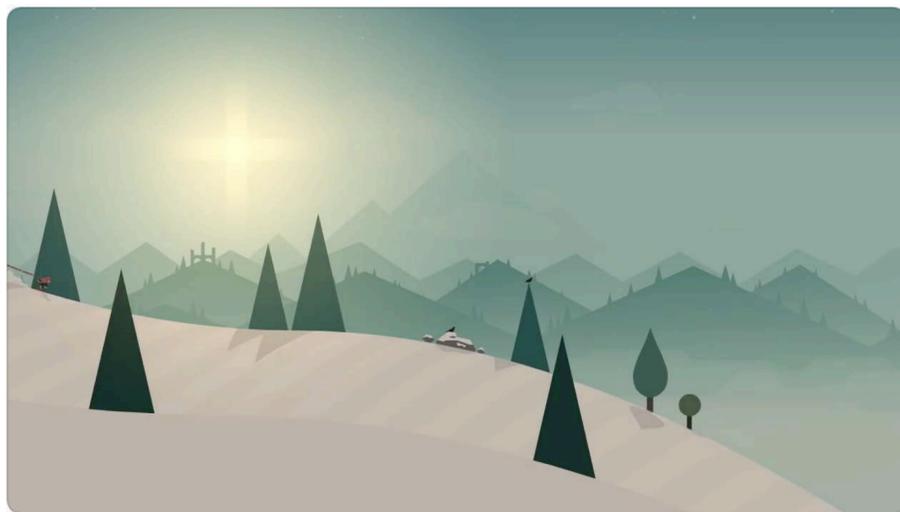
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Above the placid ivory snow lies a sleepy mountain village, brimming with the promise of adventure. Join Alto and his friends as they [more](#)

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Get Forest Explorer free for a limited time.

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### Ratings & Reviews [See All](#)



**Fantastic Travel App** 1d ago  
 ★★★★★ PattyGallagher2017

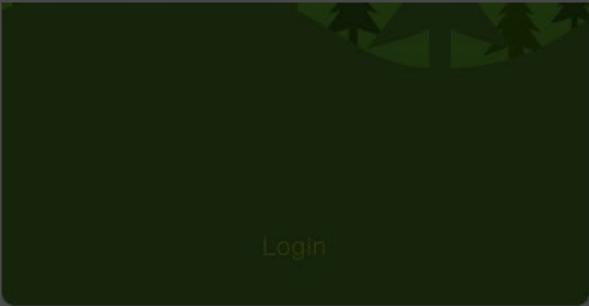
One of the most useful travel apps out there. Initially I was skeptital that a free app could provide such a comprehensive flight

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- 2.4 mi - 100 ft elevation
- Lower Yosemite Fall  
0.5 mi - 50 ft elevation
- Expand Search
- Find Trails Nearby

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Get Forest Explorer free for a limited time.

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### Ratings & Reviews [See All](#)



**Fantastic Travel App** 1d ago  
 ★★★★★ PattyGallagher2017  
 One of the most useful travel apps out there. Initially I was skeptical that a free app could provide so much information about flight

# Ratings and Reviews

375,000

responses to reviews



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100%

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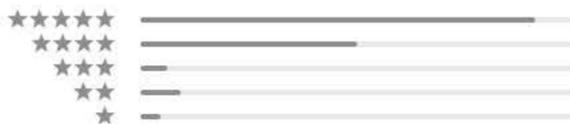


\$4.99

## 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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Apps



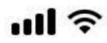
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🔍 geometry puzzle

WORLD PREMIERE

### The Art of the Impossible

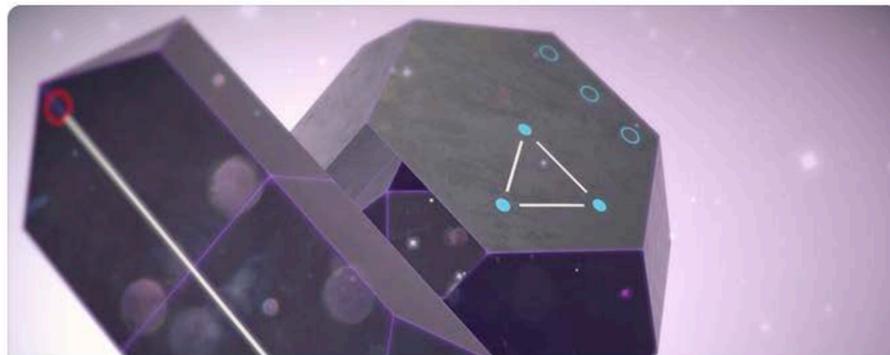


**\_PRISM**

A microcosmic galaxy

**\$2.99**

★★★★★ 648



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photo filters

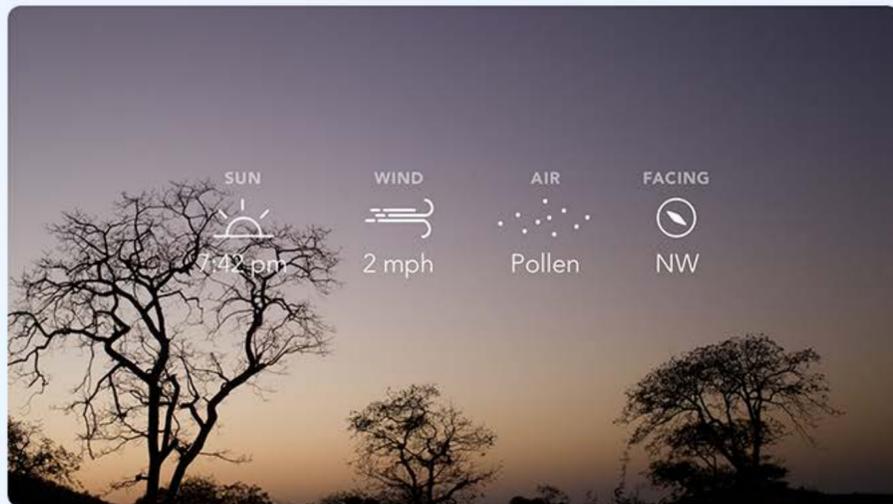


LightRight

Let the light chase you

GET

Ad ★★★★★ 1K



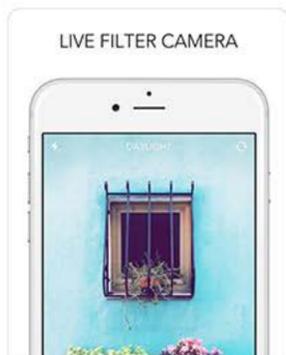
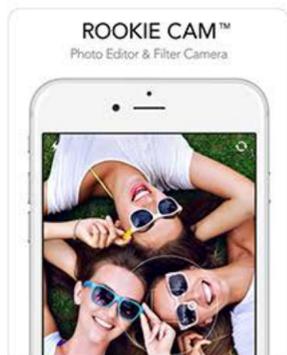
Rookie Cam

Photo Editor and Filter Camera

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★★★★★ 2K

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tap-to-conversion rate

**\$1**

average CPA



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Subtitles

Video app previews

Promotional text

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# More Information

<https://developer.apple.com/wwdc17/301>

# Related Sessions

---

What's New in iTunes Connect

Hall 3

Wednesday 5:10PM

---

What's New in StoreKit

Executive Ballroom

Thursday 11:00AM

---

Advanced StoreKit

Grand Ballroom A

Thursday 1:50PM

---

# Labs

---

App Store by Appointment Lab

App Store Lab

Tuesday–Friday

---

Search Ads Lab

Technology Lab B

Tues 4:10PM–5:10PM

---

App Store and iTunes Connect Lab

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

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