

# APPS WORLD

ONE STOP MAG  
ALL ABOUT APPS...  
VOLUME 03 | ISSUE 03 | FEB - MAR - APR 2017 | ₹60

## Mag



# GMASA 2017

(Jakarta) As it happened!



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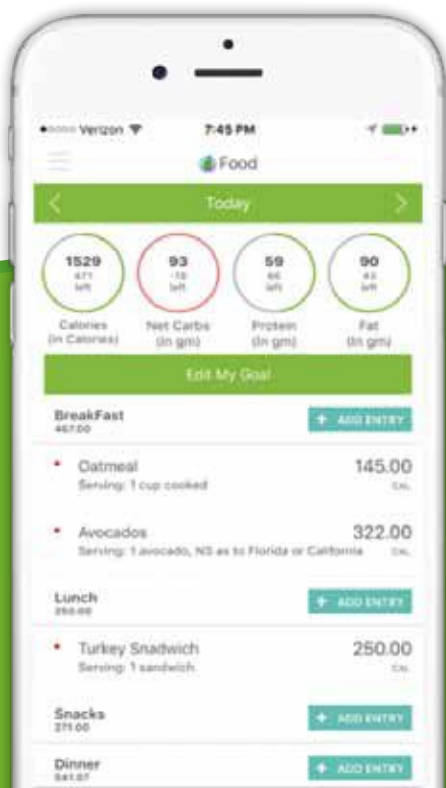
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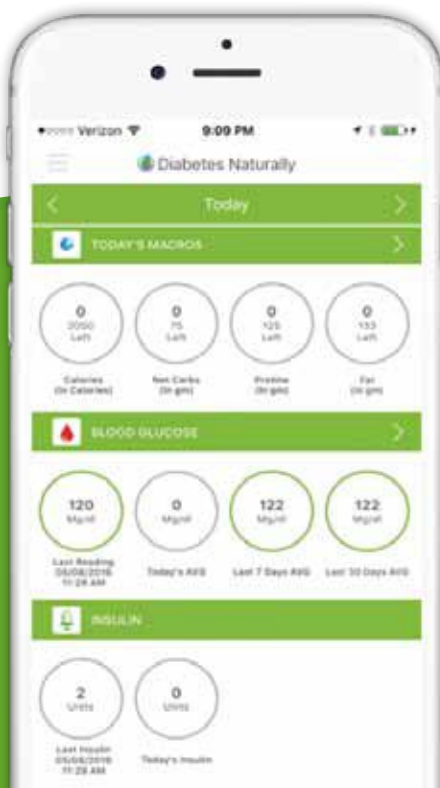
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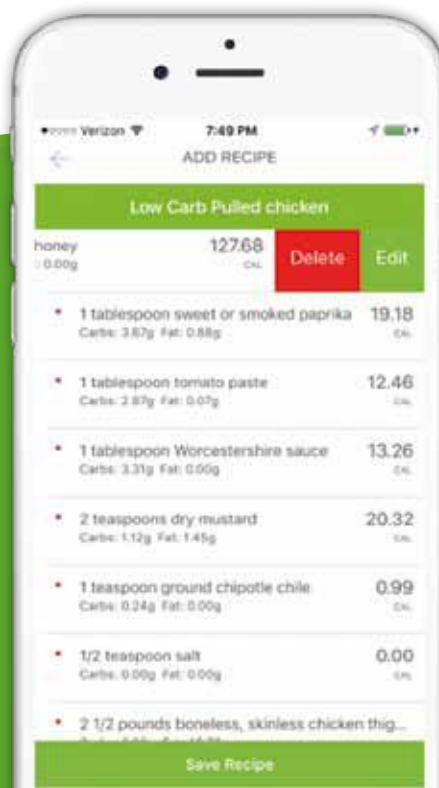
SIMPLE CARBOHYDRATE TRACKING



HOME SCREEN TRACKER



DIABETIC FRIENDLY RECIPES



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# APPS WORLD *Mag*

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COOL STUFF. READING-READY FOR YOUR  
IPAD, IPHONE, ANDROID DEVICES AND  
EVEN ON THE NOKIA OVI STORE AND  
HTML 5 PLATFORM



## *Dear Readers,*

*I am pleased to bring to you the latest issue of Apps World Mag.*

*In this issue, we bring to you the post event coverage of GMSA 2017 held at Jakarta in January. To give you a close account of how this exciting event for mobile apps community unfolded, we bring to you a picture story covering all key happenings of the event.*

*In addition to this, our regular features like Buzz, various App Review sections and App of the Month among others will bring to you the latest stories from the mobile apps world.*

*I wish you all a happy reading!*

Chief Editor,  
Venkatesh C R

# BUZZ

The revolutionary way to pay  
Introducing **SAMSUNG Pay**  
Simple | Secure | Everywhere



Lately the mobile wallet market is buzzing with lot of activity with lot of mobile manufacturers coming up with their own versions of these mobile payment apps. Apple Pay was the first entrant in this area with a one-year lead on Samsung, but it doesn't work nearly as well. In addition, it is only being supported at select retail stores or update payment terminals.

Samsung Pay works like a dream. Once the Samsung Pay app is installed, user must register his/her fingerprint on the device if they haven't done it already. The camera will launch so you can scan your credit or debit card. Check that the number, name and expiration date are all correct. Finally, the app will need to verify the card by sending you an SMS or email from your bank.

Samsung Pay uses near-field communication (NFC) technology to process payments at tap-to-pay terminals. However, the system also works with magnetic stripe terminals as well. It uses magnetic secure transmission (MST) to transmit details of the transaction. The phone when held against the terminal emits a magnetic signal that activates the magnetic strip found on the back of a credit or debit card.

The best thing about Samsung Pay is that unlike Apple Pay or Android Pay, Samsung's method works almost everywhere. The app is easy to install and has an intuitive user interface which helps easy maneuvering through the app. Samsung has added a lot of debit card and credit card partners over the last few months and is also adding loyalty cards to the list.

**VERDICT:** All in all, Samsung Pay's secure features and its ability to work almost anywhere is what differentiates it from other such apps and will help in greater adoption going forward.

# twitter lite

A fast, data-friendly way to see  
What's happening Now.



Twitter recently launched Twitter Lite, a lighter version of the Twitter app for users on unreliable mobile networks. It is a new experience which minimizes data usage, loads quickly on slower connections, and takes up less than 1MB on the mobile device. Twitter claims that it can save up to 70 per cent on data while loading 30 per cent faster.

Twitter Lite is a Progressive Web App (PWA) which was developed in partnership with Google. It includes all the regular features of the Twitter app, including a regular feed, notifications, tabs and a direct messaging option.

Twitter Lite has additional features in Google Chrome and other modern browsers on Android devices. There is an option to receive push notifications to alert you about the happenings on Twitter throughout the day. Twitter Lite also offers offline support. This means that your browsing experience will not be interrupted even if you temporarily lose your connection. You can also add Twitter Lite to your device's home screen, so you can launch Twitter quickly with just one tap.

Twitter Lite is available globally by visiting [mobile.twitter.com](http://mobile.twitter.com) on your smartphone or tablet. Through Twitter Lite, Twitter is targeting users in the emerging markets in Asia Pacific, Latin America and Africa and enabling them to experience Twitter for the first time on their mobile devices.

**VERDICT:** Overall Twitter Lite is great way to enhance the coverage of Twitter as well as a better and lighter option for people across the world to remain connected with the world by utilizing less data and having a better experience.



# GLOBAL MOBILE APP SUMMIT AND AWARDS 2017

APPS IN THE FUTURE TENSE

AN APPS WORLD MAG INITIATIVE



# JAKARTA

2017 PHOTO STORY



GMASA, one of the grandest events in the mobile app industry, was organized at the premium Balai Kartini hotel in Jakarta on January 26th, 2017.

An 'Apps World Mag' initiative, GMASA (Global Mobile App Summit & Awards) is an initiative that brings all the members of the mobile app community on a single platform.

In its fourth edition, GMASA 2017 witnessed an impressive participation of world's leading experts, developers, investors and startups from the mobile app community.

In this photo story, we bring to you a glimpse of what transpired at GMASA 2017 in Jakarta.

# TEAM BEHIND THE GMASA 2017 SUCCESS

The core team members of GMASA 2017 Jakarta edition take a bow in front of a jubilant crowd. After months of intricate planning and orchestrating a flawless event, the ebullient team is ecstatic and jovial.



# REGISTRATION

Participants from all corners of the world turn out to fill their registrations and secure seats to witness an exciting event unfold in front of their eyes. The efficient and friendly GMASA team helps participants with their registrations with a warm smile.



# INAUGURAL ADDRESS

↓

## PROF. AHMAD RUSLY, DIRECTOR GENERAL OF POST & INFORMATICS ADMINISTRATION, REPUBLIC OF INDONESIA.

Heralding new beginnings, Prof. Rusly welcomed the GMASA participants and shared Indonesia's progressive vision towards creating a globally synchronized mobile app ecosystem.



↓

Post the inaugural address, **Mr. C R Venkatesh**, Chairman of GMASA took to the podium to extend a warm welcome to all the participants.

# KEYNOTE ADDRESSES



## DANNY WIRIANTO

The first keynote speaker of the event was GDP Venture's Danny Wirianto who delivered a compelling speech on 'Digital Lifestyle through Mobile Apps'.



## DIPPAK KHURANA

'Unbundling Mobile Indonesia' was the title of the second keynote speech delivered by Dippak Khurana of VMAX.



## ANDER ORCASITAS

Maintaining the flow of highly engaging and insightful speeches, Ander Orcasitas from Dynamic Yield spoke on the interesting topic 'Business to Human Revolution: How to Effectively Personalize For Your Individual Shoppers'.

# KEYNOTE ADDRESSES



## VINCENT LOW

After two consecutive panel discussions, it was now turn for yet another enlightening keynote speech. Vincent Low from Akamai addressed the audience on the topic 'Offline Mobile: Bridging the Future'.



## EDWIN CHAYADI



One of the most awaited keynote speeches, Edwin Chayadi from FaceBook shared his wisdom on conquering the mobile realm. The topic of his speech was 'Think Small – Winning in a Mobile-First World'.



## DAVID YIN



David Yin from Google held the audience captivated as he spilled the beans on how apps could 'find success on Google Play in Indonesia'.



## PAUL MICHIO MCCARTHY

Next to enthral the audience with his insightful speech was Paul Michio McCarthy from AppsFlyer. His speech topic was 'The State of Mobile App Install & Engagement Fraud'.

# KEYNOTE ADDRESSES



## SHINTA DHANUWARDYO

Shinta Dhanuwardoyo (bubu) was the next keynote speaker. She delivered an excellent speech on 'Fostering Mobile Startups Growth in Indonesia'



## NOPPARAT YOKUBON



In her speech - 'Practical Tips to Grow Your App Users', Nopparat Yokubon (Google) shared much coveted tips on increasing an app's user base.



## GUNAWAN SUSANTO



Ushering the audience's attention towards futuristic apps that are smart and intelligent, IBM's Gunawan Susanto caught his audience's imagination through his speech 'Welcome to Cognitive Era'.



## ALEXANDER RUSLI

The last keynote speech of GMAA 2017, Jakarta edition was delivered by Alexander Rusli (Indosat). The title of Mr. Rusli's speech was 'Working with Telcos to Build a Strong Mobile Apps Customer Base'.

# PANEL DISCUSSIONS



The first panel discussion on 'Mobile App Advertising - APAC Perspective' was moderated by Ruksh Chatterji (RevX). Yanly Riky (BERRYBENKA), Jun Lim (AppLift), Lars Oleson (ICEHOUSE) and Italo Gani (Adskom) were the panellists for this discussion.



The second panel discussion was centred on the big trends in performance advertising. Moderated by Colin J.G. Miles (minimob), the panellists for the topic 'The big Changes Coming to performance Advertising in 2017' included Jakob Knutzen (LION & LION), Krishnadeep Baruah (BBM), Martinus Faisal (Adskom), Pankaj Khushani (Google) and Saba Anjum (aDmusketeer).



Post lunch, it was time for yet another thoughtful discussion – this time on the topic 'Native Vs Video Ads - Which is the best route for App Monetization'. Pandurang Nayak (fork) moderated the discussion, urging industry leaders Aaron Chan (AdColony), Giring Ganesha (kincir), Manish Giri (LEADBOLT) and Udit Dave (Vungle) to share their experience and insights on the topic.

# PANEL DISCUSSIONS



The fourth panel discussion was on **'Apps with Social Impact - Changing the World for Good'**. This discussion was moderated by Christa Sabathaly (LINE) and had Adrian Gunadi (investree), Alan Jiang (UBER), Amit Lakhota (tokopedia), Hanifa Ambadar (Female Daily) and Winston Utomo (IDN Media) as panellists.



**'Innovations in Mobile Gaming – What's next?'** was the topic of next panel discussion moderated by Anton Soeharyo (Touchten Games) and the panellists were Shieny Aprilia (Agate), Tapan Acharya (VMAX), Kevin Pratama Simtan (Aptoide).



Moderated by Renaldi Gondosubroto (GReS Studio), the panel discussion on the topic **'Creating Innovation Via Apps'** saw experts like Budi Yuwono (MIVO), Calvin Kizana (Picmix), Chris Krol (TINGTONG Apps) and David Wayne Ika (Kurio) sharing their ideas on how apps can be harnessed to create innovation.



# PANEL DISCUSSIONS



The seventh panel discussion was on the topic ‘The Newest Trends in Mobile Commerce’ and was moderated by Giulia Baiocchi (jampp) and had Doan Lingga (OLX), Emmanuel Allix (art of click), Govind Kavaturi (branch), Ibrahim Arief (BukaLaPak) and Sukan Makmuri (Kudo) as panellists.



As the event approached its closing time, panellists Gary Khoeng (Convergence Ventures), Antony Liem (Merah Putih Inc.), Leon John Hermann (Global Founders Capital) and Sebastian Togelang (Kejora) sat together to discuss whether mobile app valuations are ‘Real or Hyped’. Laís de Oliveira (Flyspaces) moderated the discussion.



The last panel discussion at GMASA 2017 at Jakarta hosted panellists George E Siregar (Berkarya Indonesia), Irzan Raditya (Kata.ai), Ivan Chen (Anantarupa Studios) and Peter Shearer (AR & Co) – who deliberated on the ‘Future of AI, AR & VR in Mobile Apps.’ Stephen Ng (DAV) moderated the discussion.

# INDIE PITCH PRIZE DISTRIBUTION

One of the star features of GMSA events is the Indie Pitch Contest where, in each edition, hundreds of young startups, game developers and innovators from all across the world submit their apps with a hope to win the first prize – a cash prize of USD 1250 and an opportunity to display the app in front of investors, corporate leaders and potential customers and partners attending the event.

In the latest edition of GMSA, the first three winners also took home APTOIDE and ADATHA Credits along with the cash prize.



**UNIKOM CodeLabs, won the first prize for its game ‘Tupto’ at GMSA 2017, Jakarta. The second prize of USD 750 was won by None Developers for its game ‘Froggy and the Pesticide.’**

**Motiontale Studio won the third prize of USD 500 for its game ‘Ruangkala’.**

# EXHIBITIONS

Before concluding the **GMASA 2017** Jakarta photo story, have a look at some of the exhibitors displaying their product / technology to the participants:



# SIGNING OFF

The fourth edition of GMASA, and the first to be held in Indonesia, was a stellar show and it ended with lot of celebrations and happy feelings. Participants from various corners of the world appreciated the flawless manner in which GMASA 2017 was conducted and they look forward to the next edition, which is scheduled to unfold in July 2017 in Bengaluru, India.





 Free








 Free

# BUMBLE BOM BEE

The most challenging and amazing physics tile game ever!

Full physics based system to ensure you can never guess where the tiles will land.

-  Match in any direction you like with unique swipe mechanics.
-  Pack a punch with 6 power-ups including bombs, lightning and even a swarm of bees. You can even superpower with a tap of your finger.
-  Feeling stuck? There is a suggestion system that will offer moves to get you back on track.
-  Instant reshuffling of the entire board if there are no possible moves.
-  Space levels after level 50. Unlock the mysteries of bee kingdom in space, get rewarded with special gems and battle against beetles and bosses keeping the bees from delicious honey.



Moves:

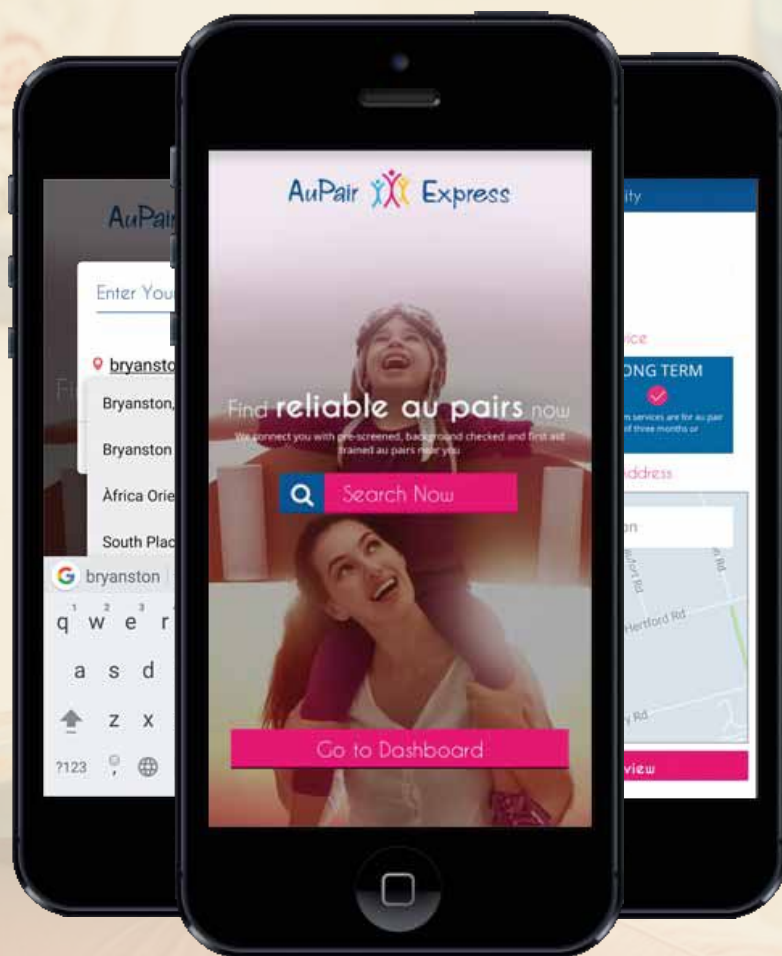


★ Goal: 6000

# APP-RAISE

AuPair  Express

Location based On Demand  
App that Connects Parents  
with AuPairs & Babysitters



 Free



 Free

## *Find On-demand Reliable Babysitters*

AuPair Express (iOS/Android, Free) is an on-demand location based platform that enables parents to connect with au pairs and babysitters. This platform gives parents access to pre-screened and first aid trained au pairs and babysitters.

The platform provides parents access to detailed profiles of each au pair and babysitter listed on the platform for them to make an informed choice. Once the parents have shortlisted au pairs and babysitters, they can directly engage with them or they can also schedule an interview with them before selecting one.

Once the parents decide on the au pair or babysitter they want to engage, they can just book him/her for a minimum of two hours to longer duration of three months or more. To make the process easier, the platform has an integrated payment gateway, which helps parents make payments on the go as well.

The app also offers the feature to book the same au pair or babysitter multiple times if parents like their current babysitter. One of the most important feature of this app is the location based on-demand service which helps parents get access to the best babysitters in their area and in the least amount of time.

**VERDICT:** AuPair Express is a free app that working or busy parents looking for extra help will cherish. It also helps them the extra support they need for taking care of their kids at the most competitive prices. It also has an easy to use and intuitive interface, which flows smoothly, and its minimalistic makes it easy to run on multiple operating systems. The amazing set of features and the reliability of the app based on multiple checkpoints make it an amazing option for all the parents.

# WenHu

## Learn Mandarin Chinese Characters

FUN WAY TO LEARN MANDARIN.

PLAY GAME TO EARN POINTS AND IMPROVE YOUR FLUENCY.

TAKE CHALLENGES IN DIFFERENT GAME MODES.



### *Easy Way to Learn Chinese Characters*

Want to learn Chinese? Here it is, WenHu! (iOS, Free) One of the best app to learn Chinese especially for naïve ones. It provides an easy way to learn Chinese characters and Mandarin words by breaking them into granules. It's a very interesting game in which you can learn and have fun at a same time. Three different game modes help you to improve your fluency rate and Chinese character recognition by earning the points. Also, WenHu challenges you and keeps track of your progress, gives scores as you complete your challenge.

It has a very user friendly interface which makes you to navigate through the app easily. The layout and graphics are also very attractive. The lessons in different game modes are very informative and interactive. The best feature of this app is that you need not to worry about spelling the words accurately, just recognize them. The feature of breaking the characters into different components makes this learning more easy and lovable. You can watch the words build step by step via these components. The radicals come continuously until you choose the accurate multiple choice English translation.



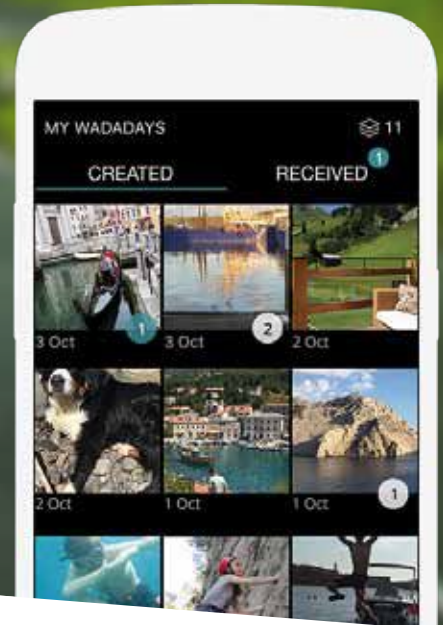
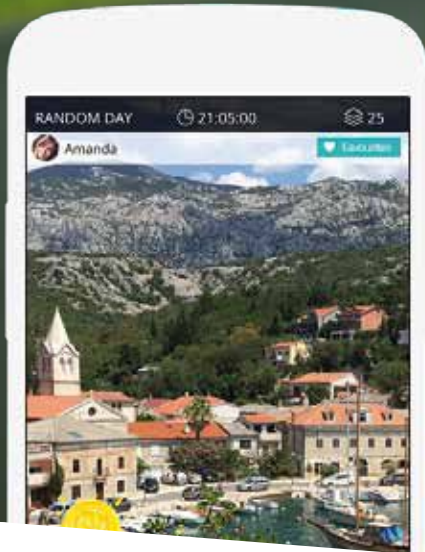
**VERDICT:** WenHu provides very calm and composed learning environment which helps you to grab quickly and easily. This fantabulous app is compatible with iOS 9.0 or later and is available on Apple App Store where you can find the word packs for free. The word packs are available based on the common usage words, topic, radicals that give the meaning of the word and phonetic components that provide suggestion to pronounce the character.

# wadaday

SEE WADADAYS FROM ALL  
OVER THE WORLD

SEND POSTCARDS TO FAMILY  
AND FRIENDS

CREATE A GRAPHIC LOG  
BOOK OF YOUR SOCIAL LIFE



 Free



 Free

## *Search 700+ travel sites in one place*

Postcards have been an important part of our social interaction history and tangible reminder to the other person that you remember them. Now with the onslaught of digital technologies and smartphones in our lives, there is an imperative need for a digital alternative to postcards.

Here comes Wadaday! (iOS/Android, Free) A digital, mobile postcard, which can be created and shared with friends to record the special moments of your day. Wadaday lets you send pre-designed or newly created postcards to your near and dear ones. It is an amazing way to either share and celebrate a special occasion or communicate to friends that they are important to you and you remember them.

Wadaday has an easy to use interface which lets you create and share postcards easily and rapidly. There are different Wadaday features, which provides an amazing experience. The "NEW WADADAY" feature allows the user to create a new postcard and "FAVORITES" helps you to see postcards made by your family and friends. "RANDOM DAY" feature helps the user to find some new Wadadays which have been posted in the Cloud. A user can also find postcards in the "MY WADADAYS" collection.

Wadaday considers user's privacy as its top propriety and for security reasons deletes the postcard after 24 hours from the cloud. However, you will still have access to all the postcards on your smartphone.

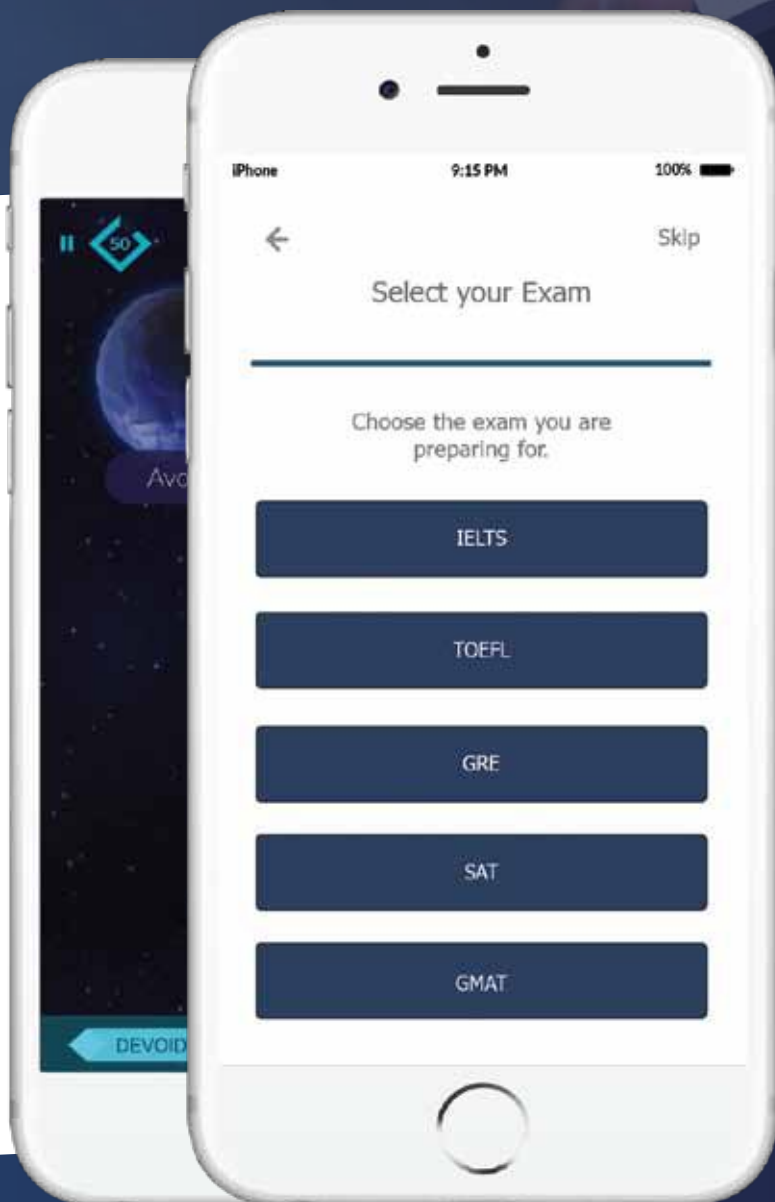
**VERDICT:** Wadaday makes it a lot easier by essentially bringing the basic concept of postcards to the mobile world of social media applications. This amazing app is available for both iOS and android users.





# MEMORYTRIX

The ultimate Vocabulary memorisation tool!



Memorytrix, an app based on mnemonics, word associations and visuals, helps you learn vocabulary faster and retain better. Whether you are preparing for competitive exams or simply enhancing your verbal strength, Memorytrix is the ideal vocabulary builder for all your needs.

**Start Learning & Remembering Vocabulary efficiently from today!**





### *Navigating the space odyssey*

Tim the Traveler (Android, Free) is a unique space exploration opportunity for the players of this game. The uniqueness of the game is accentuated by not only the whole construct of the game but also the unique story that designers has weaved around the game. It has high quality 2D graphics and addictive music which keeps the user engaged over long spells of time.

The game takes the players on an unadulterated journey of fun and frolic spread over seven planets with 40 levels each, you must clear 280 levels, solve mind-boggling puzzles, fight gravity, escape velocity and special boulders to take Tim back to the safety of his home.

Aside from the fun part, the game also offers players a way to exercise their brains through puzzles of varying difficulties while simultaneously navigating across the length and breadth of space and fighting boulders and gravity.

The game can be downloaded for free from Google Playstore. The game also offers in-app purchases, which certainly enhances the impressiveness of the game and provides better immersive experience to the players as well. Overall the game is spot on with its various levels to conquer and planets to go through. The players may want better and HD graphics going forward which might also be the areas on which designers are working on.



Free

**VERDICT:** The game is a treat to play with enormous amount of fun, mental exercise, new planets and gravity to defy. Bringing Tim back to earth provides player a sense of achievement, which is difficult to quantify.



## *Enemies are forever*



 Free



 Free

Best Fiends Forever (iOS/Android, Free) is one of the best idle clicker games that has been in the market recently. The app is a sequel of sorts to 2015's Best Fiends. Using the characters of Best Fiends, Best Fiends Forever is cute and endearing. The objective of the game for players is to fight their way through various levels and worlds, beating up the evil slugs through slapping or using other powers. While this seems a bit heavy; however, the violence is relatively mild and cartoon-y.

While there is an addictive quality to the Best Fiends Forever similar to other idle clicker games; however, its more interactive nature brings in the freshness required to keep the users interested for longer hours. These interesting features make it no less than a hypnotizer of sorts. The game is an effective combination of tried and tested genre and spruces it up in a way that makes it feel fresh and entirely new.

The game suffers from a similar problem which other games in this category face and which is eventually a result of continuously tapping the screen. After constant tapping, the finger slips somewhat and other apps open, which affect the user experience. Other than this a heavy push for ads, in-game purchases and VIP subscription for \$14.99 could be off-putting for some.

**VERDICT:** Overall, the game has revamped an entire genre with interesting and innovative additions, which keeps the player engaged over long durations, and provide full on enjoyment.



# BUMBLE BOM BEE



★ Goal: 6000

## Game for Mental Exercise



Free



Free

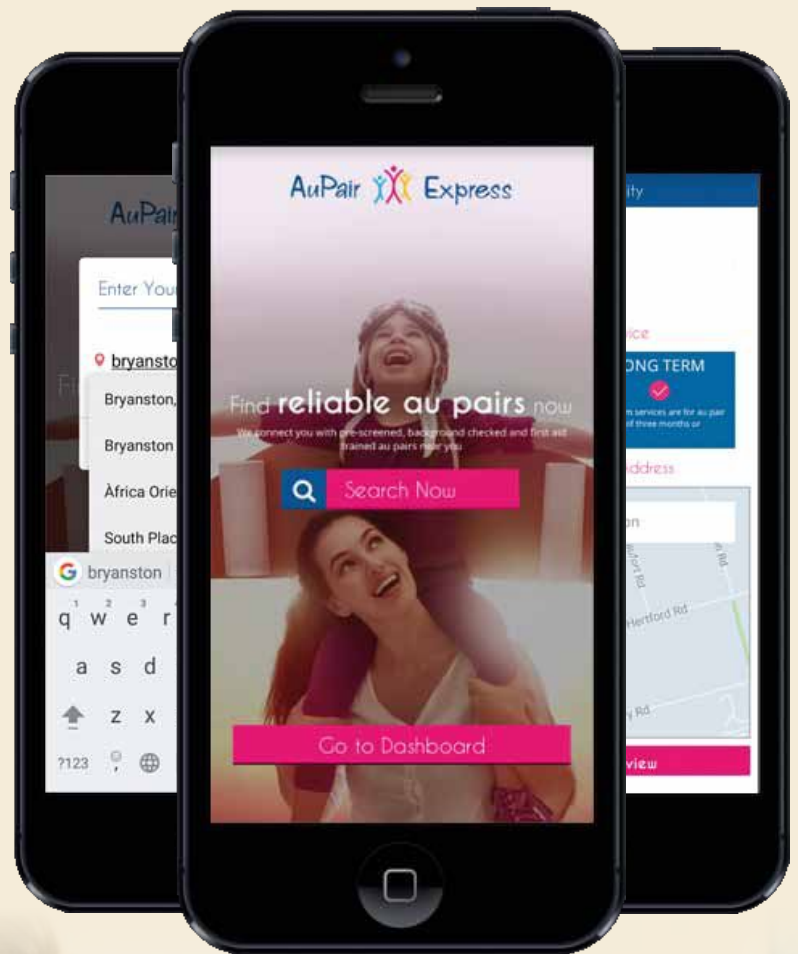
Bumble Bom Bee (iOS/Android, Free) is the first tile matching puzzle game based on physics. Build your logic and solve puzzles to help Princess Bom Bee to gather delicious honey for her kingdom. It will keep your brain engaged as it has puzzles which help you to improve your cognitive abilities and logic. Bumble Bom Bee has some amazing features like challenges in which multiple obstacles must be completed before reaching the nectar and innovation in which you can never guess where the tile would land.

It has amazing high quality graphics. This app is packed with features and it'll definitely leave you hooked for hours. You need to do more brainstorming which will help you to improve your skills and intelligence level as you move a level up. It is very entertaining game which gives player's brain much needed mental exercise.

**VERDICT:** This app is very easy to navigate. The best part about this app is that it helps player by suggesting him the next move when he gets stuck in between. If sometimes no possible moves are there, whole board gets reshuffled instantly. Scoreboards are there for every level to keep track of your performance and to make game more challenging. This amazing game is available for free on Google Play Store for android users and on iTunes for iPhone users.

## Here's why every parent must have the AuPair Express app on his or her Smartphone:

- Find Aupairs and Babysitters who are first aid trained and background checked
- View and compare detailed profiles of au pairs in their location
- Request an interview or simply go ahead & book one and have the au pair show up at your doorstep in time for the interview / booking
- Pay as you go service with a minimum booking time of two hours
- If your child adores a particular caregiver, you may repeatedly request her services.



Location based On Demand  
App that Connects Parents  
with AuPairs & Babysitters



# APPLY



# Yuemey

## Taking on the social network

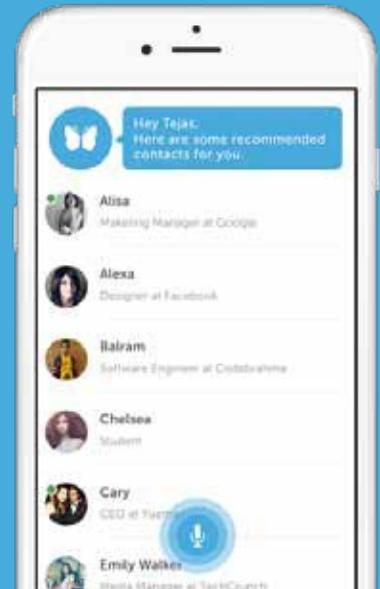
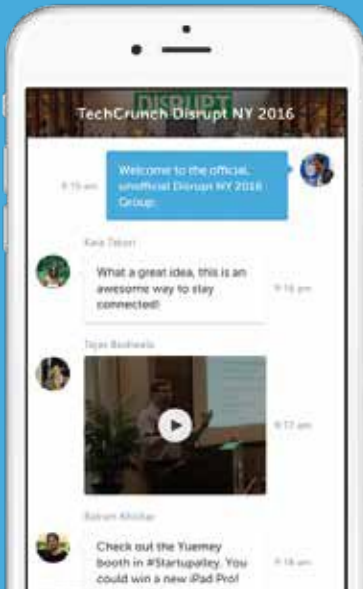


Free

Access and leverage Career Networks

Visual Professional Profiles

The Smartest Network



Yuemey (iOS, Free) is a social networking app for career networking aimed at millennials. In recent times where social networking websites such as Facebook and LinkedIn have standardized the way people interact online, Yuemey has done a complete revision of the field. It is quickly emerging as the go-to social-career app for millennials.

Yuemey has many interesting features, which include:

- Unique and intuitive features such as visual profiles-with video intro,
- Dreamboard and inspiration sections-along with private chat,
- Geo-location enabled groups
- Video chat
- Artificial intelligence engine which enhances all these features
- Efficient and intuitive algorithm which help connect right set of people who share similar interests

• The app is broken down into 5 sections: •

**Home or your profile**

**Groups**

**Messages**

**Search (people or groups)**

**Notifications**

Dreamboard s, well-defined groups that support geo-location technology, and the unique way in which users can make their individual stories are some of the features that make the app wholly different from what other social networking apps offer at present. With such innovations, it isn't at all hard to say that the app can deliver what it promises.

**VERDICT:** The app's vision is to create a network where millennials can manage their professional identities and access other professionals, companies and opportunities in a seamless, transparent manner-which requires creating technology that surpasses the tools millennials have for managing their social connections.



 Free

# spiceX









SpiceX (Android, Free) presents you with the next generation of dating – no hassles, fast forward dating. Move on from the matches, the likes and the superlikes and the waiting period associated with it. SpiceX lets you meet like-minded people immediately without having to go to great lengths.

SpiceX offers an intuitive simple yet amazing interface when you first try to register. The registration process is a bit boring but it ends quickly. Once you are through the registration, the app asks you for your location permission and quickly starts showing you the people you might be interested in.

Once you find your ideal partner, connect, chat and propose a date, which your chosen profile will accept or propose an alternative. After your proposal is accepted, enjoy and have a fun date. SpiceX has various exciting features which differentiates it from the other apps.

There are some exciting and interesting features which the app offers including:

-  100% genuine profiles including video capability to see beyond picture before your date
-  SpiceX app uses the latest mobile technology to provide a superior user experience using the most advance security protocols
-  SpiceX provides a real-time calendar based on your location to help you to find the right SpiceX
-  All information is securely stored in your account and it will not be shared with anyone
-  Pay only for outcomes and not for likes or superlikes
-  Fast and effective interface leading to more engaging experience

**VERDICT:** SpiceX comes as a breath of fresh air in an overcrowded market of dating apps and offers interesting options to connect with like-minded individuals, which increases the chances of dating.



## Effortless diabetes control



Simple Carbohydrate Tracking

Home Screen Tracker

Diabetic Friendly Recipes



The current lifestyle of people make them prone to a large set of lifestyle diseases which can affect their health in a dangerous manner. One such disease which affects a large set of people is Diabetes. There have been continuous efforts to develop a product which can help people track their diabetes in an easy manner. One such tool or an app is Diabetes Naturally.

Diabetes Naturally (iOS, Free) is a mobile app that can help you easily identify your BG “triggers” in real-time and making blood sugar spikes and dips into a thing of the past. It helps patients have better control over your Diabetes or Pre-Diabetes with the comprehensive set of checklists. It can mine through data to show you exactly how the food that a person eats impact his/her blood sugar scores. It also offers the patients tools and techniques to keep blood sugars in check.

The app has some very interesting features which can help users keep their diabetes in check. Some of these include:

- ✓ **Nutritional and Exercise Database:** Users get instant info on various food and exercise items and their nutritional values, helping avoid foods that can soar BG levels
- ✓ **Food Barcode Scanner:** The scanner allows the user to uncover the nutritional values of a foods
- ✓ **Exercise & Weight Tracker:** Provides direct connection between BG scores and “movement” activities
- ✓ **Lowering Stress:** Stress management function where users can listen to soothing music or meditations to help lower stress levels.
- ✓ **Charts & Graphs:** The app provides access to graphs showing user’s the connection between nutritional intake and other activities and blood sugar levels, providing trends over time.
- ✓ **Community Forum:** The Diabetes Naturally community is a platform where users exchange ideas, suggestions and successes, building camaraderie and boosting morale
- ✓ **Blog & Resources:** Well researched articles and resources about diabetes on the app

**VERDICT:** Overall the app is an excellent way to track diabetes in a fast and effective manner.





Free



Free



The current lifestyle of majority of people do not allow them to take out time for an essential knowledge enhancing and pleasurable activity – reading books. This has led to emergence of audiobooks and audiobook apps as a convenient option for lot of these people to catch on their lost reading time on their way to travel or their other free time.

One such audiobook app is Audasy Audiobooks (iOS/Android, Free). However, it is considerably different from other audiobooks apps as it focused on a niche area – romance. It is one of the first audiobook apps to offer hundreds of modern and classic romance books. A user can listen to wide variety of romantic books by accessing Audasy Audiobook’s library. What makes things even better is the fact that a lot of books are available for free. This means you just have to plugin your earphones and invest time to read the novels that the app makes available

The basic features of the app include:

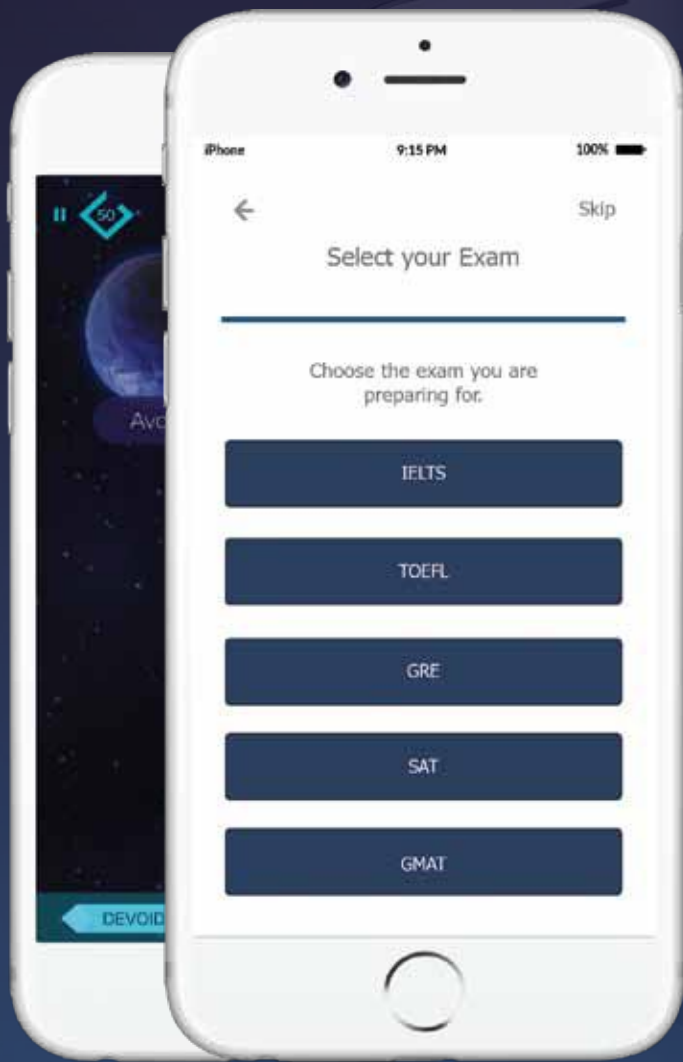
- ▶ Download stories and books to the app so you can read offline
- ▶ Stay connected to your stories with a newsfeed of updates and comments from friends
- ▶ Sync all your stories and e-books between your iPhone, tablet, and computer

Some interesting features of the app includes:

- Easily accessible downloaded material
- Effective maneuvering of the app
- Best and latest collection of books
- Availability of classics as well as modern romantic literature at one place

Once you start the app, it takes you to its selection interface, where everything is organized into different categories. After you click on a title, it would take you to an overview of it, with all the relevant information about the book.

**VERDICT:** The books you download are available in the ‘My Audasy’ and ‘My Downloads’. Any title that you are currently listening can be skipped and paused any time to start from where you left that section. This makes it extremely easy to traverse through multiple books and explore them.



# MEMORYTRIX

Memorytrix (iOS/Android, Free) is a fantabulous application to improve the English vocabulary. Preparing for competitive exams? It is very much useful for those who are preparing for TOEFL, GMAT, GRE, SAT, IELTS and many more. It helps you to memorize English vocabulary efficiently. It is an ideal app for building the vocabulary, improving communication skills, developing cognitive skills.

This is one of best apps to learn English having amazing features.

- ~ Various fun games which will help you to learn and recall words on the go.
- ~ Lesson consists of funny word associations that help in retaining wordlist in your mind.
- ~ Remote control of your learning environment, which ensures your learning experience to be challenging.
- ~ Very user friendly GUI
- ~ Easy to navigate through the app
- ~ Short lessons which helps in remembering new words every day
- ~ The wordlists are also updated which guarantees that you can learn the vocabulary with most relevant information.

**VERDICT:** Memorytrix app's first module, which is quite helpful for beginners and offers a good insight to the usability of the app. User can also earn the redemption points through games to purchase the other modules. iPhone and Android users respectively can get this app at iTunes and Google Play Store for Free.



# wadaday



Free

Live the moments, Create memories



Free

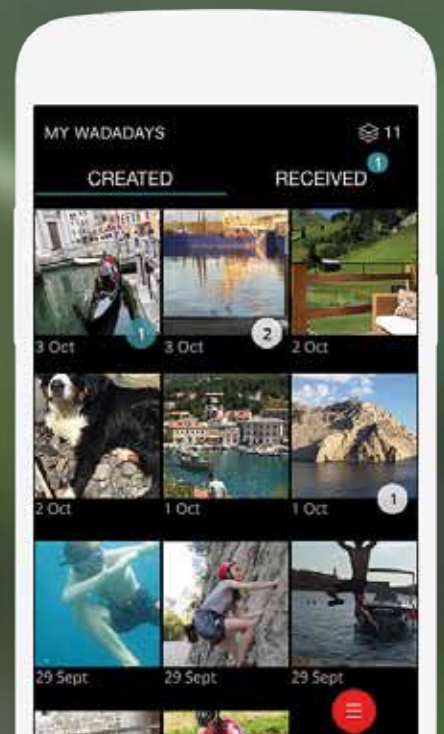
You can create a new or send one of our pre-designed postcards to capture, share and cherish the special moments of your lives on birthdays, holidays, weddings, graduations, festivals and many other occasions, sending or receiving postcards is a traditional way of communication between family and friends. But it is all a big hassle.

**WADADAY MAKES IT A LOT EASIER BY BRINGING IT ALL TO THE MOBILE WORLD OF SOCIAL MEDIA APPS.**

SEE WADADAYS FROM ALL OVER THE WORLD

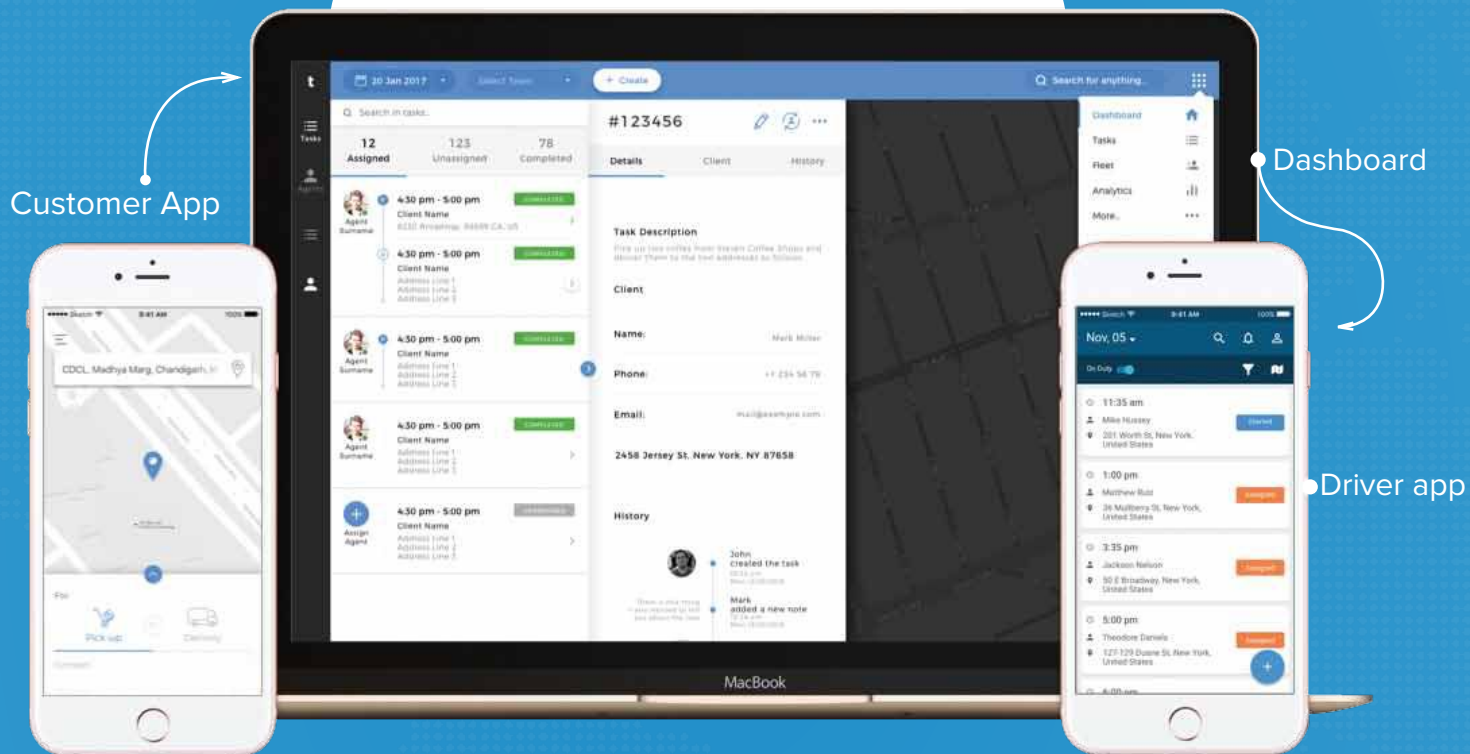
SEND POSTCARDS TO FAMILY AND FRIENDS

CREATE A GRAPHIC LOG BOOK OF YOUR SOCIAL LIFE



APP OF THE MONTH

# TOOKAN



## SIMPLIFIED FIELD FORCE MANAGEMENT FOR ON-DEMAND BUSINESS

Businesses for long have grappled with issues of managing their staff and improve their effectiveness while also reducing the costs associated with these two important tasks. These issues become more critical in businesses where a home delivery or offsite services component is included. There are companies in the market, which have tried to create solutions for addressing these issues; however, none of them could successfully solve the problem at hand.

*“We had been working in the on-demand space for more than 2 years, and all the while we were seeing a clear demand among businesses for Uberfication of field force management solution. We started working on a hypothesis that every business managing home deliveries or providing off site services through the field staff will be using this digital infrastructure to manage deliveries soon. That is how we came up with the idea of introducing Tookan. - Highlighted by Tookan CEO, Rohit Goyal”.* It is this problem-solving approach of Tookan founders, married with their keen understanding of the market that led to such a market-defining app.

Tookan is a fully managed software as a service platform generalized for on-demand businesses to efficiently manage the deliveries and engage with their customers without the hassle of building or managing this digital infrastructure. It is highly flexible to fit in every delivery business from food to furniture and from service to cabs.

Tookan automates most operational tasks allowing businesses to easily schedule and assign tasks along with giving them the functionality of tracking their agents/drivers in real-time. It helps manage business on the go with mobile optimized, browser-based solution.

Tookan as a field force management software offers huge benefits to the users. Tookan keeps record of deliveries and customers at one place eliminating the need for paperwork and ensuing confusion. Tasks from the business – whether they are food delivery or home service care - are allocated to nearest driver/agent automatically.

Tookan also boasts of an easy to use, intuitive interface, which can be used by anyone, anywhere. Customers get a tracking link for their deliveries where they can check the live location of their concerned delivery boy or their home service agent.

The enhanced customer experience and feedback mechanisms are other features of the app, which makes it a darling of both the business owners as well as the customers. SMS and email notifications are sent to the customer about the status of their delivery. These notifications can also be managed by customers for frequency and the type of notification.

The app also offers added advantage of real-time remote coordination between managers and agents/drivers to enhance effectiveness of delivery and efficiency of the business as well as the delivery boys. Tookan helps businesses take charge of their operations and manage their team effectively and efficiently anytime and from anywhere. It also results in reduced management costs and operational costs as all delivery related processes are streamlined.

The app also enables business owners to collect a lot of information around the customers, delivery agents and the internal processes of the business. Leveraging benefits of this data driven approach along with the analytics and reports offered by the app can help the business owner take impactful decisions.

As the market undergoes a phenomenon known as “Uberfication”, businesses must focus more on the mobile platform to promote their brands. Customers these days demand instant gratification. Real-time

status update notifications are no longer considered luxury, they've become necessity. It has become imperative for businesses to keep up with the changing demands of consumers. Only the business that adapts to this change will stay afloat.

**A sophisticated customer app can streamline incoming orders and manage tasks much more efficiently.** Moreover, if integrated with a sophisticated digital management system in the backend, it can even compute data to automate order assignment. Through a mobile platform, one can automate important reminders and notifications about the services, use geo-fencing to promote their services to a desired target audience and always have a direct link with the customers.

The mobile screen has drastically altered strategies of branding as well. With a company dedicated app, building and conveying brand image to the desired target audience has become easier than ever.

Tookan comes loaded with all these capabilities. The solution includes easy to use and intuitive iOS and Android apps for the field workforce, an effective web dashboard for managers, and real-time tracking and communication for customers. Tookan also uses features like **Route Optimisation and Data Loops (Geo-Analytics)** that substantially improve efficiency. Among buyers, there is a clear inclination towards SaaS based applications as no one wants to reinvent the wheel. People want off the shelf products. Tookan fits in well with these requirements of the business owners

While the off-the-shelf quality of the solution is an effective delivery format, it might face challenges in the future, as the same app might not be able to address needs and operational pain-points of different types of businesses.



**INSTALL »»**



Free

**SayCheese!**

Excuse me. Can you take a picture?

Sure.

Photos are not saved on the tablet that takes the picture.



Photos are automatically sent as soon as they are taken.

**Photos taken of you are saved in your tablet.**



No need to miss the fun by carrying the tripod to capture the best moments. The third person present at that location can click your picture with his smartphone; just you must have SayCheese (Android, Free) in your phone. Show the QR code to the photographer and scan it. The photographer clicks the picture with his phone and that photo will automatically get transferred to your smartphone.

This app is very easy to use. Only what you have to do is just scan the QR code and get connected via Wi-Fi Direct. The person can use the same camera app to click the picture, which he is already using. No need to worry about the security of your photo. It is very much secure to use as the photo will automatically get saved on your phone not on the person who is clicking it. Also, your smartphone is also safe; you don't have to pass your phone to anyone for capture.

When the photo is received, your phone vibrates and gets the notification. The best thing is that you can receive message in language of your choice. Seven languages are available for messages i.e. English, Japanese, Chinese, Korean, French, Spanish, Russian. It is available on Google Play store for free. You will definitely enjoy using this app.

# Simplanum



 Free



Notepad

+



Calendar

+



Cloud  
Storage

=



Simplanum



Simplanum (iOS, Free) is the application using which one can organise his life. Events, notes can be created in this one app, there is no need of using different apps for storing information, creating events or using cloud services.

Calendar, Diary and notepad can be used in one app, there is no need to switch between various applications for finding the same information. To-do lists, checklists and any type of file can be used as attachment for taking notes.

It has a great feature of cloud storage and instant synchronization. The data is all secure as it is stored in encrypted form and transferred via secure channels. The application or any note can be locked by touch ID or secure code. You can use this amazing app on your laptop also using web client, which is very easy to use. The best thing about this app is Internet connection on the device is not required to extract any stored information. You can also make a note of geolocation with navigation. Voice can be recorded for plans and meetings.

It has a very user friendly interface. You can get its necessary features available on iTunes for free of cost. If you want to enjoy its advanced features, you have to enrol yourself for different subscriptions.



Free



Free

### Create New Card

Create a new card using one of the many preloaded L-Card templates.



### Copy Existing Card

Don't want to start from scratch? Convert your paper business card into an L-Card with a touch of a button.



### My Cards

Gives a hassle free way to switch between your L-cards and select a default card with ease.



### Share Card

Allows L-Card users to share cards between each other effectively using either QR code, text, email, social media, and much more.



### Scan Card

Receive and store L-Cards effortlessly using QR code technology.



### Library

Sort through scanned L-Cards to find the card you need every time.



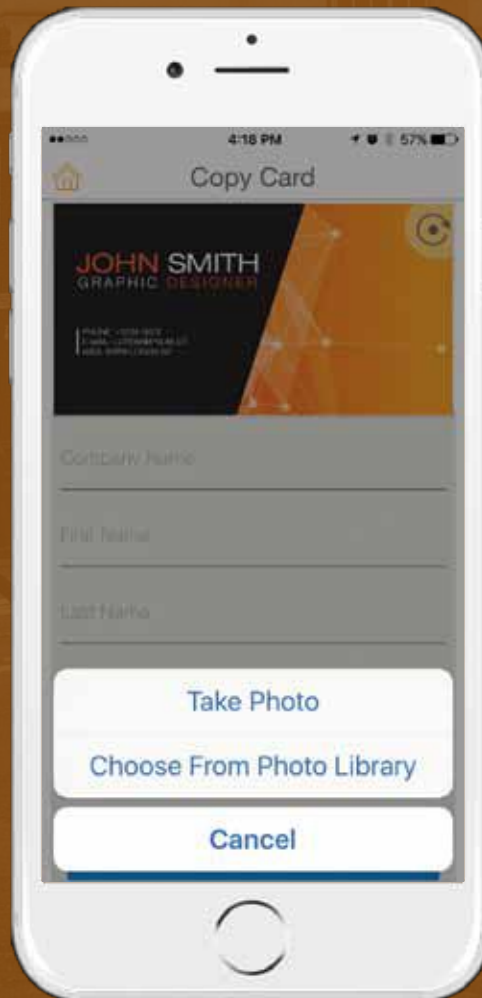
### Favorites

Have an important L-Card? Favorite it and find it here with a touch of a button.



### Groups and Events

Create folders and categorize L-Cards for your favorite groups and events such as different trade shows, conferences, and much more.



L-Card (iOS/Android, Free) is one of the useful app for those who don't want to have mountains of paper cards on their desk. Eco friendly electronic business cards can be created using this app.

It is having exceptionally user friendly interface for each and every smartphones and tablet. Unlimited number of business cards can be created for free using the templates. You can also convert your existing business card into L-Card. It is easy to edit any information on the existing card.

You can share your card with anybody just by clicking a button. You can also keep track of your cards and your associates' cards. L-Cards can also be send to anyone you know just by adding them into your email signature.

Reminders, important events can be added to your calendar easily. More interestingly, tablet version of this app offers some additional features. If you want to share your card at some conference, show the card to the participants to scan.

You can send and receive cards using L-Card QR code scanner, messages, social media or email. Cards received by you can be saved in the library and they can be categorized just by a single click. You can enjoy the 30 days trial for free after that subscription charges will be applicable.







## MACHINE WITH A MIND

With the ever-increasing competition among the organizations and the shift towards a digitized world, a fulfilling and efficient customer experience has become a priority for businesses. It isn't feasible for employees of any organization to cater to huge numbers of customers. There is a need of a machine, which can use intelligence to help provide seamless customer experience and reduce human effort at the same time.

One such development in modern times is ATOM, the text-analytics product. It stands for Automated Text Organizing Machine, a product which demonstrates human rationale and machine response. ATOM, Affine's text analytics product, combines human intelligence with machine learning algorithms to create business solutions centered around interpreting unstructured text data. There are machine-learning modules for classifying data, understanding the inherent topic of conversation along with the context and sentiment. These modules have multiple applications with 2 very specific business use cases: Voice of Customer and Smart Customer Communication Management.

- **VOICE OF CUSTOMER (VOC):** VOC helps in understanding what makes your customers happy, discover how they perceive your product and what motivates them to stick to the brand. It also helps in building a competitive analysis by analyzing what your customers mention and what they say about the brand. This will help the brand to create loyal and a strong base.
- **SMART CUSTOMER COMMUNICATION MANAGEMENT:** Managing customer communication via text based channels (emails, SMS, chat, social media etc.) is labor intensive and inefficient. ATOM, with its AI based automated processing, can significantly reduce response times, while increasing efficiencies and ROI.

The idea of ATOM struck the founders of Affine Analytics, a provider of analytics solutions, working with global organizations solving their strategic and day-to-day business problems. As per the company officials, the magnitude of unstructured data today in form of text, images, and other versions made them direct their research towards technologies enabling text analysis and interpretation. This was when a unique product like ATOM was born.

This unconventional invention has wide usability given its simplistic application. It can fit in most industries like Banking, Insurance, FMCG, FMCD, E-commerce, Airlines, Hospitality and etc., as they have one thing in common, the challenge of providing seamless customer experience. It can be majorly achieved through efficiently handling customer queries and incorporating their valuable feedbacks, both of which come in form of heaps of unstructured data.

Though the product is innovative and can have wide application, it is still a new concept for the Indian market. To create a market for such a niche product is a challenge on its own and its success will depend upon its acceptability.

However, as we progress further technologically and embrace the concept of Artificial intelligence in our country, a product like this is sure to fit in and be a frontrunner for many such inventions.



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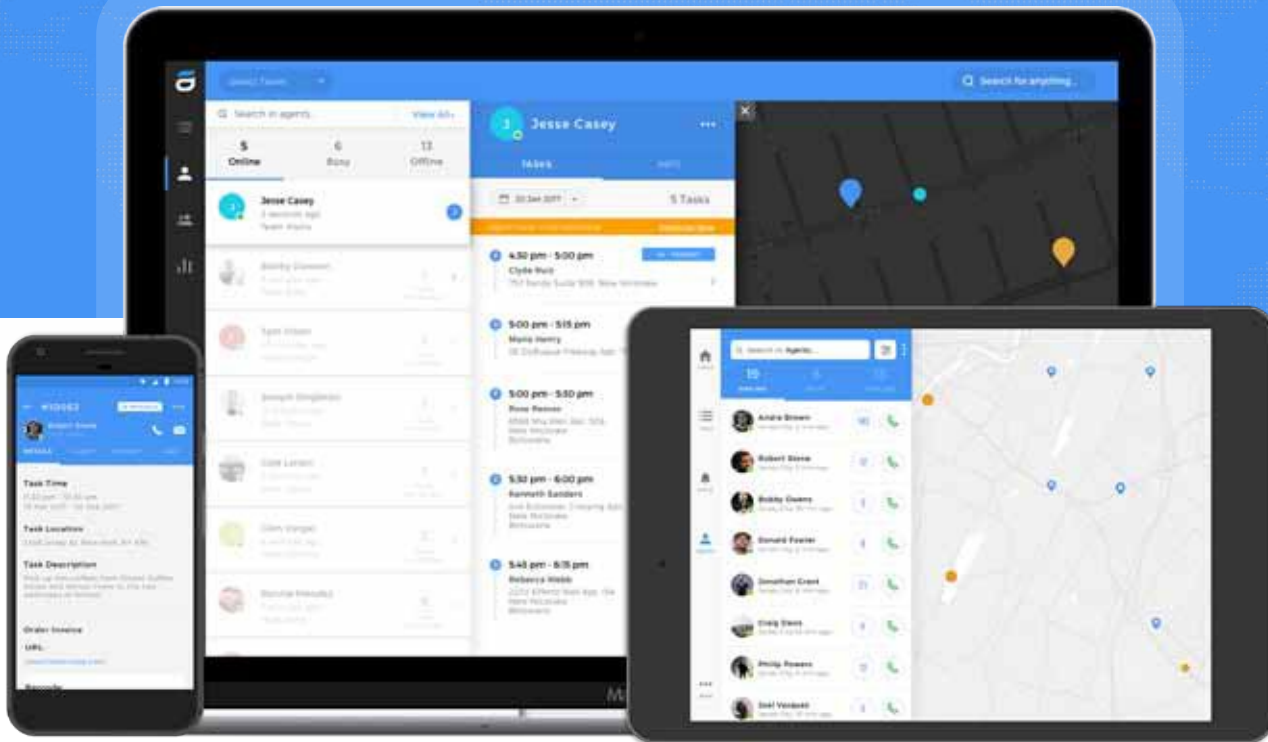
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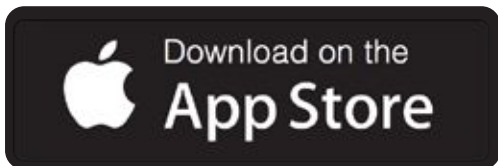
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## Field Force Management



**Tookan** is a smart and easy way to manage and track, field workforces that enable on-demand deliveries, at-home services and on-field customer acquisition.



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