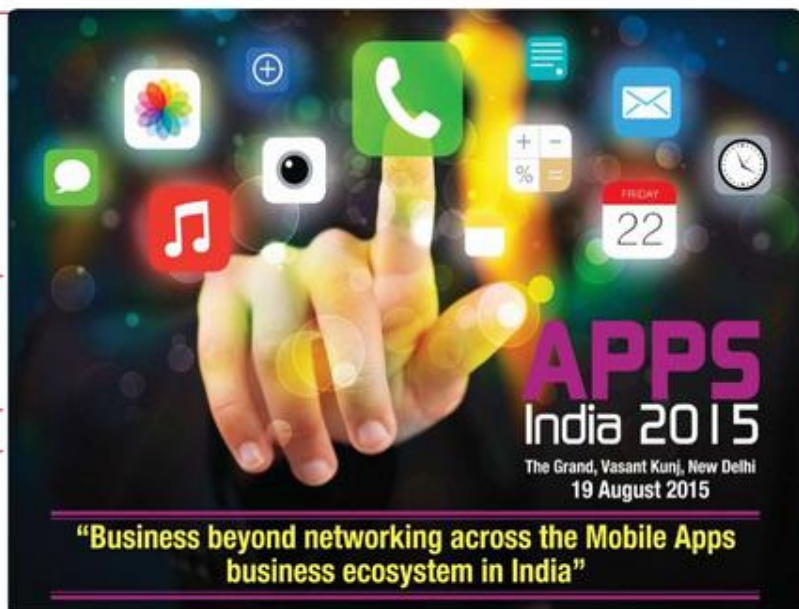


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APPS WORLD MAG

Editorial

Chief Editor: Venkatesh C R
 Senior Associate Editor: Padma Iyer
 Design Consultant: Shaktis Girsh
 Design Head: Sarikaran N
 Senior Designer: Umashankar R
 Writer: Deacon Joseph Suliden
 Contributing Writers: Arun Pradeep,
 Editorial Coordinators: Raja T M,
 Anbali S, Maureen Fernando,
 Content Coordinators: Rathesh K, Suganya
 Raj A, Bramakalai R, Vijay Prasanna R C,
 Preethi I

Advertising

Team Leader Sales: Stephen Andrews
 Business Development Executive:
 Meenalochini M.
 Manager Circulation: Vivek Anandan
 Social Media Coordinator: Mercy
 Livingstone
 Website Coordinator: Mangalam Krishna
 App Coordinator: Senthil Nayagam

Printing Press: Safire Offset Printers

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 Mrs. Poornima Venkatesh - Director,
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To advertise on Apps World Mag, contact
 Stephen Andrews at +91-96009 7197
 Mail us at: editor@appsworldmag.com
 sales@appsworldmag.com

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An ASTONISHING August

With great pleasure & excitement, here we are with yet another edition of Apps World Mag. As always, this issue comes to you packed with updates on the latest smartphones, gadgets, industry news, and apps.

Over the past few years India has seen an array of development in the mobile app industry and there is no doubt that the app install has become the star of mobile advertising. This month our special cover story on the Apps India 2015 International Conference on Mobile Applications being held at The Grand, Vasant Kunj, New Delhi. Themed 'You, Me & App', the Apps India 2015 conference will highlight specific areas of growth opportunities and challenges being faced in the mobile apps industry.

In addition, this month we have also feature our regular dose of APP-tainment sections for our readers. We are open to ideas and suggestion to make Apps World Mag better & we assure to bring out the best out of us as each month passes by!

Chief Editor,
 Venkatesh C R

TECH TALK

APPRECIATE APPRAISE APPLAUD THE APPS BUSINESS ECOSYSTEM AT APPS INDIA 2015!!

AS ONE IS AWARE, A PLETHORA OF APPS HAVE FLOODED THE INDIAN MARKET IN RECENT TIMES. THERE IS NO DOUBT ON THE INFLUENCING ROLE THEY ARE PLAYING IN CREATING EMPLOYMENT AND ENTREPRENEURS, ENABLING EASE IN DOING BUSINESS AND DRIVING INCLUSIVE DEVELOPMENT THROUGH E-EDUCATION, E-GOVERNANCE, E-HEALTH APPS AND E-COMMERCE. MOBILE APPS ARE INFACIT, NO MORE A UTILITY OF 'TOMORROW' BUT AN INTEGRAL PART OF OUR LIVES 'TODAY'. FAST SPREADING USE OF SMART PHONES IS FURTHER NURTURING A 'LIFE OF CONVENIENCE' WHICH REST ON OUR FINGERTIPS!

APPS India 2015

8 | Apps World Mag | August 2015

International Conference on Mobile Apps



"Business beyond networking across the Mobile Apps business ecosystem in India"

Listen to Experts Deliberate on:

- You, Me & App - Creating & Developing the Successful Apps Business Ecosystem in India
- Micropayment Platforms, Security Threats & Solutions
- Gadgets – Current Market Trends and the Future Roadmap
- MAA - Marketing, Advertising & Analytics
- Mobile for Development – healthcare, education, governance
- Mobile Gaming - Trends & Future

Who Should Attend?

- Application developers & Publishers
- Marketers
- Content providers
- Software architects
- Handset & Device manufacturers
- Network operators
- Telecom service providers & MSOs
- Aggregators & System integrators
- Network infrastructure providers
- IT vendors & strategists
- Internet companies
- Startups
- App Companies

Conference Registration	Note: Service tax will be extra
Standard Price	₹ 6,000 per delegate
Spod Registration	₹ 7,000 per delegate

10% discount for 2 or more delegates from the same organization.
Registration fee includes entrance to the conference, delegate kit, conference proceedings, coffee/tea and networking lunch.

Supporting Journal
**APPS
WORLD**

Team Apps India | B-7, Ansal Chambers II, Bhikaji Cama Place, New Delhi 110 066
Ct: Mr. P. Bhatia +91 98116 96099, +91 97111 10427 | Email: info@appsindia.co.in

www.appsindia.co.in

International Conference on Mobile Apps

APPS India 2015

The Grand, Vasant Kunj, New Delhi
19 August 2015

www.appsindia.co.in

Apart from the varied experienced speakers/panelists, the conference has two niche concurrent sub-events:

I. APP DISPLAY ZONE:

A dedicated area for the app development community to introduce their technology and solutions to a focused audience. The forum has a high recall value for entrepreneurs and organizations associated with developing, producing or consuming Mobile Apps for collectively building a robust Apps environment in India.

II. APPS LAUNCH:

Up to three companies are being invited to launch their Apps on the podium of the Apps India conference. This opportunity will place the presenter in front of developers, app owners, executives, and APPs aficionados. The eligibility criteria for this session are that the app should be launched during the event only and its scheduled market launch would be during August-October 2015.

CONTACT:

*Bunny Sidhu, Brite Exhibitions
(Mobile: +91 9873660367).*

