Apperific 2.0 Shows Sales On Only Past & Present Top 100 iPod Touch and iPhone Apps from the App Store

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Find the best App with Apperific

Asheville, NC (RPRN) 05/20/10 — Apperific 2.0 builds on the time saving features of exposing only quality, top 100 iPod Touch and iPhone apps and hiding uninteresting apps for App Store customers. The most popular apps feature requests, including wish list tagging, sale lists, new app lists and searching are now available. Push notifications tell customers about price drops and newly released apps.

-- SWN Software Group LLC releases Apperific 2.0, an app that finds discounts on quality iPod Touch and iPhone apps buried deep in the App Store. A suite of tools to quickly discover interesting and popular apps, save money and comparison shop includes: wish lists, sharing recommendations, searching, hiding unwanted apps, web searches for reviews, sale alerts, and new app alerts.

With over 150,000 iPhone and iPod Touch apps available, finding the best apps that match individual tastes and interests takes time and effort. Finding the best value takes even more. The daily list of top 100 popular apps on the App Store gives a quick measure of quality, but only for today. Last month's best is hidden. Searching the web for top 100 lists and review sites is time consuming. Many lists don't match a particular shopper's interests. Lastly, finding sales on interesting apps requires daily monitoring as sales are sometimes brief.

Apperific searches and browses a database of only the top 100 iPod Touch and iPhone apps , gathered daily since July 2009. Popular apps from early 2009 and 2008 are also included as are recommendations that friends make to each other. This exposes the most used apps from the past, while shrinking the number of apps to look at to almost 10 percent of the total App Store .

Apps added to Apperific's Wish List can be tagged for sorting and are monitored for price drops several times a day. Apple's push notification service is used to alert customers when price drops occur.

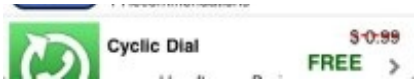
Apperific

also caters to shoppers interested in the newest apps or apps on sale. New apps, up to 30 days old, can be searched or browsed, and a 30 day sales list is available for browsing. To keep on top of new apps, customers can receive a push notification when their search terms match the descriptions of today's new releases.

Friends can email recommendations and follow each other's Recommended List. Apperific offers recommendations in each app category using a number of built-in friends whose names all begin with "Apperific". Customers can find the most popular apps on these relatively shorter lists.

Apperific saves time by conveniently reopening on the last visited list. A one-button web search for specific app reviews means customers need not close Apperific, launch a browser and type search terms to find reviews.

Hiding apps on a per customer basis makes productive use of time spent shopping even when apps are not found. Uninteresting apps no longer clutter browsing. Their customers say, “I really like being able to hide apps I'm not interested in. This is a neat little app”, and “What I love about yours is; hidden, wish list, recommend”.



All and Today's Sales

Apperific’s time saving and money saving features keep consumers up to date with prices on the newest and most popular iPhone and iPod Touch apps. Consumers are also given the flexibility to discover apps in the ways most important to them.

For additional information on Apperific including videos, and iTunes most popular apps, visit www.swnsoftware.com. A stop motion animation video uses famous iPhone apps (http://www.swnsoftware.com/) to illustrate Apperific's features. Viewers are challenged to name all 10. Apperific 2.0 is available only on the U.S. iTunes App Store (http://itunes.apple.com/us/app/apperific/id333214287?mt=8) for $.99 and uses WiFi, 3G or Edge networks to access the Internet.

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