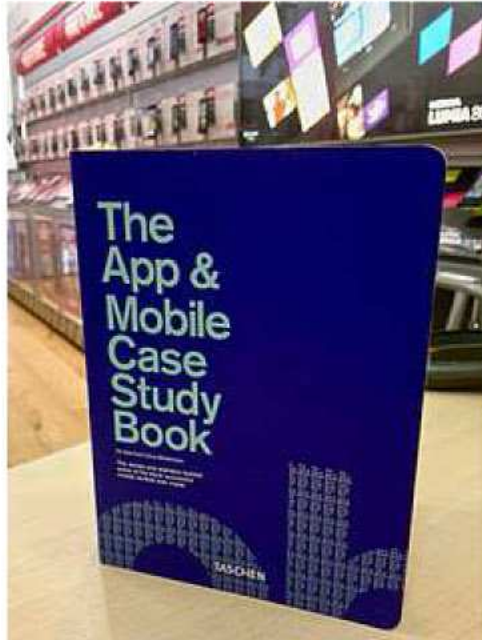


Off The Shelf/App a Week

The App & Mobile Case Study Book

Authors: Ed Rob Ford and Julius Wiedermann

Publishers: Taschen



If you have an appetite for Apps then we have a journey for you!

Rad Dad Collective have hooked up with Taschen Publishing to bring you an 'App a Week', a new feature exploring the world of Apps and what's on offer in the labyrinth of the online shop.

The inspiration came when we received a copy of The App & Mobile Case Study Book. Impressed by the number of Applications on the market which use an assortment of mobile device technologies, big and small.

These include:

- » *AIR*
 - » *Ovi*
 - » *iPad*
 - » *Symbian*
 - » *iPhone*
 - » *Blackberry*
 - » *mobile website*
 - » *Windows*
- ...to name a few.

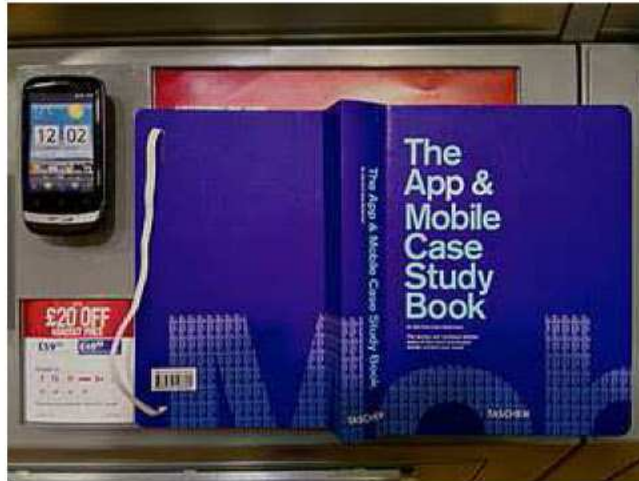
We delve through the dense jungle of the Apps which are featured in this particular title and pick some of the forbidden and non-forbidden fruits of the metaphorical web trees within.

The categories that this adventure covers are:

- » *Games*
- » *M-Commerce*
- » *Promotional*
- » *Social*
- » *Utilities*

Equipped with all the technical devices we can muster and lots of anti-virus shots, we venture into the unknown and our first feature.

To purchase the book go here...



thanks to Phones 4 U in Westfield Centre, Derby, UK DE1 2PL

For the use of their shop in this shoot.