



Thirtynine Unveils Portal For iPhone Application Developers and Consumers

Summary

First-of-its-kind web site connects Apple iPhone app developers and consumers

Ft. Lauderdale (August 28, 2009) — Entrepreneur Davide Di Cillo of design firm Thirtynine announced his launch of [Get Apps Done](#), a Web portal for designers and developers of iPhone applications and businesses who want branded iPhone apps.

Di Cillo, who co-organizes a local iPhone meetup group, knows about creating iPhone applications for businesses and how difficult it is for local companies to find and hire developers. Although iPhone users currently spend approximately \$2.4 billion per year on applications for their phones, iPhone developers are rare. So, Di Cillo created Get Apps Done as a marketplace in which to match developers with consumers.

“I wanted to make it as easy as possible for people to find other people and make things happen. I want this to be Craigslist for iPhone apps development.”

Today’s mobile technologies enable easy, real-time customer interaction through the use of short messages and multimedia. Mobile-phone updates can allow companies to stay connected to their customers in new ways. “It gets people talking about your company,” Di Cillo says. “Mobile notifications create constant awareness and service delivery.”

Di Cillo recently created a series of both free and fee-based iPhone applications for Miami-based [PetMD](#), a global online pet health information and services portal. The PetMD apps allow pet owners to get on-demand access to first-aid and emergency veterinary advice. One application is a finder for local veterinarians, walkers, groomers, and dog parks. The apps benefit members of the site by providing valuable information quickly, and they benefit PetMD by increasing revenue for the company and driving traffic to the site.

Of the 75,000 iPhone applications currently on the market, the majority sold are games, Di Cillo says. But applications can be built to do almost anything imaginable. Apps can be built to monitor and manage computer networks, track sales, “push” promotions, or track and coordinate a company’s sales force. Apps can create instant GPS-based mapping of college campuses, hospital facilities, or local businesses. “The possibilities for what apps can do are endless,” Di Cillo says. “Finding developers to create apps is less easy.”

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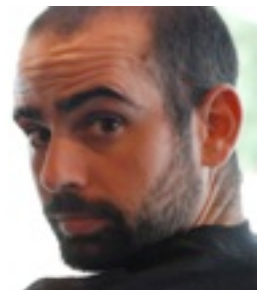
Multimedia



[Get Apps Done](#), presented at Refresh Miami (video).



[Get Apps Done](#), presented at Refresh Miami (slides).



Thirtynine CEO Davide Di Cillo



Relevant Links

- ✓ Get Apps Done — <http://getappsdone.com>
- ✓ Thirtynine — <http://www.thirtyninellc.com>
- ✓ Miami Herald — “[Firm Feeds Demand For iPhone Apps](#)”
- ✓ Techvibe — “[Get Apps Done Where Companies and Developers Connect](#)”
- ✓ AdMob Mobile Metrics — <http://metrics.admob.com>

About Thirtynine

[Click to download Thirtynine logo](#) (EPS)

Thirtynine is a creative-design and marketing firm based in Pompano Beach, FL. The company specializes in graphic design, digital marketing, and Web development for both digital- and print-based products. For more information, contact Davide Di Cillo, at davide@thirtyninellc.com.

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News Facts

- ✓ 60 percent of smart phones in the U.S. are Apple iPhones.
- ✓ In the first quarter of 2009, Apple sold 5.4 million iPhones. Industry analysts estimate that there will be 50 million iPhones in circulation by the end of 2011 and an additional 82 million in 2012.
- ✓ To date, 1.5 billion iPhone applications have been downloaded from Apple’s app store.
- ✓ During the 2008 presidential election, the Obama campaign famously used an iPhone application to mobilize and unify supporters. The app mapped rallies and events, distributed news, and multimedia to supporters.
- ✓ Retailers like Target and the Gap were among the first to use iPhone apps to market to their customers.
- ✓ AAAs “AAA Discounts” app surpassed 500 million downloads in less than 3 months after its release.

Suggested Tags

applications, apps, Apple, developer, iPhone, mobile, portal, software, tech, technology, Thirtynine

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