



Introducing NewsGator's iPhone Media Application Framework

TapLynx is a fast and simple solution that allows you to build and manage your own content-rich iPhone applications in minutes using NewsGator's proven platform -- *without* having to know any code. Simply put, TapLynx is your fastest path to the iTunes app store, and is powered by the same technology behind NewsGator's own award-winning NetNewsWire iPhone app.

Whether you belong to an agency, or are a developer or a designer, TapLynx has been created to allow *you* to build robust, fully customizable iPhone apps that can include text, photos, and video, presented as they should be in the iPhone with gesturing and inline viewing. The apps are easy to maintain, and our remote configuration capabilities means you can make changes to the app without having to build and resubmit through Apple. The framework supports several of the most popular ad servers, and analytics are already integrated for easy, online reporting. That means:

- Agencies: You can build iPhone apps using in-house resources
- Designers: You can create unique apps from start to finish without code, and you can make changes to deployed apps on the fly
- Developers: You can extend the framework to add your own display components

What is TapLynx?

TapLynx is NewsGator's own proprietary framework for developing iPhone applications. We are allowing you access to this framework so that you can more easily and efficiently design, build, and launch your own iPhone apps, without having to hire a developer.

There are two approaches that you can take when utilizing TapLynx to build your iPhone application. We offer an extremely simple approach, which involves using the templates that we've already created; all you have to do is fill out a simple configuration file that details what colors, feeds, and other options you'd like. The other approach is to extend the framework to your own liking, through our easily extensible framework.

What type of iPhone apps can I create using TapLynx?

TapLynx was designed for media-rich, dynamic content applications that include text, photos, audio, and videos, fed from RSS feeds. Some examples of this include the All Things

Digital iPhone app which was recently launched. Note that TapLynx was not designed for iPhone app games.

The TapLynx framework was, however, designed to deliver up-to-date content at all times, as the backend is RSS-driven, a widely adopted protocol for delivering the latest content.

What's more, any content delivered through the framework can integrate seamlessly with Facebook, email, and Twitter. Check out the [All Things Digital](#) & [Variety.com](#) apps on the iTunes app store to get a feel for the types of full-featured apps that you can build with TapLynx.

Companies using TapLynx



Is it easy to create apps that look unique?

Yes! TapLynx has been designed from the ground-up to be flexible in responding to individual customers' specific wants and needs. Recall that there are two different ways you can use TapLynx. The easiest approach involves using the templates that we've already created; all you have to provide is a configuration file that details what colors, images/logos, feeds, and other options you'd like. This will assure that your app has the look and feel you desire. If you'd like more control over the look and feel, you can easily include your own custom components.

The bottom line is that TapLynx was purposefully designed to produce unique, fully customizable apps that look different from one another. We have significant experience in making apps touch-screen friendly - that are designed specifically for the iPhone and iPod Touch.

What do I need to get started with TapLynx?

We've made it super simple for you. Here is what you'll need:

- An Intel Mac running OS X 10.5.7 or greater
- Xcode for iPhone and Mac development – available for free at <http://developer.apple.com/technology/xcode.html>
- The TapLynx SDK (<http://www.taplynx.com>)

From there, just follow the instructions in the 'getting started' guide and you'll be on your way in no time. Note, you will need to have signed up as an Apple developer in order to eventually submit iPhone apps to the iTunes app store, or if you'd prefer not to, we can upload your apps into our account.

Why should I choose TapLynx?

There are numerous benefits of choosing TapLynx for your iPhone app development. First, because of NewsGator's background as a well-known software company, as well as economies of scale, we're able to offer very competitive pricing. Our flexible pricing models include:

- an Enterprise package for \$3,499
- a professional package for \$1999
- the source code for \$2500

Choosing TapLynx will allow you to use a robust and proven framework to build your app.

Using TapLynx will allow you to expand your marketing offerings or mobile development offerings to include iPhone applications in short order. TapLynx is based on a proven platform – the choice of some of the best names in business – with faster response times, flexible scalability, and the option of a full service level agreement (SLA); in addition, no iPhone code knowledge is needed. TapLynx will allow you to completely bypass having to hire developers. Even better, customizing your iPhone app to the exact specifications you want is fast and simple – and is accomplished via XML and our easy to use web form.



TapLynx was designed specifically for content-rich applications that can include text, audio, video, pictures, search, Twitter, Facebook and email integration, and more. NewsGator has been developing iPhone apps since early 2008, so TapLynx is a natural extension of these efforts; because of this, TapLynx has a powerful back-end content management system. Finally, if you chose TapLynx, you are choosing a framework built and maintained by a mature business – with vetted support, development and pricing models in place – instead of an unknown startup with less experience.

In short, you should choose TapLynx **if**:

- You don't want the hassle of learning a new platform or coding from scratch
- You want to use a framework that is battle-tested and easy to use
- You don't want to have to keep up with the cacophony of changes that Apple puts out
- You want to maintain an app yourself
- You want something you can reuse
- You want a backend that is scalable



- You want a solution that is cost effective

What about pricing?

TapLynx is free to download and learn. iPhone apps that are deployed on the framework require an API key from NewsGator that will unlock traffic restrictions on the demo API key. Each iPhone app/API key is sold separately. Note, too, that we do have a couple of flexible pricing options for TapLynx (as listed above). For more detailed pricing inquiries, please contact Craig Lachman at (303) 952-4719.

From NetNewsWire for iPhone creator, Brent Simmons:

"The idea behind TapLynx is that you can take a collection of feeds and some artwork, make choices about colors and gradients and behavior (all in a configuration file you edit), then create an iPhone app, without doing any programming. But you can do programming if you want to — use TapLynx as the base and add more features. (In fact, that's what I'm doing with NetNewsWire 2.0 for iPhone — it's a custom app built on TapLynx.)"