



Review Guide: SkyMall App for the iPhone and iPod Touch

Convenient, fast, fun mobile shopping app created by iNomadics, Inc.

Need a Garden Yeti? There's an app for that!

Overview

SkyMall, the innovative in-flight catalog company, has teamed up with Cleveland-based technology company iNomadics, Inc. to develop a shopping application for the iPhone and iPod Touch. The free app will be available on the iTunes App Store in mid-September.

The application features the complete SkyMall catalog which can be browsed with or without a Net connection, a built-in gift finder, powerful search and browse capabilities, an interactive game, and a fast, safe, convenient check out process. Users can also enter catalog numbers from the paper catalog into the app in order to view and order items.

Innovative Design

Most existing shopping applications are little more than a gateway to a company's website. This is the first app that truly takes advantage of the iPhone's interface and features to give the customer a rich shopping experience.

App Highlights

Powerful Browse and Search

- Catalog supports multiple categories and subcategories
- Quickly access 10,000+ products along with their descriptions, pictures, and ratings regardless of network connectivity
- Search by name or keyword
- Search results can be sorted by name, popularity, or price

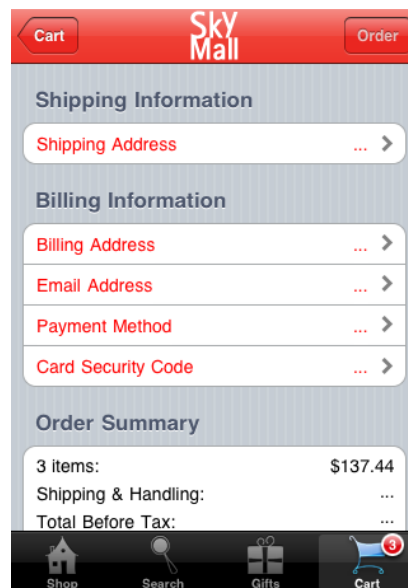
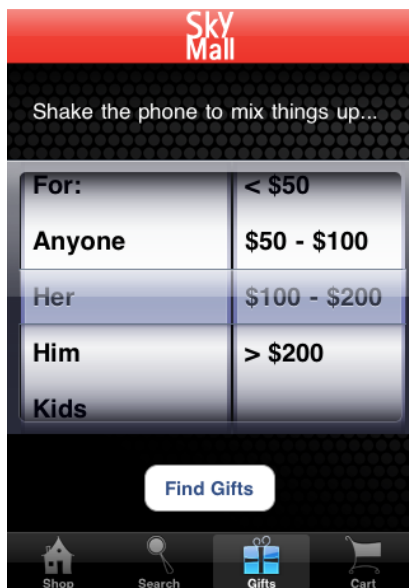
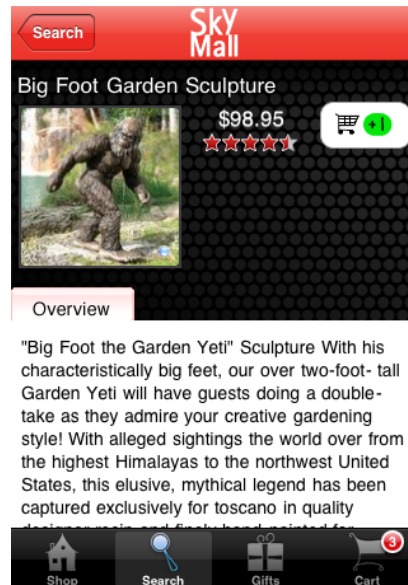
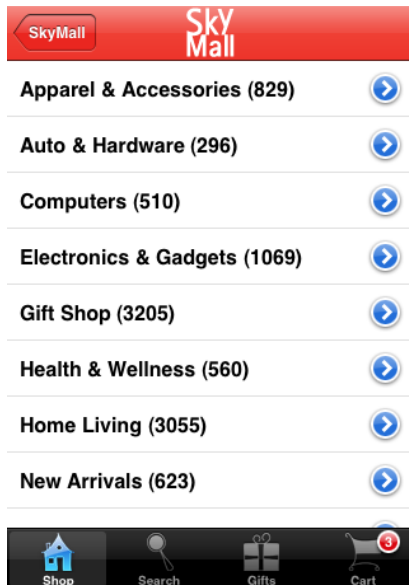
Fast and Secure Shopping

- App securely stores shipping and billing information on user's own device
- 24 hour access to catalog (with or without network connectivity)
- Shopping cart supports swipe delete, and quantity changes
- Addresses are shared with the phone's built-in contact database to eliminate or minimize typing
- App supports customizable styles and product options like sizes and colors

Fun and Useful Bonus Features

- Tip the phone on its side for a Cover Flow view of product images
- Gift wheel spinner offers a fun way to view gift suggestions
- Supports share by email feature so you can send product info to friends
- Built-in concentration game features SkyMall product photos
- Follow SkyMall's Twitter feed right within the application

Screen Images



View the video demo of the SkyMall application on YouTube
<http://www.youtube.com/watch?v=TZnQcf7npgk>



Competition

There are only a handful of shopping apps currently available. They were developed by companies including Amazon, Target, Digby and Usablenet.

The SkyMall app by iNomadics is different because it takes the mobile shopping experience to a different level. The SkyMall app fully uses the latest development functionality available to create a self-contained app, not a wrapper for an existing website. Here are some of the features that make us stand out.

- Full catalog access regardless of net connection
- Persistent shopping cart (ex. your cart won't be cleared if you close the app or leave it to answer a phone call.)
- Ability to both search and browse
- Ability to sort search results
- Built in "Concentration" game
- Link to SkyMall's Twitter page
- Sleek, easy-to-use interface
- Shop from within the app (you're not redirected to a website)

Technical Highlights

- Allows quick search and access to 10,000+ products with descriptions and images regardless of network connectivity
- Can send content rich email from within the application in order to share catalog item details and thumbnail images with friends all without leaving the application or interrupting the catalog browsing experience
- Securely stores order data in built-in keychain on device for address and payment information
- Provides fun extensions to user interface such as cart animations, screen transitions and concentration-style game

View the video demo of the SkyMall Application on YouTube.

<http://www.youtube.com/watch?v=TZnQcf7npkg>



Quotes

"You can enjoy SkyMall's 10,000 plus products in a convenient, pocketable, green, sharable, fun, weightless, and portable version on everyone's favorite device - the iPhone. Users can browse the catalog in planes, tunnels, and the dentist office without the need for any connectivity because we've managed to fit the whole catalog inside the iPhone. And in the spirit of SkyMall we've included some endlessly entertaining games that feature the innovative products that grace the SkyMall catalog."

- Charles Stack, CEO of iNomadics, Inc.

"We are very pleased to provide our customers with this free iPhone app. It gives them a simple way to shop from Wi-fi enabled aircraft or the ground, but also provides fun games and a cool gift finder. This is the perfect complement to the SkyMall in-flight catalog."

- Christine Aguilera, President of SkyMall

About iNomadics, Inc.

iNomadics, Inc. is a technology group that focuses on mobile application development and training. Founded by Charles Stack in December 2008, iNomadics provides customer value by offering innovative and compelling digital solutions for today's nomadic lifestyle.

For more information about iNomadics, please visit www.inomadics.com.

About SkyMall

SkyMall is a multi-channel, direct marketer offering high-quality, innovative merchandise from top direct marketers and manufacturers through its SkyMall catalog and web site, skymall.com.

For more information about SkyMall, please visit www.skymall.com.

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