



The growth of apps and smart phone use

This year has seen some major breakthroughs in the world of smart phones and app development. With smart phone usage accelerating to unprecedented heights, the app economy is exploding, with analysts predicting even faster growth over the next year. eMarketer is predicting the number of people using a mobile device by year's end will top 4.5 billion, with 1.75 billion owning a smart phone. Although the rate of smart phone adoption is slowing, worldwide usage is still set to rise from 61.1% this year to 69.4% by the end of 2017. Clearly, the devices' global presence won't be declining anytime soon.

It is projected that by 2015, 1 billion smart phones will be sold, twice as many as the number of personal computers, according to data provided by the University of Alabama at Birmingham's Online Masters in Management Information Systems. At the moment, the average mobile app user spends more than 30 hours a month on over two dozen apps. The mobile industry is showing no signs of slowing down. Of these, 46% of app users paid for their apps. By 2017, it is predicted that over 268 billion downloads will generate \$77 billion worth of revenue.

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- 68% of app downloaders report using their apps.
 - 57% of users who downloaded apps recently said they use said apps daily.
 - 51% use a handful of apps once a week.
 - 31% use 6 or more apps on a weekly basis.
 - 24% of these downloaders use their apps for more than 30 minutes a day.



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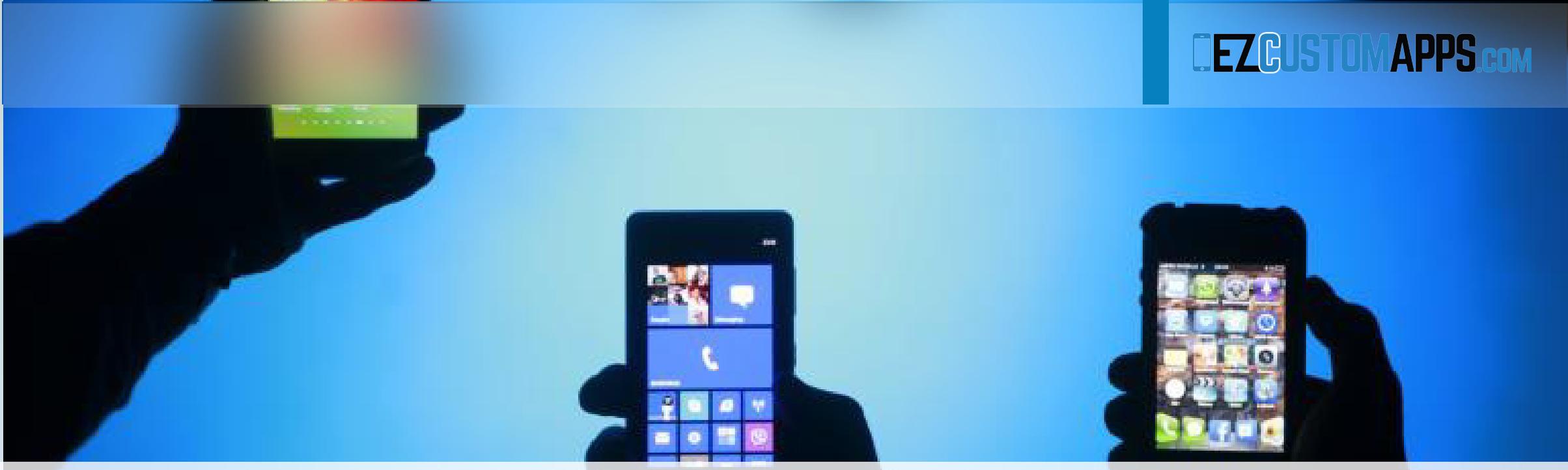
EZcustomapps.com is an app development company that is revolutionizing how apps are built for businesses. EZcustomapps.com's website and functionality allows you to make your own professional looking app for your business. It is quick, simple, and our highly trained staff is available to help you every step of the way.

How it Works

EZcustomapp.com is free to sign up and create an account. Once you are registered, you are able to start building your app with our easy to use app building interface. The interface allows you to easily move content and items around where you want it, write your own content, upload your logo, and add interactive options for your customers to use.

Once you begin building your app and decide to publish, we will submit your app for approval to the Apple and Google App Stores. While you are waiting for them to approve it, you can continue to develop and enhance your app.





Tools and Functionality

The development tool allows you to customize nearly everything on your app. You can add functions that will help promote and enhance the app such as:

- Content sections to explain your business
 - Audio/video podcasts
 - Event pages
 - Payment functionality
 - Daily news and feeds
 - Alarms and updates
 - Company and location mapping with GPS
 - Add your own content
 - About Page
 - Upcoming Events
- Accept Credit Card Payments
 - Blogs and Newsletter
 - Social Media Integration
 - Send Push Notifications
 - Google Maps
 - Images and Videos
 - Podcasts
 - External Links from app to URL
 - Embed Code Tool
 - Contact and Registration Forms
 - and much more

Who would benefit from EZcustomapps.com

Any business owner these days should have a website. For the first time ever, online navigation and search engine usage is being used more on mobile platforms instead of a traditional computer. Most businesses have not upgraded their websites to look good and fit on a mobile device. Apps makes your site/business look cleaner and more professional as well as added functionality a traditional website cannot do like alerts and notifications.

- Membership Driven Organizations
- Non-profits
- Churches
- Restaurants
- Gyms and Fitness Organizations
- Country Clubs
- Affinity Groups
- Sports Teams
- Schools and Universities/Alumni Groups
- Apartment Complexes and Resorts
- Start-ups
- Direct to consumer sites
- Any other business looking to leverage apps for mobile marketing

Ezcustomapps.com Vs the competition

EZcustomapps.com is not comparable to the "competition". The reality is, while there are websites that help you build your own app, none come close to the functionality, ease of use, and pricing that EZcustomapps.com offers.

Why EZcustomapps.com is better:

- The cost is less than the majority of the competition and the competition that is cheaper has much lower quality and functionality
- Our apps are created faster than the competition as well as the time to get it approved and launched
- Our website functionality is user friendly and easy to use and add. There is no learning curve to become a pro
- We have tech support and help along the way including training videos and information or live assistance
- No need to purchase your own Apple or Google developer account. We submit your app to the major stores and ensure all certificates are up to date
- Ongoing support and assistance for anything you may need going forward

