Introducing the New App Store

Session 301

Pedraum Pardehpoosh, App Store Product
Overview
Design
Editorial
What now?
2.2 Million
Daily destination

Give a voice to our editors

Focus on games
App Store Redesign
A closer look

Monika Gromek, App Store Design
Redesign Goals

Daily destination

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Daily destination
Give a voice to our editors
Focus on games
Clarity and simplification
Redesign Goals

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Give a voice to our editors
Focus on games
Clarity and simplification
Today
WEDNESDAY, JUNE 7

Today

WORLD PREMIERE
The Art of the Impossible

Inside the extraordinary world of Monument Valley 2.
WEDNESDAY, JUNE 7

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QUICK LOOK

Go On, Save the Tiny Aliens

Clever, stylish and endearing, Splitter Critters is one of our favorites

HOW TO

5 Tips to Get More...
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**HOW TO**

**5 Tips to Get More Out of VSCO**

VSCO
Edit and share your photos
GET
In-App Purchases
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JUNE 5
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LIFE HACK

Road Trip Wanderlust
LIFE HACK

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It’s small, intimate scenes like these
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“We want to change people’s perceptions of what games can be.”

—Dan Gray, Ustwo Games studio head

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There’s a new set of minimalist designs, stunning use of light and color, and a beautiful score. “Every level needs to play like an instrument,” says Gray.
After more than a year of development, and even a period when the game-makers wondered if they could ever surpass the original’s creativity, Ustwo has advanced our sense of awe with a puzzler for the head and the heart.

Be ready to fall in love again...only on the App Store.

Monument Valley 2
A minimalist puzzler

$4.99

Share Story
There’s a moment in the third stage of Monument Valley 2 when a landslide separates mother from child. To get her little one back, mom must navigate through an intricate, artfully crafted puzzle that constantly transforms.

Though the solution is simple, their eventual reunion—a tender embrace in front of one of the game’s signature M.C. Escher-inspired landscapes—is surprisingly moving.

Don’t let Super Senseo’s fast fights fool you. The combat doesn’t sacrifice complexity. There are plenty of abilities, fighters, and vehicles to collect, and when you win a match by blasting your opponent’s base with a superpowered laser at the last possible moment, you’ll cheer out loud.

The real gameplay in this turn-based competition happens in your head. You need to consider the best ways to react to your opponent two (or even five) moves into the future. Should you rush the main gate and wipe out their army, or knock down extractors to build your combo meter? Should you call down a meteor, flood the arena with small units, or unleash a T-Rex?

All of us have travel bucket lists, but how many of us can say we’ve put a dent in them? If you want to get out and explore the world this summer, Hitlist can help with the most important part—actually getting it booked.

Start by telling Hitlist about your dream destinations and how much time you have to travel, then let it work its magic. Before long, you’ll get travel itineraries tailored just for you. If you want to save money by splitting the cost, you can automatically build custom trips with your friends.
Featured In

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Collection: Only the most beautiful games

More by ustwo

Monument Valley
A world of uncanny beauty

Whale Trail
Fly, collect, loop & upgrade

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Games

NEW GAME
Injustice 2
When iconic superheroes collide

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Injustice 2
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Top Categories

- Action
- Arcade
- Simulation
- Puzzle
- Adventure
- Family

The Most Beautiful Games

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A brilliant puzzler
$0.99
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A serene snowboarding odyssey

$4.99

4.7, 7.8K Ratings
Game
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9+

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Ratings & Reviews

4.7
out of 5
7,867 Ratings

Truly Amazing Game
1d ago
CuriousFox25

This game is wonderful and highly enjoyable for the entire family! I love how easy it is to pick up and play wherever you are. If you need an infinite runner to play with the kids, this is the one to get. After a long day, the colorful visuals and cheery music always put me in a good mood.

Editors’ Choice

In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pull...
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Impossible to Stop Playing

⭐⭐⭐⭐⭐
2d ago
PhilSchiller

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Developer Response

Just make sure to keep the volume off!

Editors’ Choice

In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pulli more
4.7 out of 5
7,867 Ratings

A Fun Challenge
4d ago
F1racer09

I can’t even count how many hours I’ve spent playing this awesome game. The visuals are stunning and doing backflips is so addictive. But it’s not easy—I had to replay one level multiple times before moving on. I’m getting better each time I play, but I still have a lot to learn.

Editors’ Choice

In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pull more...
Information

Seller: Snowman
Size: 107.7 MB
Category: Games: Action
Compatibility: Works on this iPhone
Languages: English and 18 more
Age Rating: 9+, Infrequent/Mild Cartoon

Developer Website

Supports

GameCenter
Invite friends to play a game, and start a multiplayer game through auto-matching.
App Store Editorial
To inform, help, and inspire

Smokey Fontaine, App Store Editorial
Our principles
New tabs
More options
The big question
Who we are
Our Principles

We celebrate apps
Our Principles

We celebrate apps

We are the voice of the App Store
Our Principles

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We deliver a fresh and unexpected take
Every app has a story to tell
Four main topics
Gaming
Apps are the future of gaming
Lifestyle

Apps transform your life
Culture and Entertainment

Apps shape culture
New Tech and Innovation

Apps change everything
Topics

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Apps are the future of gaming

Lifestyle
Apps transform your life

Culture and Entertainment
Apps shape culture

New Tech and Innovation
Apps change everything
Three key intentions
Intentions

Inform

“Cool, I want to get that!”
Inform

"Cool, I want to get that!"

Help

"I had no idea. Thanks!"
Inform

“Cool, I want to get that!”

Help

“I had no idea. Thanks!”

Inspire

“Wow. That’s super interesting!”
Inform

“Cool, I want to get that!”

Help

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Inspire

“Wow. That’s super interesting!”
WEDNESDAY, JUNE 7

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It’s small, intimate scenes like these that deliver what so many people around the globe fell in love with the first time: an enchanting, get-lost-in-it mobile game with a genuinely human story.

The theme—that of a mom preparing her child for the world—is not only that wonderful journey every parent can relate to, it’s also the key gameplay innovation in this successor to the Apple Design Award winner.
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Clever, stylish and endearing, Splitter Critters is one of our favorites.

HOW TO

5 Tips to Get More Out of VSCO

VSCO
Edit and share your photos

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In-App Purchases
Like a good denim jacket, VSCO's got a coolness factor that can't be measured. But even though its filters have made it a darling among photographers, the app can be a little overwhelming at first. Don't worry—
1. Create GIFs
Sharing GIFs is easy. Making GIFs isn't. Thankfully, for a serious photo-editing app, VSCO sure knows how to party. From the camera, select the option called "DSCO," and you have a GIF maker complete with—you guessed it—VSCO filters.
3. Make Journals
Once you’re nice and inspired, create your own journal from the Studio pane. Select a few photos, and press the up arrow on the bottom right. From there, you can add text and more images to tell a beautiful, visual story.

“For a serious photo-editing app, VSCO sure knows how to party.”

4. Get Free Filters
You can never have too many filters! Even if you’re not trying to spend a lot of $$, the store is often updated with free packs of wonderfully unconventional styles.
5. Socialize
VSCO’s got a social feed hiding in plain sight. Find it by tapping the striped-circle icon on the lower left, then hit the search bar. With a minimalist layout that isn’t fueled by hashtags and likes, it might be the app’s unsung hero. Users are super-creative, so you’ll find stunning portfolios, stories, recipes, even poetry.
It All Changes on Level 201

Causality's puzzles bend space, time, and your mind—in a good way.

Want to feel like a genius? Causality can teach you time travel in about three seconds. But you have to get to level 201. That's where you learn how to make the time loops you need to help astronauts escape from more
It’s the NBA Finals!

And we’ve got two great ways to experience it.

Extraordinary performances defined the 2016–2017 NBA season. Russell Westbrook averaged a triple-double. 20-year-old Devin Booker scored 70 in one game, 14 others topped the 50-point mark, and Steph Curry continued
More ways to be featured than ever
JUNE 5

Monday

MEET THE DEVELOPER

It's a Mom's Mom's Mom's World

Peanut's Michelle Kennedy on embracing modern motherhood.
When we stumbled upon Peanut’s Instagram feed, we found ourselves double-tapping nearly every post. Nestled between the babies, bumps, and celebrity-mama quotes, we discovered a place of truth.
How did you find your voice for Peanut?
We had to be really bold. Everyone wants you to play it safe when dealing with motherhood. There wasn’t anyone out there being cheeky, taking risks, acknowledging the good and the bad.

“Peanut isn’t a product about babies and children. It’s for women who happen to have babies and children.”

Michelle Kennedy, Peanut Founder & CEO

You’ve worked at Badoo, Bumble, and now Peanut. What have you learned about social media?
People are so quick to say technology is damaging human relationships. It’s not. It’s making everyone more accessible.
What would you tell young women who are just starting their careers?
That you don’t have to be a different person when you walk into that investor meeting. You can just be you and be confident. I heard that message 15 years ago but didn’t really understand. We need to keep telling young women that over and over so we all actually start to believe it.

Like peanut butter & jelly!
Sarah waved at you too.

SAY HEY
Has this been the response of all men?
No. Actually, I just got a message on my LinkedIn from a husband who told me *Peanut* has “been an incredible lifeline” for his wife. What an amazing husband! With modern woman comes modern man...

“Peanut is human interaction in real life facilitated by technology.”
Michelle Kennedy, Peanut Founder & CEO

What if *Peanut* existed when you were a new mom?
When I had my son, my girlfriends would be out, and I remember thinking, “What happened to my life?” To have had just one other woman say, “Hi! I’m also awake for a 2 a.m. feeding” would’ve made the feeling of “I must...”
Apps

Rediscover This
Airbnb
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See All
Games

NEW GAME

Injustice 2
When iconic superheroes collide

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New Games We Love
Zombie Gunship Survival
Tour the apocalypse

See All
THE DAILY LIST
15 Inspired Indie Games

- Splitter Critters
  A cute and challenging puzzler
  $2.99

- _PRISM
  Perspective puzzles
  $2.99

- 80 Days
  Adventure through text
  $4.99

- Digby Forever
  Frantic arcade action
  GET
The Big Question
How do you reach us?
AppStore.com/promote
What Now?

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Healthy recipes and meals
IN-APP PURCHASE

Reverb

for Pacemaker

Size matters—control the size of the room

$1.99

djay 2 for iPhone

Ready to rock your next party

$1.99
What’s New
Version 2.3.2

We’ve revamped some vital features that will make you enjoy the app even more. :-)
~ Match Machine in the Mix View

In-App Purchases
Reverb
Size matters—control the size of the room
$1.99

Information
Seller
Pacemaker Music AB

Size
155.2 MB

Category
Apps: Music

Compatibility
Works on this iPhone
Alto's Adventure
A serene snowboarding odyssey

$4.99

4.7, 7.8K Ratings
Game
Action
Age Rating

Offers iPad and Apple TV Apps

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Ratings & Reviews

4.7 out of 5

24,467 Ratings

Fantastic Travel App

1d ago
PattyGallagher2017

One of the most useful travel apps out there. Initially I was skeptical that a free app could help me plan my trips, but...
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Ratings and Reviews
375,000 responses to reviews
Ratings & Reviews

4.7 out of 5
7,867 Ratings

Impossible to Stop Playing
2d ago
PhilSchiller

This game rocks! Ever since I unlocked the wingsuit I haven’t been able to put it down... even during our ET meetings.

Developer Response
1h ago

Just make sure to keep the volume off!

Editors’ Choice

In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pulli... more
Search
50% tap-to-conversion rate

$1 average CPA
Summary

In-app purchases
Subtitles
Video app previews
Promotional text
Search Ads
More Information

https://developer.apple.com/wwdc17/301
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