



# WE HAVE AN APP FOR THAT

By Dena Pruett

Smartphones are changing the way we communicate. Of the world's 4 billion mobile phones in use, 1.08 billion are smartphones. People across the globe connect through text messaging, social networking sites, and blogs – wherever and whenever.

The popular appeal of smartphones has led to the rise of the app – application software designed to perform specific tasks. Many apps are enabling users to become confident global citizens with a simple click of a button. Lost in a new city? Need a translator while visiting Spain? There is an app for that. Apps that are created purely for entertainment purposes have value as well as they push the technology forward, paving the way for more intuitive capabilities.

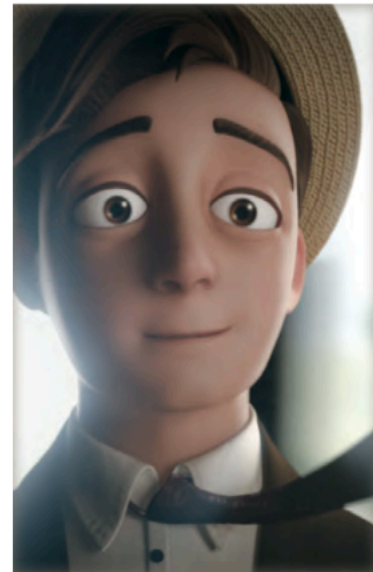
Several Centenary faculty members, alumni, and students have been at the forefront of this cutting-edge technology.

A group of students, alumni, and faculty developed Pherophone, an Android application that lets users leave time-sensitive messages at specific GPS coordinates for others to find. Working on the project were Jacob Jennings '12, Kathryn Hardey '12, and Dr. Mark Goadrich. From that beginning, the members of the group have contributed their talents to Twin Engines Lab and Moonbot Studios.

The Fantastic Flying Books of Mr. Morris Lessmore app from Moonbot Studios is an interactive, narrative experience about people who devote their lives to books and books who return the favor. The app has won numerous

awards, and Centenary students Nolan Baker '10 from Moonbot Studios and Jacob Jennings from Twin Engines Lab assisted in the programming and development. In February 2012, *The Fantastic Flying Books of Mr. Morris Lessmore* won an Oscar at the Academy Awards for Best Animated Short Film.

The Numberlys is the second story app from Moonbot Studios and presents a



fanciful depiction of the origins of the alphabet. Nolan Baker and junior math major Jackson Blankstein '13, who is interning at Moonbot, assisted in the production of the app. Baker and Blankstein both worked on programming with Baker also taking part in the designing.

"I came to Centenary having always had an interest in programming but never actually pursuing it. With Dr. Goadrich's help, I have achieved more than I ever thought possible," said Blankstein. "The Numberlys is the first app that I have ever worked on, and it was surreal when the app was sent off to Apple."

Seniors Jacob Jennings and Kathryn Hardey are interns at Twin Engines Lab. Twin Engines Lab has developed various apps, including American Songwriter, Cisco Avantgarde, ZeneScene, CRM, and the social polling app Copinionation. Nolan Baker also spent time at Twin Engines Lab assisting with ZeneScene and Copinionation. ■

## BY THE NUMBERS...

**43** percent of U.S. adults have apps on their phones and 2/3 use them regularly

**82** percent of adults are active cell phone users

**300K** mobile apps have been developed in just three years

**11 BILLION** is the number of times the most popular apps have been downloaded