Healthcare & the Mobile Lifestyle

Matt Johnson
EVP Bottle Rocket | GM Thruster

Who We Are

5+ Years - founded the day after Steve Jobs announced the platform

170+ Rocketeers and growing

150+ Premium brand experiences published

4 Apps in the Apple Hall of Fame

= Highest quality apps for the world’s most discriminating brands
What We Do

Strategy
Discovering the User Experience at the intersection of your brand, your business goals and the mobile app environment.

Creative
Crafting a pixel-perfect, delightful Brand Experience.

Development
Constructing stable, elegantly-written software based on 5+ years of Bottle Rocket best practices.

Quality Assurance
Ensuring a superior product through rigorous testing.

Solutions
Leveraging our experience to craft best-in-class solutions.

Our Clients
Some of Our Work

NPR for iPad

- iPad Launch Partner
- iTunes App of the Week
- #1 News App & #3 Music App
- Featured in 40+ places in the App Store, including ‘App Essentials,’ ‘What’s Hot’ and ‘Best Free Apps’

“NPR had one of the first ever iPad apps, and it’s still one of the most useful for catching up on the news.”

TIME
“30 Best Apps for Apple’s New iPad”
The Civil War Today

- Featured in 85 Places in the App Store, including App of the Week and iPad Essentials
- #1 grossing and downloaded entertainment app in the App Store
- #6 grossing and #8 downloaded overall in the App Store

“It’s just so damn cool.”

TechCrunch

“The Civil War Today: One Of The Coolest iPad Apps I’ve Seen In A Long Time”

In the Kitchen

- #7 grossing in App Store
- #1 grossing in Lifestyle and Food & Drink in the App Store
- Featured in over 40 places in the App Store, including iPad Essentials and Best New Apps
- 4 Stars in App Store and Google Play

“Food Network in the Kitchen is an appetizing $2 addendum to the TV network.”

USA TODAY

“Food Network in the Kitchen: A delicious app”
Why Mobile?

Serious Games

Simulations

Achievements
Analytics & Insights

Bottle Rocket Case Studies
(application to healthcare)
iTunes App of the Week

#1 Paid Entertainment App

Watch NBC

iOS7 Launch Partner

Featured in Apple’s iOS7 Keynote

Featured in App Store “Designed for iOS7”

#2 Entertainment App in the App Store

2 million installs in the first week

Closed captioning support

Science 360 for iPad

#1 Education App in the App Store

#3 overall in the App Store

Featured in over 300 places in the app store, including Staff Favorites and What’s Hot

"Science360 for iPad is a visual extravaganza"

Tony Hoffman
PC Magazine
### MyQL

- 4.5 Stars in App Store
- Tracks important documents and contacts
- Uses device camera to capture documents, transmits them Quicken

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### Chick-fil-A

- Launched 12/18/13
- Day parted home screen
- Detailed menu screen includes allergen filter
- 5 Stars in the App Store
- Ordering and loyalty features in production
Enterprise medical dictation transfers files securely to Philips EMR system where the files are transcribed and inserted into the patient’s records.

BitGenie Sales Tool

- Enterprise sales enablement tool for global oil services firm
- Stunning user experience sets the standard for enterprise solutions
- Product lookup, search, configuration and demonstration
- Includes over 7,000 3D models of products and detailed product data visualizations.
Team Health for iPad

- Recruiting and careers app targeting doctors on the iPad - a device that's commonly used in medical settings
- Search wizard allows candidates to narrow results based on personal preference
- Uses location to target search and provide relevant information via Trulia, Yelp and Great Schools

Mindstorms Ev3 App

- Controls robots built using the Mindstorm kit via bluetooth
- App senses robot type and serves the appropriate controls
- Controls speech, motion and weapons via on-screen commands and hand / device motion
- User-configurable controls for custom robots
- Smart home control for home monitoring, security, live and on-demand audio and video entertainment, personal media storage, and telemedicine
- iPhone, iPad, Android phone and tablet apps integrate with system to control services.
- Project encompasses data security, dozens of third party integrations and external hardware interaction

JWT Trends & Predictions
#1 Immersive Experiences

#4 Mobile as a Gateway to Opportunity

#5 Telepathic Technology

#10 Mindful Living

Let’s build something amazing together

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