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iPhone apps banner  
iTunes

## [Apple Airds New iPhone Ads - 'Dine,' 'Nature,' and 'Pass'](#)

### *Apple confirms 75,000 apps in the App Store*

[Apple](#) has started airing three new [iPhone](#) commercials emphasizing that its App Store currently holds some 75,000 applications for iPhone and iPod touch. The ads continue Apple's manner of marketing the iPhone as a universal tool that comes in handy in just about any situation.

Also worth noting is that Apple's latest spots break away from the company's three-apps-per-ad theme, now highlighting six apps in each ad, while the company's website offers links to the iTunes App Store page, where all the featured apps can be found. So, here are the "lucky" apps, broken down by ads:

#### Dine

- TripCase (Free);
- New York Subway 09 (\$4.99);
- Epicurious Recipes & Shopping List (Free);
- Zagat To Go '09 (\$9.99);
- Quickoffice Mobile Office Suite - (\$9.99);
- Gap StyleMixer - (Free).

#### Nature

- iXpenseIt - (\$4.99);
- DailyFinance - (Free);
- GuitarToolkit - (\$9.99);
- Lonely Planet Mandarin Phrasebook - (\$9.99);
- iBird Explorer Plus - (\$19.99);
- Pizza Hut - (Free).

#### Pass

- Fandango - (Free);
- G-Park - (\$0.99);
- VocabWiz College Vocabulary - (\$4.99);
- 365 Crosswords - (\$4.99);
- Classics - (\$2.99);
- ABC Animals - (\$1.99).

"Snap pictures of books or CDs and instantly read reviews; flick through available apartments in your 'hood; turn your iPhone into a mobile credit card terminal; and much more. Part fun. Part function. Here are the extraordinary apps featured in the TV ads - available for your iPhone and iPod touch. Have fun with apps that entertain, assist, educate and simply delight," Apple says on [the designated iTunes page](#) featuring iPhone Apps from the TV ads.

While Apple's iPhone ads continue to inspire, the same thing cannot be said about the company's Get a Mac campaign, which, although featuring great characters, has been singing the same tune for over a year now. Visit Apple's website [here](#) to catch the latest iPhone ads, and [here](#) to see the newest Get a Mac spots.