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World of Apple

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## [Apple Tells iPhone Devs to Hurry Up with Those Apps](#)

*Developers prompted to send in their apps for the debut of the App Store*

Apple just loves issuing deadline announcements, [doesn't it](#)? Today, the company has sent e-mails to all of the developers subscribed to its iPhone Developer Program, telling them to polish up on those apps and have them sent in to be available for the launch of the App Store. World of Apple posted a screenshot of the e-mail in question (above). The text reads: "Have your application be among the first available when the App Store goes live." To ensure your application can be considered for the exciting launch of the App Store, submit your application by 12 PM PDT, on July 7, 2008. We will continue to accept applications after this time, however your application may not be available until after the launch of the App Store. Conduct final testing of your application with iPhone OS beta eight and submit your app today." Ah, the [App Store](#)... Such a marvelous announcement that was! Apple's WWDC revealed this year that applications under 10 MB can be downloaded over the cellular network. Users looking to download pieces of software larger than 10 MB will have to get them over Wi-Fi or by syncing to iTunes. Applications are downloaded directly from the new App Store. Most apps use pretty much every groundbreaking technology crammed inside that handset. Besides the accelerometer and multi-touch capabilities, iPhone also sports 3D positional sound, as well as GPS. The App Store will be accessible from just about anywhere, for both original iPhone owners, as well as buyers of the upcoming 3G device. As long as you upgrade your iPhone to [firmware 2.0](#) (free upgrade) you will be able to browse categories, do a keyword search, or take a look at recommendations to ultimately download and install applications directly onto your iPhone. After downloading and installing an app, you will even be notified whenever an update is available for one of your apps.