

School-Specific iPhone Application

FOR PROSPECTIVE STUDENTS



A recent report noted that, "Interest in **Apple's iPhone** amongst high school teenagers is **on the rise**, according to a new study from investment research firm Piper Jaffray, which found that nearly **twice as many students are planning to buy one** of the touchscreen handsets in the next six months compared to last year."

WHY A SCHOOL-SPECIFIC iPhone APP?

Did you know that **46% of all teenagers have either an iPhone or an iPod Touch** and are using them to access the Internet? Are your marketing efforts effectively reaching these **highly mobile and savvy Internet users**? We can assist you in formulating a mobile marketing and recruitment strategy for connecting with prospective students and parents.

Hobsons has partnered with Straxis Technology to provide schools with a new way to reach students. Leveraging the ever-growing popularity of handheld mobile devices, Hobsons now offers school-specific apps for the iPhone, iPod Touch, iPad, and forthcoming Android technology. These apps will be competitively priced and **allow prospective students to research your school on the go**, with access to campus information, videos, events calendars, and much more.

FEATURES & BENEFITS

- Schools can choose from **a number of modules** for this application, including news, weather, and athletics feeds; campus directories/maps and events calendars; course descriptions; message boards; college checklists; school newspapers and bulletins; campus tours (coming soon); polls; photos and videos; Twitter feeds; links to external references; fight songs; and a "Share This" link. We continue to introduce additional modules for these applications and encourage higher education professionals to share their suggestions for improvement.
- In general, **no IT support is needed** for the majority of these modules.
- Straxis **accepts a variety of feeds, files, and APIs** based on each school's needs.
- These school-specific apps can be promoted via ads on Hobsons' Web sites as well as Web links on our hub pages.

QUICK FACTS

- School-specific applications for prospective students are a popular initiative among colleges. Schools that have recently built apps include Tulane, West Point, Boston College, University of Kansas, and University of Nebraska.
- 46% of all teenagers have either an iPhone or an iPod Touch and are using them to access the Internet.
- 35 million people (age 13–24) own the iPhone and/or iPod Touch.
- From June to December of 2009, 33 million more people became iPhone/iPod Touch owners. This marks a market adoption increase of 78.57 percent.
- Eight million iPads are predicted to be sold this year.