

Hearst App Lab Presents...

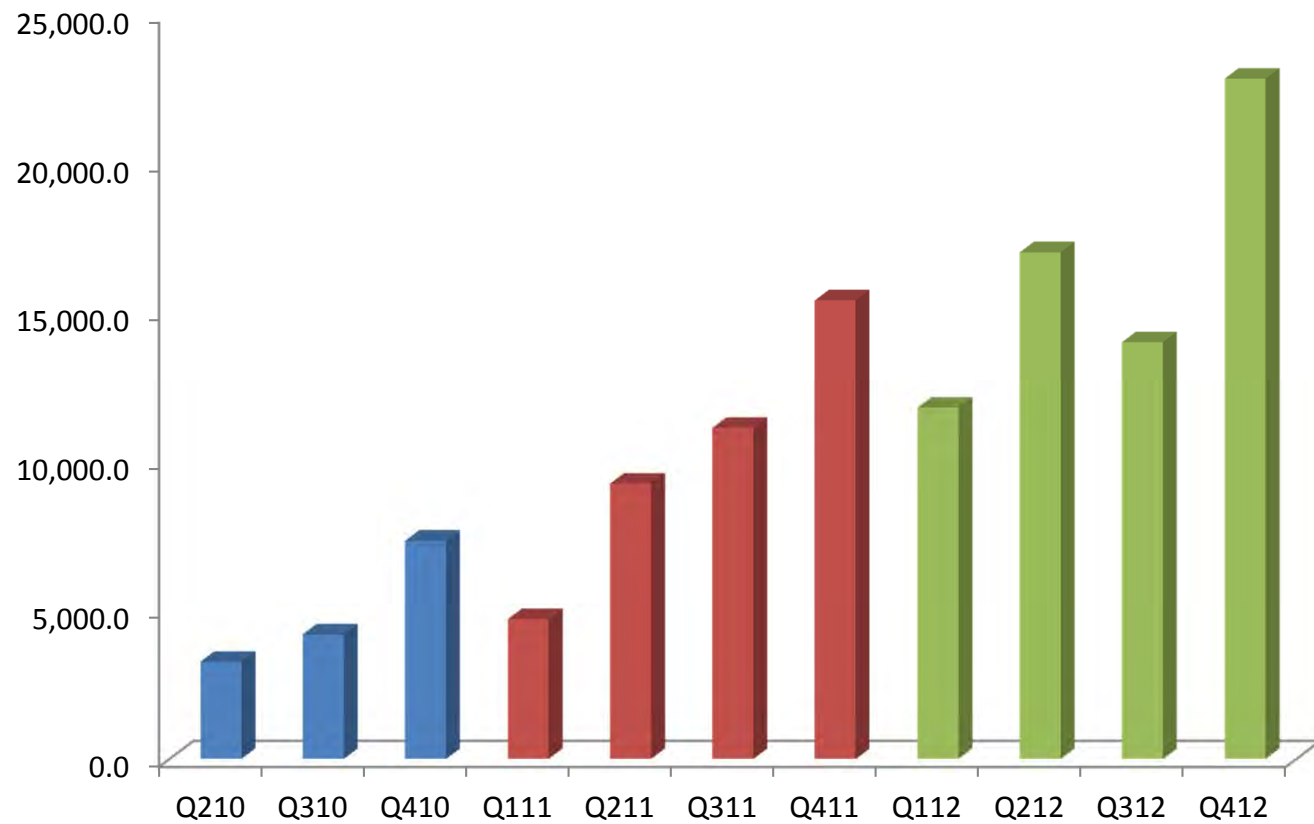




*"...fastest
growing
consumer
tech
product
ever."*

-
*Mary
Meeker*

Over 120mm Sold!



Source: Apple

Tablets Redefining the Personal Computing Industry



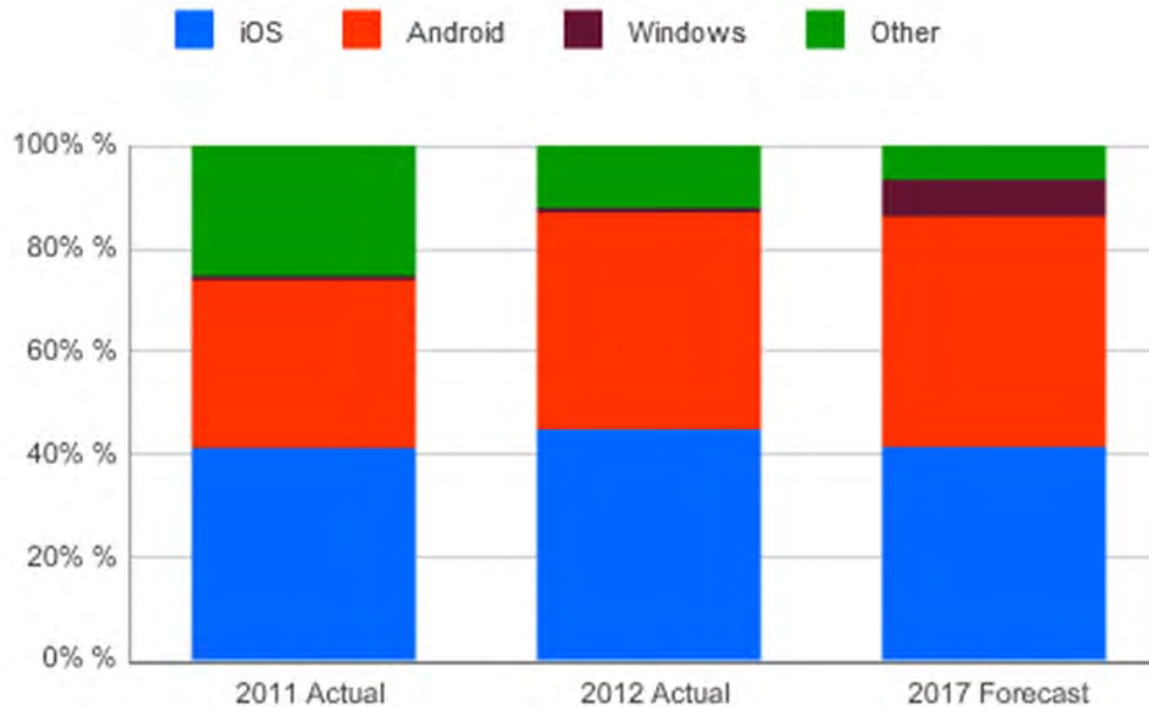
Device Type	2012	2013	2014	2017	% change
PCs and Ultramobiles	351,085	338,821	341,002	367,962	5%
Tablet	116,113	197,202	265,731	467,951	303%
Total	467,198	536,023	606,733	835,913	79%

Source: Gartner

Google Android Tablets Competing Well

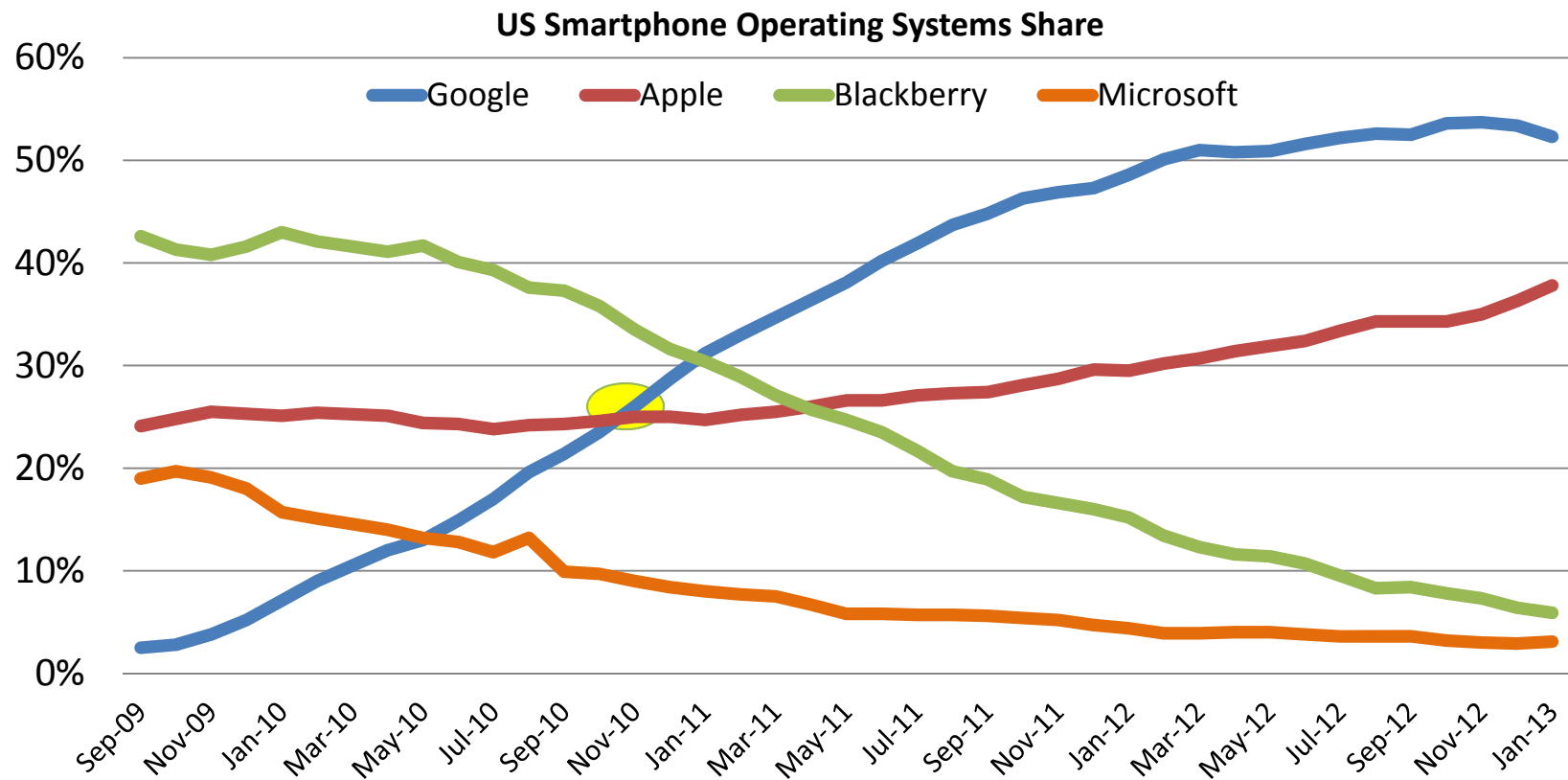


Worldwide Tablet Market Forecast by OS,
Unit Shipments, 4Q 2012



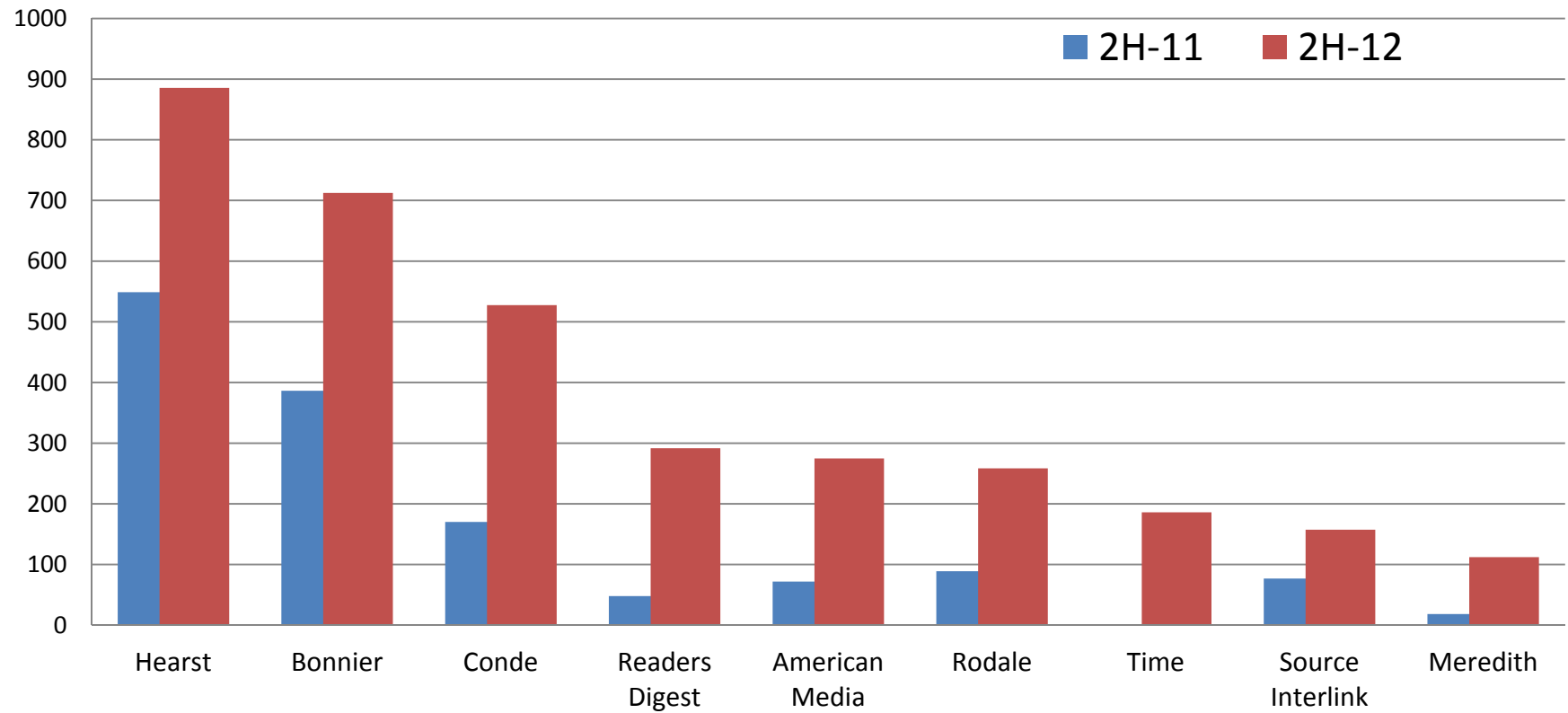
Source: IDC

Can Google Repeat Their Smartphone Success?



Source: ComScore

The Entire Digital Magazine Industry is Thriving



Source: AAM Fas-Fax

What is the Digital Magazine of the Future?

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES
BY THE ESQUIRE MAGAZINE EDITORIAL STAFF

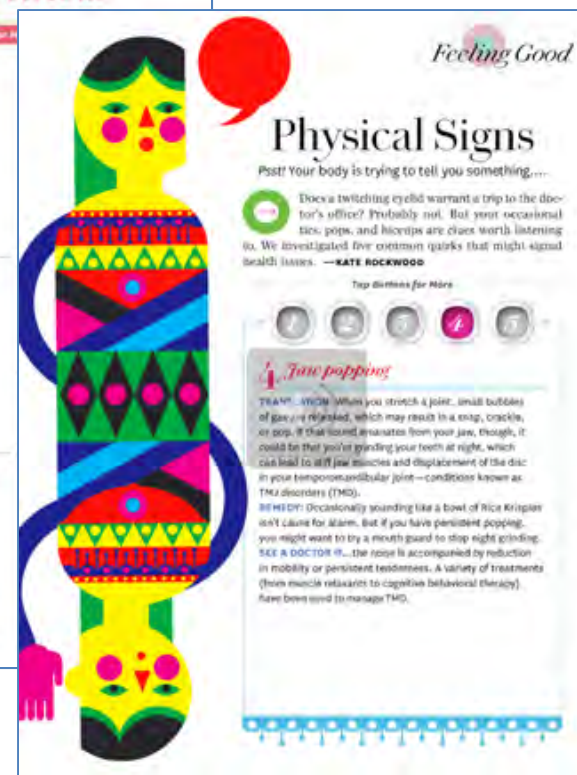
THE MAGAZINE ADVERTISED HAS BEEN RATED



www.esquire.com

#redford

Hot Spots & Tap to Reveal

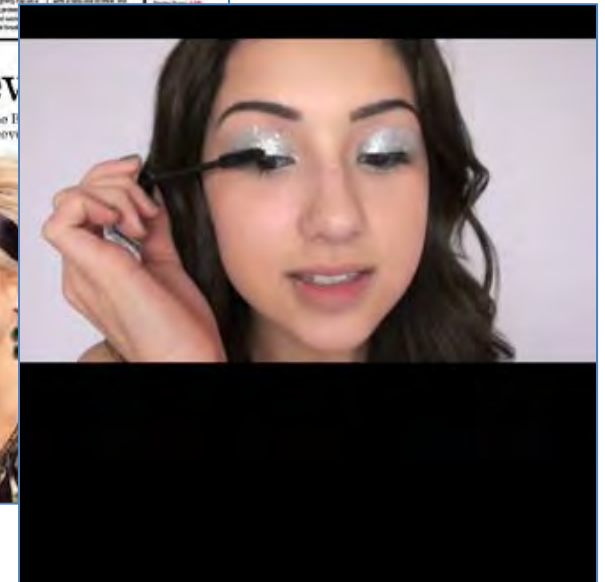


Embedded Video

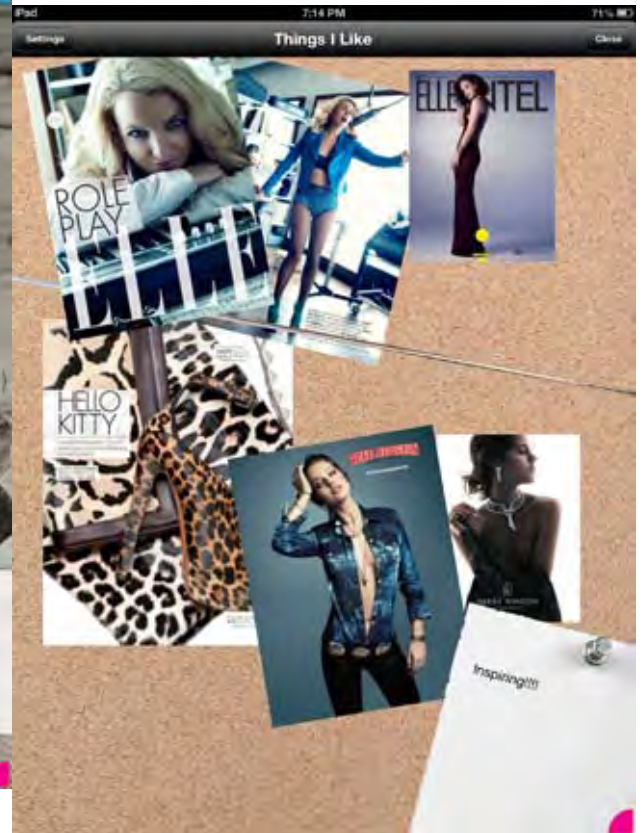
Esquire



seventeen

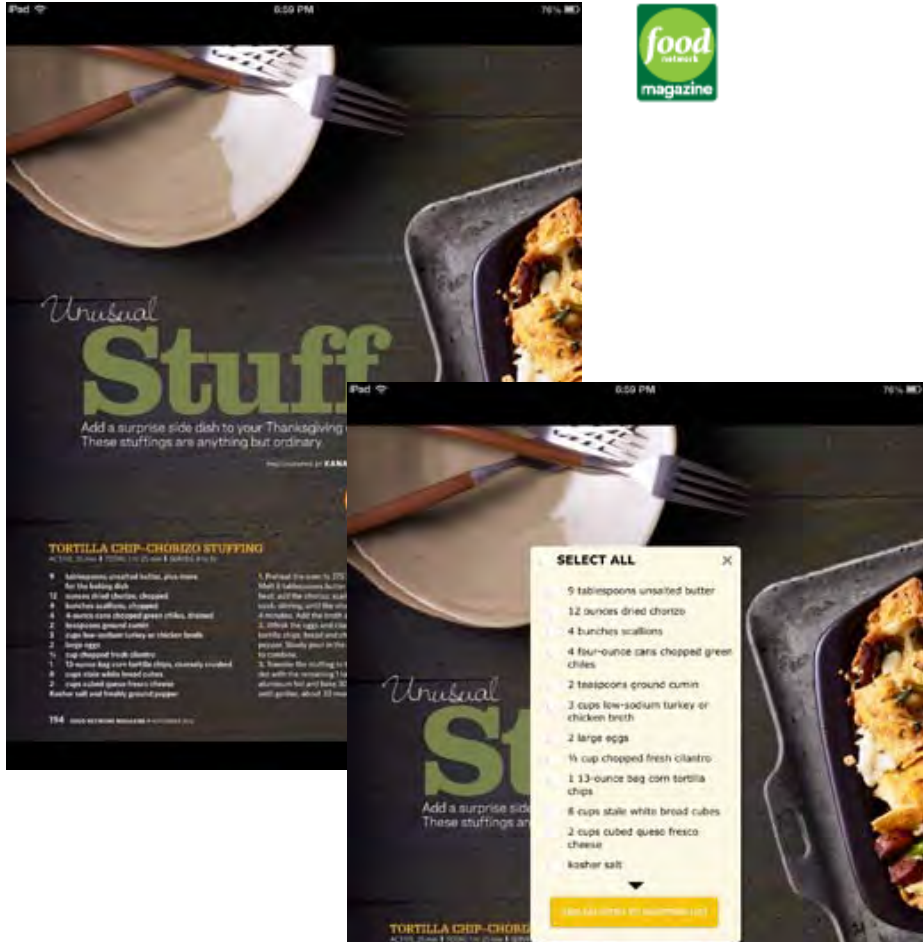


Personal Stylist & Inspiration Boards



ELLE

Custom Favorites & Recipe Lists



Virtual Makeup Tester



Talk to Esquire



TALK TO **Esquire** RETURN TO ESQUIRE IPAD EDITION

Talk to Our Columnists...

Big Night Out?
TALK TO ESQUIRE'S FASHION DIRECTOR

→ 2 min

NICK SULLIVAN

Bored with Ordinary Cocktails?
TALK TO ESQUIRE'S DRINKS COLUMNIST

→ 3 - 4 min

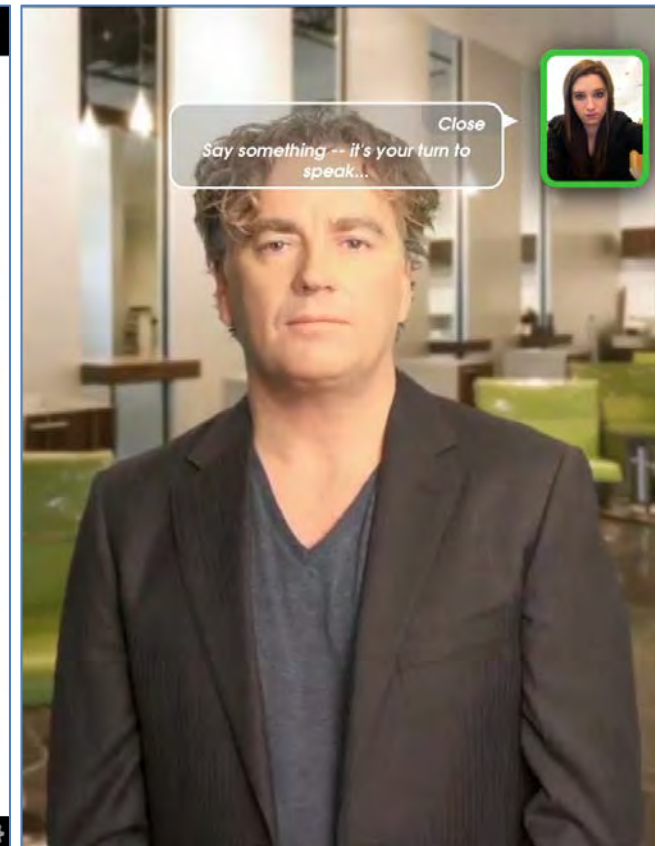
DAVID WONDRIK

Need Help with Your Hair?
TALK TO ESQUIRE'S GROOMING COLUMNIST

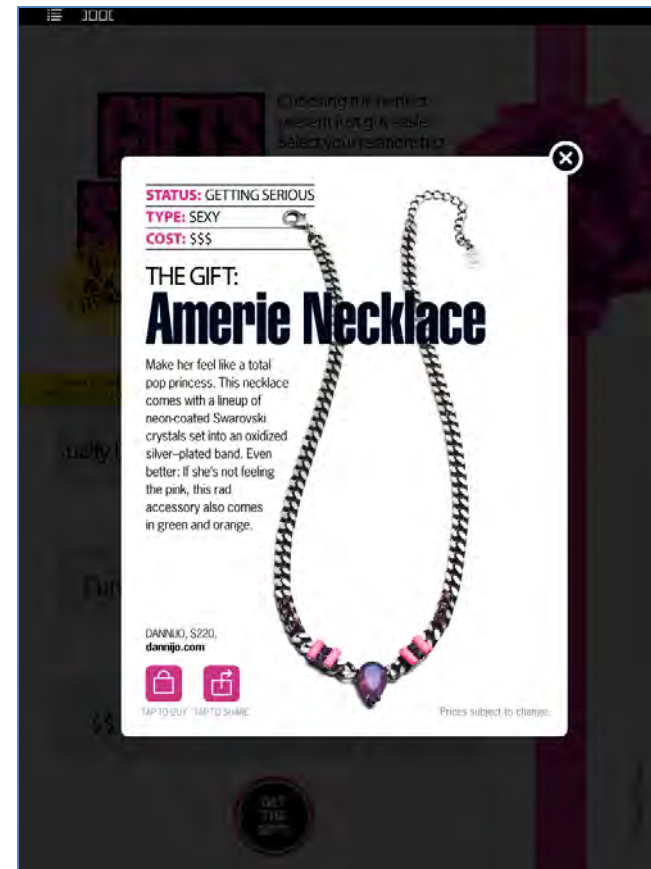
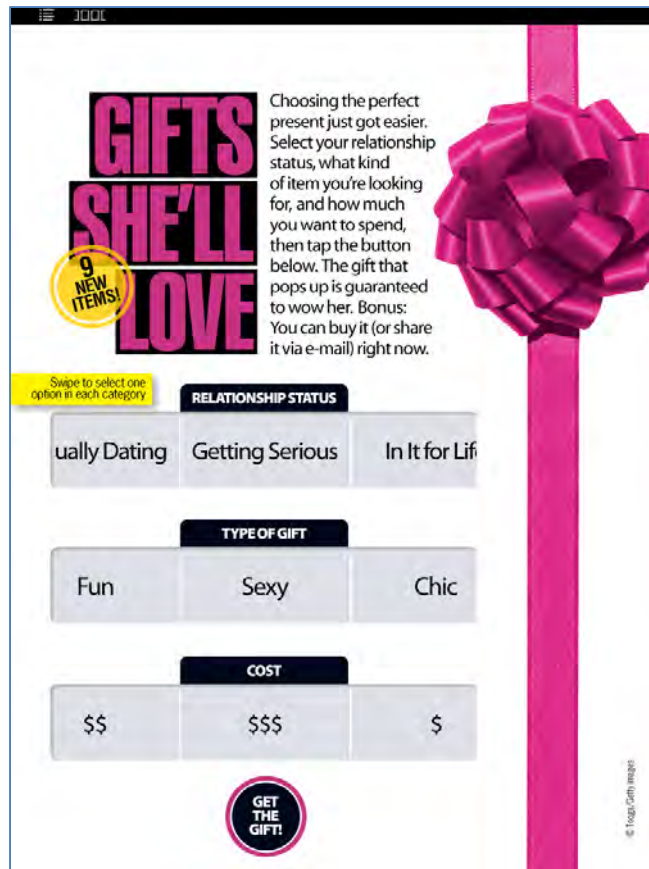
→ 1 min

RODNEY CUTLER

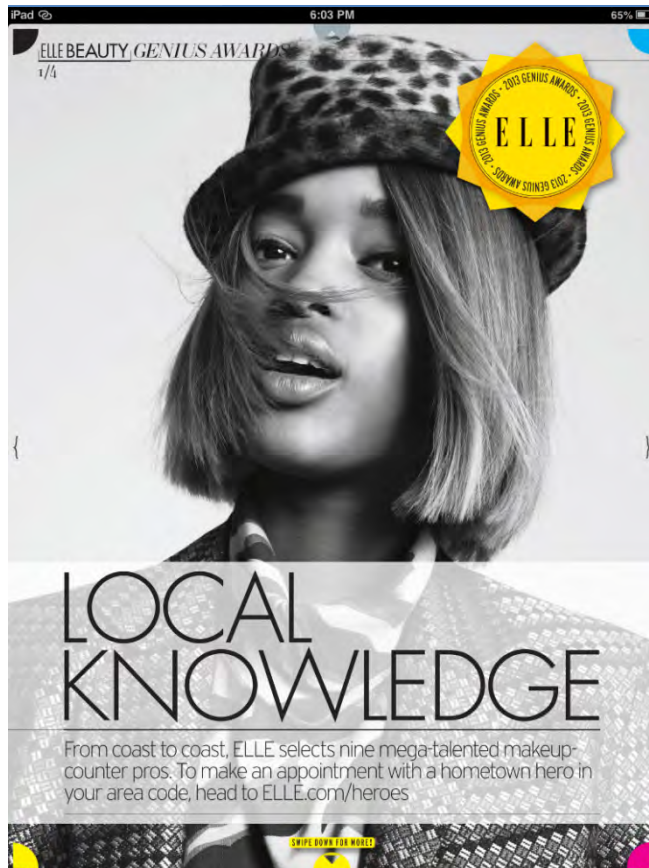
Designed in collaboration with and powered by **volio**



Interactive Quizzes & Gift Guides



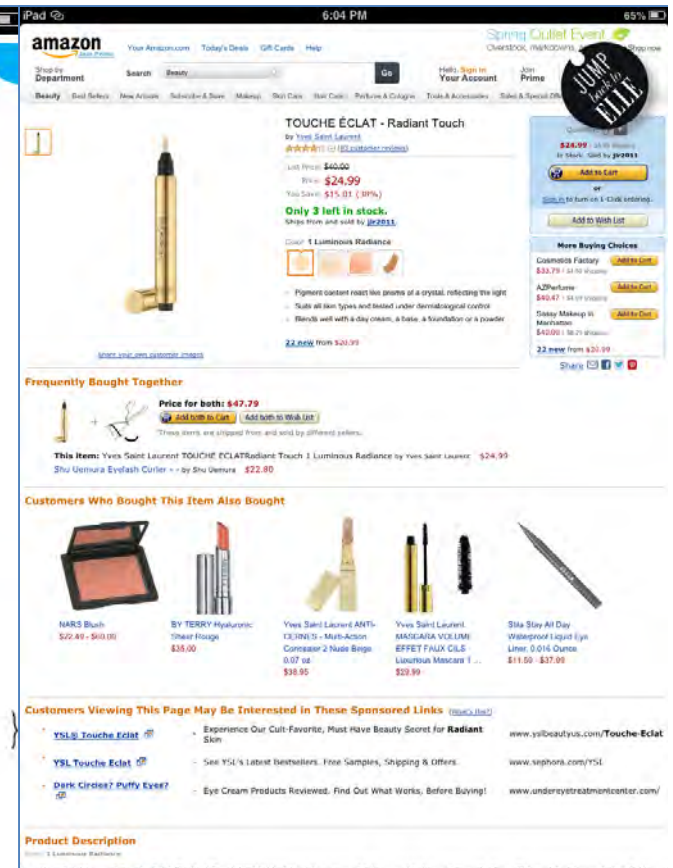
Tap to Buy



GABRIELA OROZCO

phora, South Coast
ta Mesa, CA
bride's best friend,
ers timeless makeup
breathtaking both
day and many
ies later.
Soto, preparation is
s the groundwork for
inish by smoothing
Make Up For Ever HD
re applying foundation.
"hydrates, tightens, and
es," he says.

arins,
dale's Fashion Island,
each, CA
e defier Orozco turns
ock temporarily,
e help of fillers.
ozco prevents makeup
ating into fine lines
les by using a setting
as Clarins Fix' Make-
ning Mist. Morning
n anchors makeup
in place, and an evening spritz
mattifies midday shine.



Interactive Games



Popular Mechanics



Interactive Advertisements

MADE WITH 100% ANGUS BEEF.
MADE FOR 75% GROWN-UPS.

MEN. EASIER FED THAN UNDERSTOOD.

BALL PARK® ANGUS BEEF FRANKS.
Premium Angus beef hot dogs full of enough hearty deliciousness to satisfy guys of all shapes, sizes and maturity levels. Available in original or bun size.

Facebook.com/ballparkfranks

Tap to view recipes

Tap logo to find guy food near you

The advertisement features a man and a woman sitting on a couch, with a hot dog icon in the bottom right corner.

pretty brilliant.

Style meets substance. The Samsung Galaxy S™ II Skyrocket™ smartphone is the total

Shop Now Remind Me

or call 1-800-844-4906

The advertisement shows a Samsung Galaxy S II smartphone with various app icons on the screen.

view gallery. watch trailer.

THE PLAYBOY CLUB

SEPT 19 MONDAYS 10/9c

The advertisement features a woman in a Playboy bunny costume and a man in a suit, with a key icon in the bottom right corner.

Now find a ring that will last a lifetime.

Find a **Platinum Engagement Ring** to fit your budget

(ENTER YOUR SALARY)

1 2 3
4 5 6
7 8 9
0 CLEAR

ENTER

PLATINUM

The advertisement shows a digital keypad for entering a salary, with a 'CLEAR' button and an 'ENTER' button.

State of the Art App Lab Space



My Email Address: cwilkes@hearst.com