



IMDb and DropZap Represent the Top Free and Paid Socially Recommended Apps According to envIO Networks' iPhone App Chorus

Andover, MA – February 1, 2010 – envIO networks, a leading social networking software development company, today announces new user data based on activity from its popular [Chorus iPhone Application](#). First issued in December 2009, the new report focuses on the most popular free and paid socially recommended apps within the Chorus community.

Since its launch in November of last year, Chorus users have invited on average 75 friends. Chorus users are active and engaged, with over a third of the daily users generating activity – rating, reviewing and commenting on friends' activities. The community based on shared interests and the discovery of applications is booming as people try to manage the vast amount of iPhone apps to hit the market. [Chorus](#) is currently available on iPhone and iPod touch, making it easy for users to connect with friends, see their activities, and share recommendations. envIO is developing Chorus for other leading smart phone platforms. This will help users connect with friends to discover valued apps irrespective of the type of smart phone their friends use.

Based on the latest data, the most popular free and paid apps for December were IMDb and DropZap, which took over for FunMail and Touch DJ respectively. Demonstrating continuing evolution in consumer tastes and preferences, not one of the top recommended apps from November made it to December's top ten list.

The following activity was based over the month of December 2009, covering tens of thousands of user interactions and download attempts.

Top 10 Most Recommended Apps Among Chorus Community December 2009:



This Month Rank		App Name	Price
1	Debut	IMDb	Free
2	Debut	AccuWeather.com	Free
3	Debut	Dragon Dictation	Free
4	Debut	AT&T Mark the Spot	Free
5	Debut	redbox	Free
6	Debut	Bing	Free
7	Debut	fring	Free
8	Debut	Ustream Live Broadcaster	Free
9	Debut	Background Check App	Free
10	Debut	Order Pizza	Free

Top 10 Free Apps for December 2009 based on buy attempts:

This Month Rank	Change from Last	App Name	Price
1	Debut	IMDb	Free
2	No Change	AccuWeather.com	Free
3	Debut	AT&T Mark the Spot	Free
4	Debut	Background Check App	Free
5	Debut	Dragon Dictation	Free
6	Debut	Order Pizza	Free



7	Down 4	redbox	Free
8	Debut	Bing	Free
9	Debut	Ustream Live Broadcaster	Free
10	Debut	fring	Free

Top 10 Paid Apps for December 2009 based on buy attempts:

This Month Rank	Change from Last	App Name	Price
1	Debut	DropZap	\$0.99
2	Debut	Santa's Run	\$0.99
3	Debut	1Password Pro	\$7.99
4	No Change	Garters & Ghoul's	\$2.99
5	Down 2	AppButler - App Organizer	\$0.99
6	Debut	Pig Rush	\$0.99
7	Debut	WhatsApp Messenger	\$0.99
8	Debut	MobileRSS for Google RSS Reader	\$3.99
9	Debut	iBALLS:STEEL	\$0.99
10	Down 4	Park'n Find	\$0.99

“Chorus has become an extremely popular and valuable tool among app users, helping them connect with the people they trust most to discover apps that are most relevant from the thousands of choices available,” said Vladimir Edelman, VP of Marketing and Business Development of envIO networks, the company behind Chorus. “Social recommendation of relevant apps is a paradigm shift in the discovery process, helping users save time and money. For app publishers,



Chorus and its Social Genome engine represent an innovative way to track and reach their most avid fans and their friends.”

About ChorusChorus™ was developed by the team at envIO networks, inc. Chorus, is currently available as a standalone app from Apple's App Store via iTunes at <http://tinyurl.com/ygcas9u>

About envIO networks, inc. envIO Network's patent-pending Social Genome™ technology leverages social networks to help consumers discover relevant mobile apps and content. envIO is working with leading network operators, device manufacturers, publishers, developers and advertisers to incorporate the power and persuasion of the consumer's own social network into the mobile app and content selection process. envIO was founded by a seasoned entrepreneurial team with a track record of successful start-ups in the wireless platform and application spaces. The company is backed by premier venture capital companies, Matrix Partners and North Bridge Venture Partners.

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