#### Case Study:

# iPhone Application for Fitness Videos

## Entertainment Industry

#### Client Situation

Client approached Experis IT to design and develop an iPhone application for fitness expert "Denise Austin" enabling the users to watch fitness videos on their iPhone, iPod touch and iPad.

Client envisioned developing iPhone application show-casing fitness videos of Denise Austin.

Key objectives of the project were:

- 1. Enable the user with easy accessibility of the videos on a click, whenever they wished
- 2. The users also have the provision of customizing the workout as per their interest by selecting videos and making their own playlist

## **Experis IT Solution**

Experis IT developed an engine, which will enable users to play multiple videos automatically from their playlist.

## **Technology Specifications**

Experis IT developed and deployed the Workflow applications using the components:

Key Components		
Application	Denise Austin Fit In 5 - Workouts	
Solution Components	Operating System:	iOS 4.2
-	Client:	iPhone, iPod touch and iPad
	RDBMS:	SQLite
	Development Tool (IDE):	Xcode
	Language:	Objective C

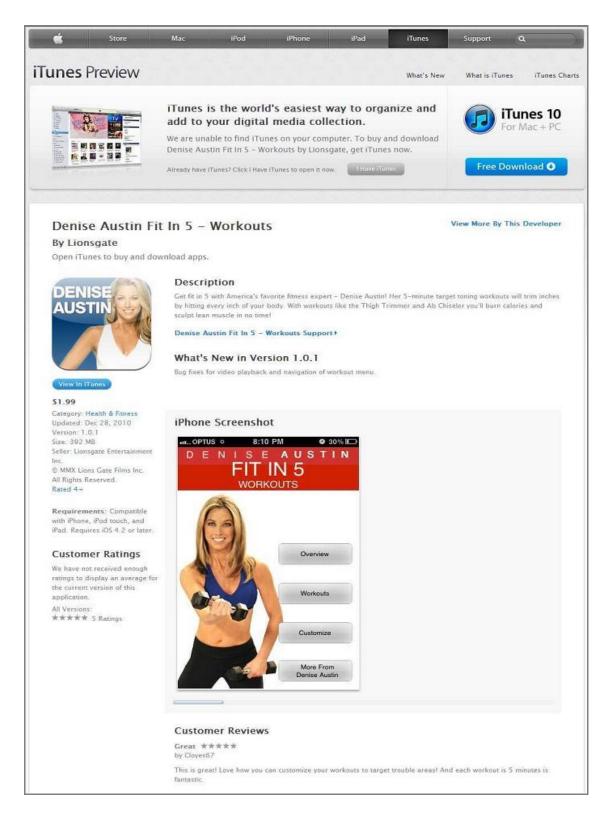
#### About Experis IT

Experis IT is a leading provider of customized IT staffing, technical and business process solutions with offices across major markets in India and Singapore.

Now a ManpowerGroup company, Experis IT leverages its expertise by providing clients with a single source solution for highly skilled talent and technology solutions in IT.



### Sample Screenshots



#### Client Benefits:

Following is a snapshot of the beneficial features of the application:

- 1. Create / Edit / Delete custom workouts.
- Linking with Denise Austin facebook and twitter page.
  Linking with Client shop to purchase DVD's of Denise Austin View trailers of Denise Austin fitness workouts

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