

News Over Wireless



iPhone & iPad Product Specification Document



We Make Mobile Easy!

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NOW iPhone & iPad Application Assets

The NOW iPhone & iPad Application is a white-label application capable of being branded by each NOW content partner. This document discusses the multiple classes of marketing assets required to launch a branded NOW iPhone Application.

NOW has a set of generic marketing assets that can be applied to each application, but expects that each partner will want to provide their own branded marketing assets. It is your responsibility to create each asset to specifications provided by NOW. NOW will not create custom assets nor will NOW modify custom assets.

It should be noted that some assets are **required** while others are **optional**.

As you build out your assets, please be sure to **name them correctly**. This will help us ensure that no errors are made when creating your application.

Android Assets

The NOW Android Application is also a white-label application, which is branded exactly like the iPhone Application. The assets you provide for the NOW iPhone & iPad Application will be reused in the creation of your Android Application.

Process & Timing

If you are adding an iPhone application to your current NOW product line, then we will need to get your assets – as described in this document and your menu setup – before we can build your application.

If you are a new partner, whose content is not already integrated into the NOW Content Management System, then you will need to go through a complete integration process including the submission of these assets, before we can build your application.

In each case, the amount of time it takes to integrate your assets depends on how quickly you can produce the required graphics and text listed throughout this document.

Please send image assets (properly named & sized) as a ZIP file to the NOW Support email address listed below. We would prefer to receive all the images at once instead of in multiple emails.

support@newsverwireless.com

You must use the NOW iPhone Assets Form to send in the text-based assets (this requires a NOW Partner Portal login).

<http://www.newsverwireless.com/integration/>

Once we have all of the required assets, building and testing the first version of your application will take up to five (5) business days. At that point, the UAT (user acceptance testing) build will be delivered to you with detailed instructions on how to install the application on your device.

We only allow one test device per station plus up to one more station-group or corporate-level test device. You must possess your own test device. **News Over Wireless does not provide test devices.** You can use either an iPod Touch or an iPhone. You must have OS v3.0 or greater.

Once you have received the UAT application, you will have five (5) business days to respond with change orders via email to the support developer assigned to your project. If you fail to respond in the allotted time, we will send you a note that we are moving into the News Over Wireless QA phase. This takes up to five (5) business days to complete.

After completing UAT & QA, NOW will submit your application to Apple iTunes for certification. This process takes 1 to 6 weeks. Apple makes no promises on turnaround and neither can News Over Wireless.

The complete process can take up to eight (8) weeks.

Application Name

Required – Use the **NOW iPhone Assets Form**

You must choose a name for your branded application. This name will appear under the icon on the iPhone when the application has been downloaded. You should avoid application names longer than 8-10 characters depending on character width.



A good application name might be your call sign such as: WALA, Fox10TV or WRAL.

A bad application name would be ABC 15 Eyewitness News. Long names like these will be truncated on the phone to something like this: “ABC 15 ... News”. (See iTunes Display Name.) Changing your application name will require an application update for your users. This is not recommended.

In the example above, the Application Name is **GoAskMom**.

iTunes Display Name

Required – Use the **NOW iPhone Assets Form**

This is the name that is displayed inside the iTunes App Store and in your desktop iTunes application. This can be exactly the same as your Application Name or you may want to include a better brand name here – something longer than 10 characters.



For example, your application name might be your call sign “WFTS” while your display name is “ABCActionNews.com”. In a situation like this, it would be good to have your Application Icon tie the two together.

In the example above, the **GoAskMom** application uses a much longer display name in iTunes.

Changing your iTunes Display Name requires an application update, which requires Apple certification. This is not recommended.

Note: This name is indexed for searching in iTunes.

Application Description

Required – Use the NOW iPhone Assets Form

The application description should be short and informative. It will appear on the application download page in the iTunes App Store. Due to the national and international coverage of the App Store, your description should contain information about your coverage area.

This is where you will be marketing your application to potential users. You should let them know what to expect in the application. Examples are listed at the end of this document. News Over Wireless can update this information at any time. (5,000 characters maximum.)

Note: The description is not indexed for searching in iTunes.

iTunes Keywords

Required – Generated by NOW Staff

The Apple iTunes store allows you to enter keywords that pertain to your application. The News Over Wireless staff will generate a specific set of keywords that are meant to help users find your application based on typical search patterns. This includes your call sign, the city and state of your main DMA as well as other nearby cities and/or states. We also include standard keywords such as news, weather, video and sports. Other content-based keywords may include entertainment, traffic and business. We cannot include copyrighted terms and names, especially the names of sports teams and leagues such as NFL and NCAA. Apple will reject your application if these are included in the keywords. You may request a copy of the keywords before your application is submitted to Apple.

Changing your iTunes keywords requires an application update, which requires Apple certification. This is not recommended.

Note: This content is indexed for searching in iTunes.

Twitter Sharing Prefix

Required – Use the NOW iPhone Assets Form

The Twitter Sharing Prefix appears in front of a twitter post or an email subject line. We recommend 8-10 characters for the twitter prefix (a.k.a. hashtag). The period character (.) is not allowed by Twitter so you cannot use “.com” in your prefix.

When a user shares your articles via Twitter, it will appear like this:

#WKRP More Rain, Strong Winds Expected

In this example, "WKRP" is the twitter prefix. The pound sign (#) is automatically included and cannot be removed.

Email Sharing Prefix

Required – Use the NOW iPhone Assets Form

Again, we recommend that you keep your prefix short, but the email prefix can be longer than the Twitter prefix. Email sharing will include the prefix and headline in the subject line followed by the first paragraph of the story and a NOW Smart Link.

WKRP: Murder Suspect Arrested

This is the first paragraph of the example story regarding an arrest.

In this example, "WKRP" is the email subject prefix and "Murder Suspect Arrested" is the story headline.

Advertising Preference

Required – Use the NOW iPhone Assets Form

This preference allows you to choose whether or not to display ads on your iPhone Application home page. Ads will appear at the top of the page. There is no option to move the ads to the bottom of the page. You can change this option at any time by filing a support ticket.

User Generated Content

Optional – Use the NOW iPhone Assets Form

If you choose to allow users to send you breaking news reports from the field, you will need to provide us with the following items.

- UGC Brand Name
- Newsroom Email Address
- Newsroom Phone Number

The UGC Brand Name is what you want us to call this feature. If you do not provide a brand name (but do provide an email address), we will use "My Report". The newsroom email address is required to enable this feature. We can accept only one email address for emailing video, photos and text. The newsroom phone number enables a click-to-call the Newsroom button for instant reports from the field.

About Screen Information

Optional – Use the NOW iPhone Assets Form

All of these items are optional and will populate your About screen with information about your application.

- Advertising Email Address

- Terms of Service
- Privacy Policy

The advertising email address is used so that users can inquire about advertising on your application. The Terms of Service and Privacy Policy can be filled with text or a link to a web page. If you submit a link, we will copy & paste the contents of that page. Your application will **not link** to the page.

NOTE: This completes the information that you will be sending via the NOW iPhone Assets Form. The following items are all images that you will need to create and send to us in a ZIP file.

Application Icon

Required

The application icon is used to identify your branded application on the devices and in the App Store. You will need to provide at least the largest version of this graphic. If you do not provide the smaller versions, we will create them from the 512x512 image.

Please note that you do not need to provide the reflection effect nor should you round the corners. This will be applied automatically by the iPhone & iTunes software. The application icons must be extremely similar or identical. **Apple will fail the application if the icons are not identical or significantly similar in appearance.**

iPhone Application Icon Specs

Filename	Icon.png
Height	57 pixels
Width	57 pixels
Resolution	72 dpi
Format	PNG
Transparency	No



iPad Application Icon Specs

Filename	ipad-icon.png
Height	72 pixels
Width	72 pixels
Resolution	72 dpi
Format	PNG
Transparency	No



App Store Application Icon Specs

Filename	app-store-icon.png
Height	512 pixels
Width	512 pixels
Resolution	72 dpi
Format	PNG
Transparency	No



Startup Screen

Required

The startup screen is displayed as the application starts. On the iPhone & Android devices, the startup screen is only presented in portrait (vertical) mode. On the iPad, it may be shown in portrait or landscape mode – depending on the device orientation when the app starts up. We need at least three different sizes. We can create your iPhone 3 startup screen from your iPhone 4 startup screen file if you prefer.

iPhone 3 Startup Screen Specs

Filename	Default.png
Height	460 pixels
Width	320 pixels
Resolution	72 dpi
Format	PNG
Transparency	No



iPhone 4 Startup Screen Specs

Filename	Default@2x.png
Height	920 pixels
Width	640 pixels
Resolution	72 dpi
Format	PNG
Transparency	No

iPad Portrait Startup Screen Specs

Filename	Default-Portrait.png
Height	1004 pixels
Width	768 pixels
Resolution	72 dpi
Format	PNG
Transparency	No

iPad Landscape Startup Screen Specs

Filename	Default-Landscape.png
Height	748 pixels
Width	1024 pixels
Resolution	72 dpi
Format	PNG
Transparency	No

Top Banner Logo

Required

The top banner logo is displayed in the top bar position on each page of the application. This logo may contain color. The background color should either be transparent or not black. A black background color will look bad on the gradient gray-to-black title bar.

Top Banner Logo Specs

Filename	top-banner-logo.png
Height	10-30 pixels
Width	100-150 pixels
Resolution	72 dpi
Format	PNG
Transparency	Yes



Generic Subsection Folders

Optional

Each top-level category is capable of having subsections. We recommend that you try to promote as many subsections in mobile web to top-level categories in the iPhone App, but due to the 16-category limitation, you may need subsections.

We recommend that you use a folder-type image to differentiate between an individual story and a menu full of stories. If you do not supply a generic subsection folder image, we will use the one below.

Generic Subsection Folder Specs

Filename	generic-folder-thumb.jpg
Height	58 pixels
Width	77 pixels
Resolution	72 dpi
Format	JPG
Transparency	No



Custom Subsection Folders

Optional

You may want to differentiate some menus from others by using custom subsection folders. This can be done at any time – even after your application has gone live. Your custom subsection folders should resemble your generic subsection folder to give the user a visual clue as to what to expect – a menu vs. a single story. Typical uses for the custom subsection folder include sports teams (with the logo on the folder), special weather sections (such as hurricane tracking) or feature sections.

Custom Subsection Folder Specs

Filename	[callsign]-[content]-menu.jpg
Height	58 pixels
Width	77 pixels
Resolution	72 dpi
Format	JPG
Transparency	No



Generic Content Thumbnail

Required

Each category or menu listing consists of links to stories or subsections. Story links present a thumbnail image, the story headline and published timestamp. If the story contains an image, NOW will automatically generate a correctly sized thumbnail image to present in the application. If there is no story image, the app will use a generic content thumbnail image.

We suggest that you use an image that you are unlikely to use as a story image and which is generic enough to represent content. You may include your logo.

Generic Content Thumbnail Specs

Filename	generic-content-thumb.jpg
Height	58 pixels
Width	77 pixels
Resolution	72 dpi
Format	JPG
Transparency	No



Generic Video Thumbnail

Optional

Whenever a video is linked to either in a mixed category listing or a pure video category list, your generic video thumbnail will display to the left of the headline and published timestamp. This is to give the user a visual clue that this is not a text story, but an actual video that will take longer to download and play.

In the future, the NOW CMS will be modified to accept and display video thumbnail images. If you do not provide a generic video thumbnail image, we will use the one below.

Generic Video Thumbnail Specs

Filename	generic-video-thumb.jpg
Height	58 pixels
Width	77 pixels
Resolution	72 dpi
Format	JPG
Transparency	No



Top Level Categories

Your NOW iPhone application will be based on your premium application menu setup. This means that there is no required setup in order to go live. However, you may want to take advantage of our ability to pull certain categories out of submenus and highlight them as top-level categories.

This allows users to add them to the bottom tab bar. We recommend that you pull out at least Nation, World & Business as these are standard categories.

NOTE: There is a 16-item limit for top level categories. This does not include the **Home** category, which is always present on the tab bar.

If you decide to create a top-level category for a category that is either specific to your station or is not included in our standard icons, your category icon will be represented by our generic icon, which is a target (seen below).

There is no option for you to add your own icons as these become part of the shared codebase.



























Generic Tab Bar Icon

This is the icon that displays in the event your top level category does not match any of the icons listed below.



List of Current Tab Bar Icons

The list of current tab bar icons is subject to change at any time as NOW adds new icons.

	Business		Video
	California		Out & About
	Classifieds		Politics
	Closings		Scores
	Consumer		Slideshows
	Entertainment		Sports
	Family		Storm Tracker
	Features		Strange News
	Generic Category		Surf Report
	Health / Life		Traffic
	Home		Travel
	House / Home		US News
	Lottery		Voices
	NCAA Basketball		Weather
	News		World News

Example Description Text

Example #1

WCPO.com is now on your iPhone and iPod Touch providing you with news coverage of the Greater Cincinnati Tri-State area, including Northern Kentucky and Indiana.

Get the latest Headlines, Video, Weather Forecasts, Radars, Traffic and Sports from WCPO. WCPO also keeps you up-to-date with financial tips with Don't Waste Your Money and the Financial Survival Guide. WCPO.com's iPhone app keeps you in touch anywhere, anytime on your schedule.

FEATURES:

- Watch the Latest News and Forecast Video
- See The Current Weather Conditions and Forecast
- Check Traffic Before You Get On The Road
- Drag and Drop Custom Menu

Example #2

WRAL.com provides coverage you can count on in Raleigh, Durham and Fayetteville, NC. When you're on the go, take WRAL.com with you on your iPhone! Get Doppler radar images, traffic cameras, headlines, sports scores and the forecast from WRAL. It's WRAL.com anytime, anywhere and it is designed specifically for viewing on your iPhone.

FEATURES:

- Watch the latest news and forecast video
- Customize your menu with your favorite category
- Check the scores of the local teams
- See the current weather conditions and tomorrow's forecast
- Check traffic before you hit the road

Example #3

FOX10tv.com is now providing the latest news, weather and information directly to your iPhone or iPod Touch.

WALA FOX 10 has the latest local updates from across Mobile, Alabama; Pensacola, Florida and surrounding areas of the Gulf Coast. We also have the latest national, international, entertainment and other news available right here.

Download it for free.