



Entertainment App for iPhone/Android/Windows

A PhoneGap Case Study

Executive Summary

Our client, operating in the Entertainment Industry, is a leading provider of Hollywood news and information about celebrities, movies, television, music, and reality shows. They also offer miscellaneous value-added services featuring daily and monthly horoscopes, psychic predictions, celebrity birthdays, and celebrity zodiac match through their very popular website. This case study illustrates how we created mobile versions of their popular web application using PhoneGap cross-platform mobile development framework to target multiple mobile platforms such as iPhone, Android, and Windows Phone.

About Our Client

Client: Hollywood News Services Providers | *Location:* California, USA |

Industry: Entertainment



Business Situation

Our client had a BlackBerry PlayBook horoscope application and the previous vendor was trying to deploy the same for BlackBerry Torch. It was rejected by BlackBerry creating a disaster for the client. Our client needed to get out of this situation. Additionally, they wanted to launch their popular and feature-rich web application on all popular mobile platforms, e.g. iOS, Android, Windows.

Our Solution & Customer Benefits

Using PhoneGap – an open source mobile development framework widely recognized as a game-changer for building powerful cross-platform mobile applications – we created mobile versions of their web application targeting multiple popular mobile platforms. The end result was feature-rich, sleek, and easy-to-use apps targeting popular mobile platforms such as iPhone, Android, Windows Phone. While BlackBerry WebWorks provided the power to integrate with BlackBerry Messenger, PhoneGap provided a cost-effective solution to create quick apps and deploy to multiple popular platforms thereby significantly increasing our client's time-to-market and target audience coverage. The end result was a feature-rich, sleek, and easy-to-use application targeting all popular mobile platforms.

Technologies

PhoneGap, iOS SDK, Android SDK, Windows Phone SDK, BlackBerry WebWorks, HTML5, JavaScript & JQuery.

→ [Download the full version of PhoneGap Entertainment App Case Study with solution overview & screenshots here.](#)