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By Melly Parker When you download iPhone apps from Apple's App Store, the time it takes for your download to transfer depends on the speed of your connection and the size of the app. Smaller apps may download almost instantly, while larger ones take longer. Maximize your download speed to get the app installed on your iPhone and ready to use. The type of connection you have plays a major role in how fast content downloads to your iPhone or computer. A quick 4G connection in New York City will download much faster than a weak 3G signal in the woods. A high-speed Wi-Fi connection will download even more quickly than 4G, enabling you to get your app in the fastest possible time. The size of the app is a factor in the speed of downloads to your iPhone. Apps that are graphic or video heavy (or that come with lots of content) will take longer to download than small, text-based apps. Plan to be on a fast connection and have some free time if, for example, you're downloading a map pack for a GPS app. For faster file transfers, wait until you are on a faster connection and then download iOS apps. Unless you need an app immediately, you can save valuable time by postponing downloads of larger apps until you have found a Wi-Fi hotspot or you have access to your high-speed Internet connection at home. Thanks to these seven apps, your smartphone just got way smarter: We rounded up the quickest ways to book a haircut appointment, organize your lipsticks, and more. August 21, 2014 Photos: Courtesy of Skinbetter, L'Oréal, Beautybooked, Think Dirty, Facetune, Stash, Drugstore Dupes, Modiface (Free) You don't even have to upload a photo: Makeup Genius applies everything from cat eyes to bold red lipstick and pink blush (or all three!) in—get this—real time. Using your smartphone's front-facing camera, the app scans 64 points on your face to perfectly swipe on lipstick, blush, eye shadow, and liner. Because it all happens live, you can test out each look at different angles, which is, well, just genius. Available for iPhone (Free) Full disclosure: We teamed up with SkinBetter to create this one—but we think you'll be just as impressed with the high-tech skin-analysis tool as we were. Just snap a photo of yourself, create a skin profile, and let the app do its thing: It uses dermatologist-grade scanning technology to identify your biggest skin issues (including wrinkles, redness, and dark spots), then serves up recommendations for products that will treat them. It all happens in seconds, and you can even purchase products right on the spot! Available for iPhone and Android. (Free) If you live in New York City, L.A., Houston, or Dallas, BeautyBooked is a good place to start your search for a salon or spa—and we're not just saying that because it features the Allure Directory reviews. You can browse by salon name or treatment, check out reviews (from us and other users), flip through salon and spa photos, and book a service—even for a particular stylist or technician—directly through the app. And if you don't live in New York City, L.A., Houston, or Dallas, stay tuned: More cities are coming soon! Available for iPhone (Free) Before your mind gets stuck in the gutter, this app determines how toxic your beauty products are—a pretty brilliant idea, since ingredient details aren't always easy to find. Scan a product's barcode or search the database by product name; the app ranks its ingredients from one to ten on a "Dirty Meter," as well as offering greener alternatives. The library isn't the most extensive, but you can submit nonreviewed products for consideration as you scan your way through your vanity. Available for iPhone (\$2.99) We know, Photoshopping an iPhone pic just so you can post it on Instagram is a bit much. But FaceTune offers an impressive suite of editing tools—no computer necessary. You can smooth complexions, make zits disappear, correct red eye, and brighten teeth so fast, it's hardly high-maintenance. Available for iPhone, Android, and Windows Phone (Free) According to an allure.com poll, 38 percent of women have too many products to count in their makeup bag. Enter this app, which keeps track of not only your mascaras, lipsticks, and bronzers, but all of your skin- and hair-care products, too. It stores info, like when you bought an item and how full it is, then anticipates when you're running low. It sends you a reminder to refill, and when it's time, you can purchase a replacement within the app through retailers including Soap.com, Sephora, Saks, and Walmart. And if that wasn't enough, the app pulls in coverage from more than 30 magazines and blogs—allure.com included—so you never have to miss a new product review. Available for iPhone (\$2.99) This app is the ticket for beauty addicts shopping on a budget, pairing splurge-worthy products with cheaper drugstore versions. It's not perfect (the search function is pretty bare-bones, so we prefer to scroll through the app's individual category lists), but it puts inexpensive product recommendations for hair, makeup, skin, nails, and tools all in one place. Available for iPhone (Free) Ever wonder what you'd look like as a blonde? Modiface has the answer. Unlike some try-it-on apps, this one doesn't just drop a lame overlay of a preconfigured hairstyle on top of your photo; it actually changes the hair color in the image that you import. It's easy, too: Just upload a selfie, trace your hairstyle with your finger (so the app knows where to apply your chosen shade), and pick from one of the 30 blonde, brown, and red hair-color options. Download the premium version to unlock 20 more shades. Available for iPhone, Android, and Windows Phone Keywords beauty trends beauty insiders beauty expert apps April 12, 2017 4 min read Opinions expressed by Entrepreneur contributors are their own. Many startups spend huge amounts of money on advertising, yet neglect app store optimization. App store optimization is the most cost-effective method to organically increase your installs for a couple of reasons: According to Forrester, a staggering 63 percent of all app installs come from general browsing in the app store. By optimizing your app to be discovered through search, you can dramatically increase the number of downloads you receive for your mobile app. It's free! If you have a solid app store optimization strategy and execute properly, you will get tons of organic and free installs to your app. Here are a few tips and tricks: 1. Choose the right title. The title of your app ranks more heavily than the rest of the meta-data, so choose it wisely. Make sure you target words in your title that you want to hit the most, words that you're confident about. Tools like Sensor Tower and App Annie can provide you accurate traffic volumes and difficulties of certain keywords. Also, make sure you don't keyword stuff the title; the app store will reject your app. Related: How Can App Makes Improve Revenue and Keep Users Engaged? 2. Select situational keywords. Depending on how many downloads and how much traffic your app is already getting, you must adjust your keywords. For example, if your app is already getting high traffic and downloads, you can target more competitive keywords that have higher traffic. If you are just starting up an app that nobody knows about and isn't getting featured, I recommend choosing keywords that have a low difficulty level and medium traffic (according to analytic tools like Sensor Tower or App Annie). There are likely some keywords that are gems that others are not targeting and may have decent traffic. 3. Localize by country. As every app store is separated geographically by country, it is really wise to localize your app to optimize it for discovery across different languages. The app store allows you to change the meta-data within your app depending on which country is searching for your app. Some companies have used a mixture of Google translate and native speakers to help localize their apps, so it shouldn't be too difficult for you to localize as well. Localization is a huge aspect of having an effective presence globally. Just think of all these untapped markets that you can reach and how easily you could acquire more users with these markets. Related: The Top 5 Myths of Mobile Apps -- And Why Believing Them Will Hurt Your Business 4. Use powerful images and wording. Once people are able to discover your app, the rest is up to how well your app listing converts into downloads. To optimize conversions, you must use beautiful images to entice users to want to download your app. Make sure to include the most attractive aspects of your app and to include captions in the pictures as well. You'd be surprised at how a simple tweak of an image or word can translate in terms of conversion percentages. 5. Pay attention to ratings, reviews and the description. When was the last time you downloaded an app that had one star? Ratings and reviews don't factor in as much to discovery as the keywords and the title, but they do have a huge impact on conversion rates. Users are probably more likely to download your app if it has received a large number of positive reviews. Make sure to also include an interesting and enticing description to explain to users what your app does! Related: 10 Steps to Building an App People Will Love 6. Follow the data. App store optimization is an ongoing process that takes experience, time and testing to get right. Make sure to thoroughly test out keywords over periods of time, and also test out the images/description of your app to see which ones are converting the best. At the end of the day, data doesn't lie, so make sure you follow the data and find out what works for your app specifically. So, you just unboxed a brand new smartphone. Merry Christmas, lucky! Whether you're a first-time smartphone owner (say goodbye to your attention span) or a migrant to a new platform, a freshly opened phone is an exciting new frontier. With millions of apps available, this little gadget will undoubtedly become an indispensable part of your day-to-day life. But where to start? The first apps anyone crams onto a new phone are pretty obvious: what are the services, social networks and games you already use? Most people go straight for Facebook (and its various offshoots, like Instagram and WhatsApp), YouTube, Snapchat, Netflix, Pandora, and the like. But there are millions of developers around the world toiling away on inventive and useful mobile apps that aren't necessarily household names. Often, they creep up the top charts in the app stores, but not always. Here's a field guide to some of the less obvious, but still must-download apps for your shiny and deeply addictive new device. Periscope Facebook Twitter Instagram Snapchat. Of course you're going to scurry through the app store and nab the most popular social networking apps first. But once you've done that, go ahead and download Periscope. It may not be as much of a household name as Twitter, its parent company, but the live broadcasting video app is already having an impact. Periscope is used by over 10 million people to view live broadcasts of breaking news events or the microwaving of macaroni and cheese. Launched by Twitter in March 2015, Periscope has raised concerns about piracy and sparked debates about the ethics of live-streaming as tragedy unfolds. Most of the videos are much more mundane than that. But there's something fascinating about getting a little real-time window into somebody else's world, and then having that window shut after 24 hours (that's when Periscope videos disappear). Even if you're not ready to live-stream your Christmas dinner to the world, go ahead and download Periscope to see what kind of random, weird, potentially riveting stuff is happening around the world right now. Download Periscope here. It may have taken over a decade, but podcasts are officially all the rage. Thanks to the rise of Serial and other hits, the once-geeky mass medium is something you can chat about with the whole family during the holidays. But first, you need to spend the afternoon binge listening. There are a bunch of podcasting apps out there, including ones that come pre-installed on many devices. Stitcher has been around for a few years now, but it's still hard to beat. Its design encourages discovery and listening without the user getting lost in choices (or distracted from driving, for that matter). Playlists, offline listening, and a priceless "listen later" button make collecting and hearing your favorite podcasts easier than most other apps allow. Download Stitcher here. (Overcast is another widely recommended podcasting app, although unlike Stitcher, it's only available for iOS) NYT Now Here's a sentence I didn't envision saying when I bought my first smartphone in 2008: Man, the app this newspaper company built is really awesome. But alas, here I am—and I mean it. There are countless apps that let you read the news and other articles on your phone (I still jump between Flipboard, Feedly, Longform, and Instapaper on the regular), but NYT Now is special. It takes the venerable brand and journalism of the nation's "paper of record" and puts it in a well-designed, smartly curated, and easily digestible app that feels like it came from a stealthy startup. NYT Now is respectful of your time, offering bullet point summaries and reading time estimates beneath headlines. At the same time, it offers opportunities to delve into longform articles and read select pieces from other publishers, curated by the app's editorial team. Somehow, NYT Now scratches both the itch to skim the news on the subway and dive deep on the sofa. Download NYT Now here. Afterlight, Dark Sky, and Periscope (iOS only) Despite being introduced nearly 30 years ago, the GIF (particularly the animated variety) is just now becoming a mainstay of modern communication. GIFs fill Tumblr, illustrate major news events on Twitter, and enhance our one-on-one communication via chat or IM. The team at Giphy is obviously well aware of just how indispensable these little animations have become in online life. That's why the newest version of their Giphy Cam app makes it even easier to create, edit, and share GIFs. The app lets you select from a range of effects filters and superimposed graphics and text. Unlike the previous version of Giphy Cam, this one lets you grab images and videos from your phone's camera roll, so you can make GIFs out of just about anything. More than just a holiday time waster, Giphy Cam will help you delight and entertain your friends and loved ones. Download Giphy Cam Workflow (iOS only) One of the best apps to land on iOS this year is Workflow, a tool for automating tasks between the various apps on your phone. If you're familiar with IFTTT (whose app, unlike Workflow, is available for Android too), you get the idea: You can define a series of actions in a simple, drag-and-drop interface and enable different services to talk to each other and unlock new possibilities. Popular workflows include the ability to automatically pull up Google Maps directions for the next event on your calendar, tweet the song you're listening to (or instantly find the lyrics online), or turn Live Photos and videos into GIFs. Workflow doesn't have quite as many options as IFTTT (or "recipes" as that service calls them), but its interface is foolproof and its tight integration with iOS is a big plus. Download Workflow here. Dark Sky (iOS only) The weather on the East Coast has been freakishly warm and rainy this holiday season. In fact, another drizzle is about to start in a few minutes. How do I know? I found out the same way I find out about missed calls, Slack mentions, Tinder matches, and horrifying current events: I got a push notification. Thanks to Dark Sky, the innovative weather app, I can get real-time notifications about changes in the conditions outside. Dark Sky takes the standard day-by-day (and hour-by-hour) weather forecasts up a notch with sleek, minimal elegance, subtle animations, and maps showing precipitation and temperatures shift around the globe. But what makes Dark Sky the best weather app I've ever used is its timeliness. In addition to what the day (and subsequent days) are going to look like outside, Dark Sky spells out for users what is going to happen in the next several minutes. Download Dark Sky here. Afterlight Your new smartphone can have the most advanced camera specs out there, but that doesn't mean your photos will all magically turn out looking frame-worthy. Even the best shots could benefit from a quick tune-up before you Instagram them. Afterlight is one of countless photo-editing apps available for Android and iOS, but having taken many of them for a spin, I find I keep returning to this one (VSCO Cam is a close second). Afterlight offers all of the standard photo-editing options (adjusting clarity, saturation, contrast, brightness, shadows and the like), but packs them into a pleasant, intuitive interface and layers on Instagram-style filters and retro effects that recall the light leaks and artsy discoloration of film photography. You can also crop, add borders, and layer on other images to mimic multiple exposure photos. Download Afterlight here. P.S. — Don't forget to download Fast Company's app, too!

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