AeroWeather

Pascal Dreer, Lakehorn AG

SMAMA MOBILE BUSINESS DAY
7. MAI 2019

N430TS
TWIN STAR

Emirates
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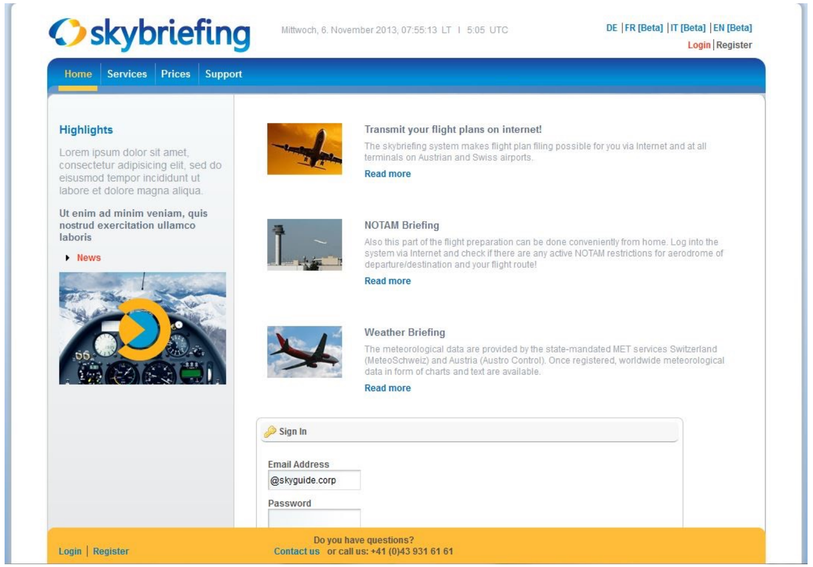
HB-ZFM

Pre-Flight Briefing

NO PUSH

Briefing im Jahre 2003

Briefing am Flugplatz



Home-Briefing Browser

Eigenbedarf motiviert

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METAR LSZS 251950Z AUTO VRB02KT 9999 SCT050TCU BKN070
04/01 Q1017
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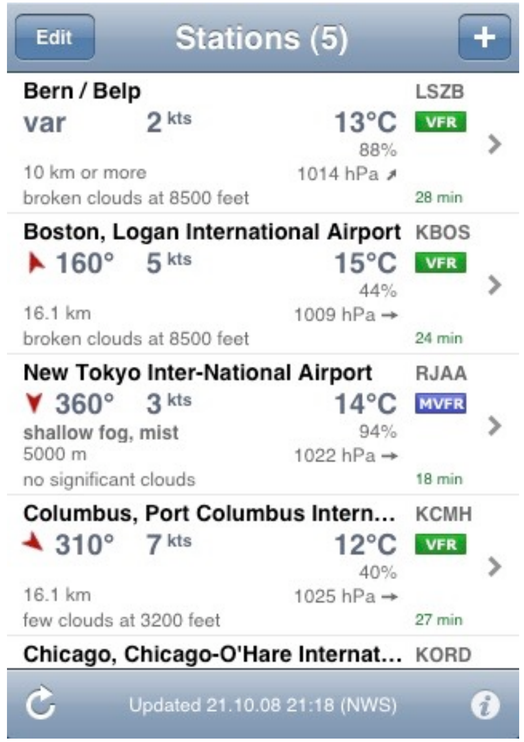
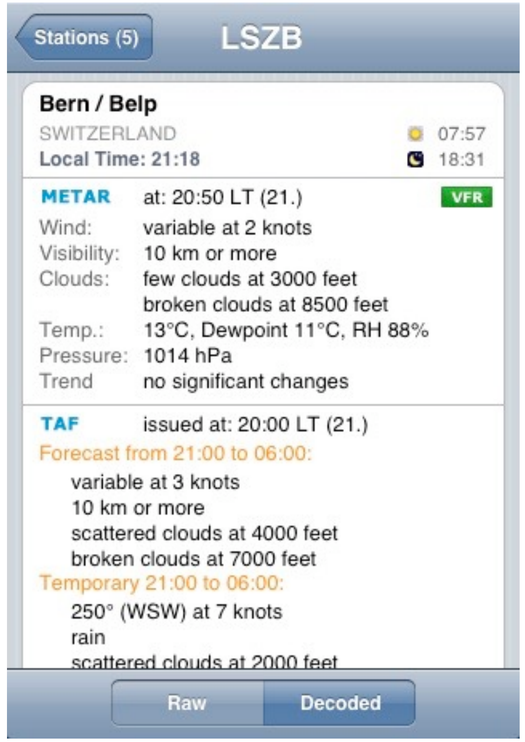
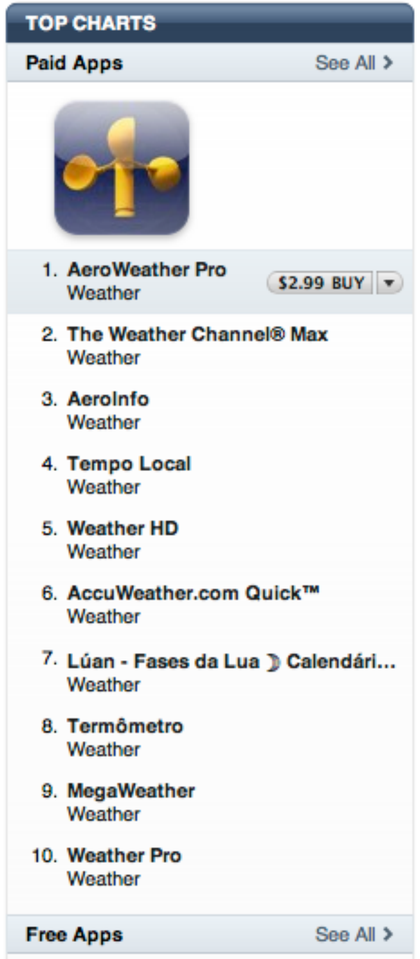
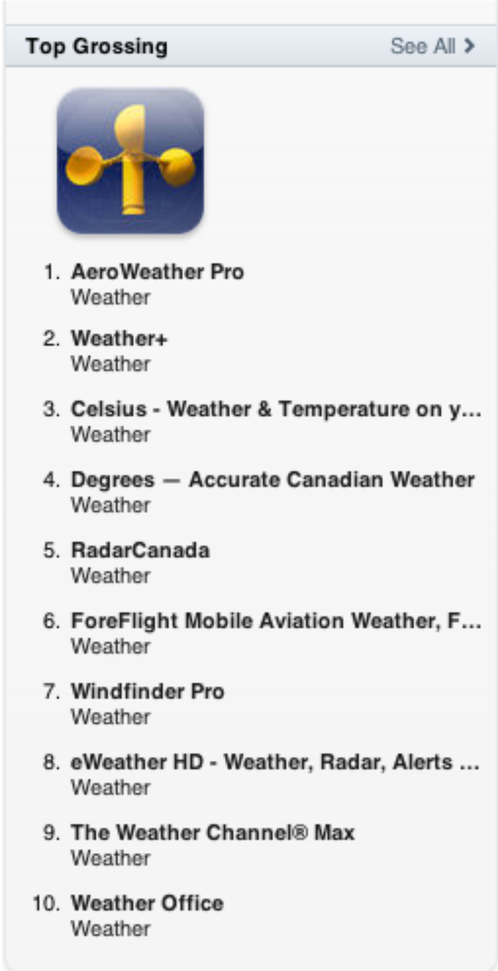
TAF LSZH 251725Z 2518/2624 17018KT CAVOK TX11/2615Z
TN07/2605Z
PROB30
TEMPO 2518/2519 17016G27KT
BECMG 2518/2521 26006KT
TEMPO 2518/2604 28010KT
BECMG 2523/2602 9999 BKN040
PROB40
TEMPO 2600/2604 30012G25KT
TEMPO 2600/2614 4500 RA
TEMPO 2614/2624 30012G25KT 4500 SHRA FEW030TCU
```

AeroWeather auf iPhone 2008+









Eine der weltweit meistverwendeten Meteo-Briefing App für Piloten

Free vs Paid vs Subscription

2008 Lite Version (gratis)

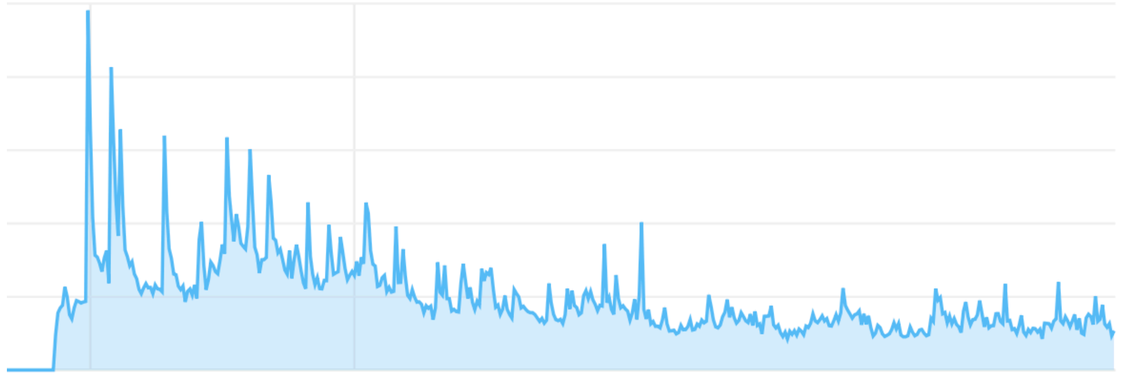
2010 Pro Version (Bezahlversion)

Android Version 3rd Party

2017 In-App Käufe, Werbung

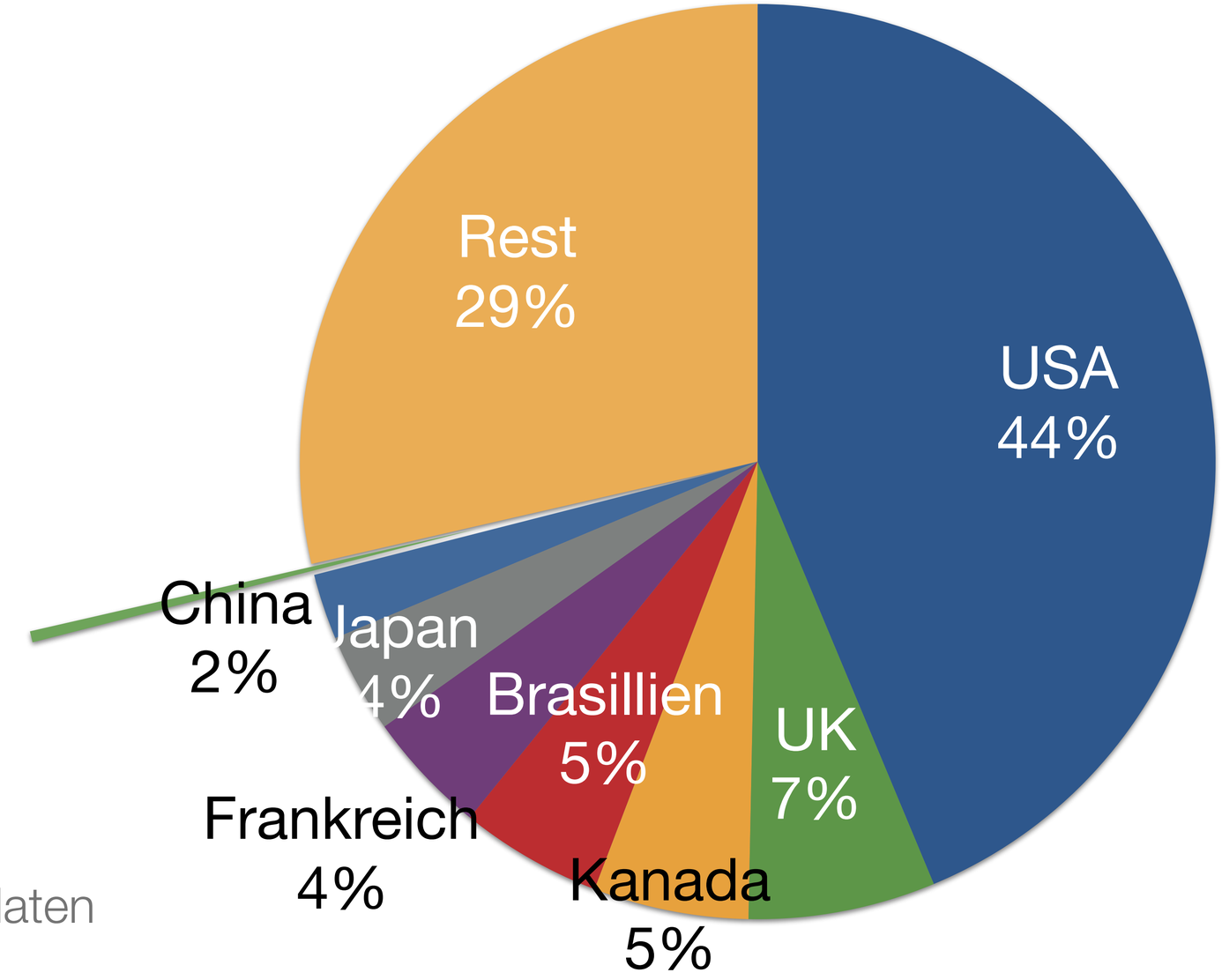
2018 Subscriptions, Android Version

- Lite zum Ausprobieren, ohne Einschränkungen
- Pro mit vielen zusätzlichen Daten (z.B. Pisten, Webcams) und Funktionen
- Problematik: keine Bezahl-Updates (wie im herkömmlichen Software Business) und Mentalität



Herkunft Benutzer (nach Sessions)

- Breites Aviatik Spektrum:
  - General
  - Business
  - Commercial Airlines
  - Militär
  - Flugplätze
  - Flugsicherung
  - Flugschulen
- Übersetzungen aufgrund Nutzungsdaten



App Store Ranking

AeroWeather Pro

Lakehorn AG - 378120971

Type: Daily | Hourly | Hourly Graph

Device: All | iPhone | iPad

Rankings: Downloads | Grossing

CSV Export

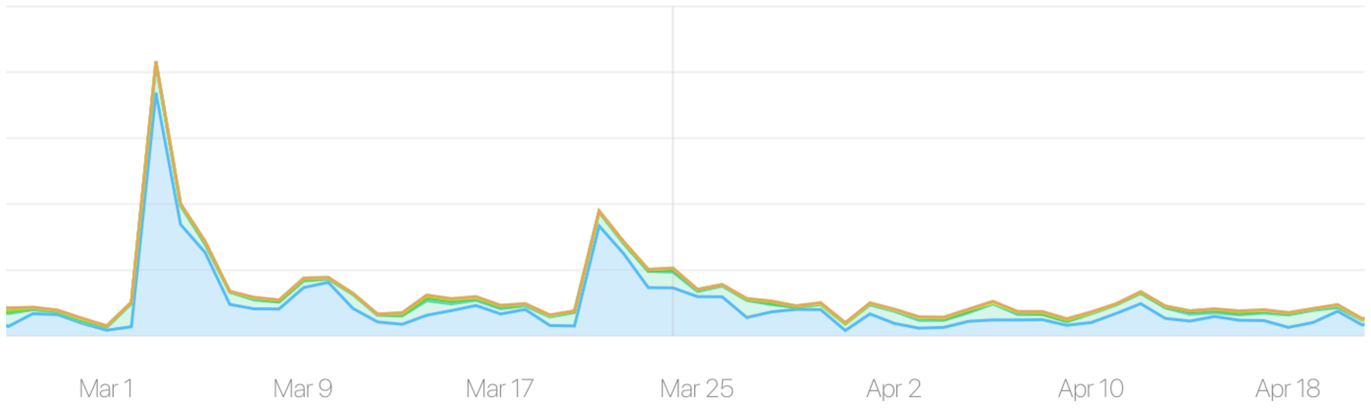
Last update 2nd May 2019 - iPhone / Ranked in 125 countries

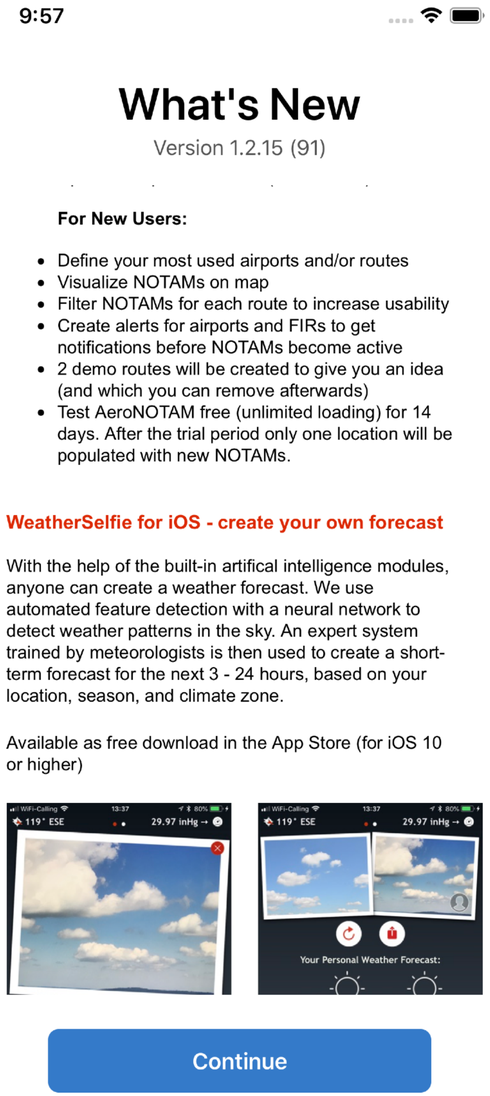
Countries	Top Apps		Weather		Top Overall	
Top 1 reached		–		4		–
Top 10 reached		–	+3	59		–
Top 20 reached		–		109		–
Top 50 reached	-1	1	-1	124		–
Top 100 reached		4		125	-1	3

Country	Top Apps		Weather		Top Overall	
India	+158	43	+1	1	+205	57
Costa Rica	-19	62	★	1	-34	92
Saudi Arabia	-83	149	★	1	-112	208
Thailand	-90	237	★	1	-150	419
Cape Verde	-4	59	+1	2	-5	66
Romania	-46	65	-3	4	-70	119

Marketing

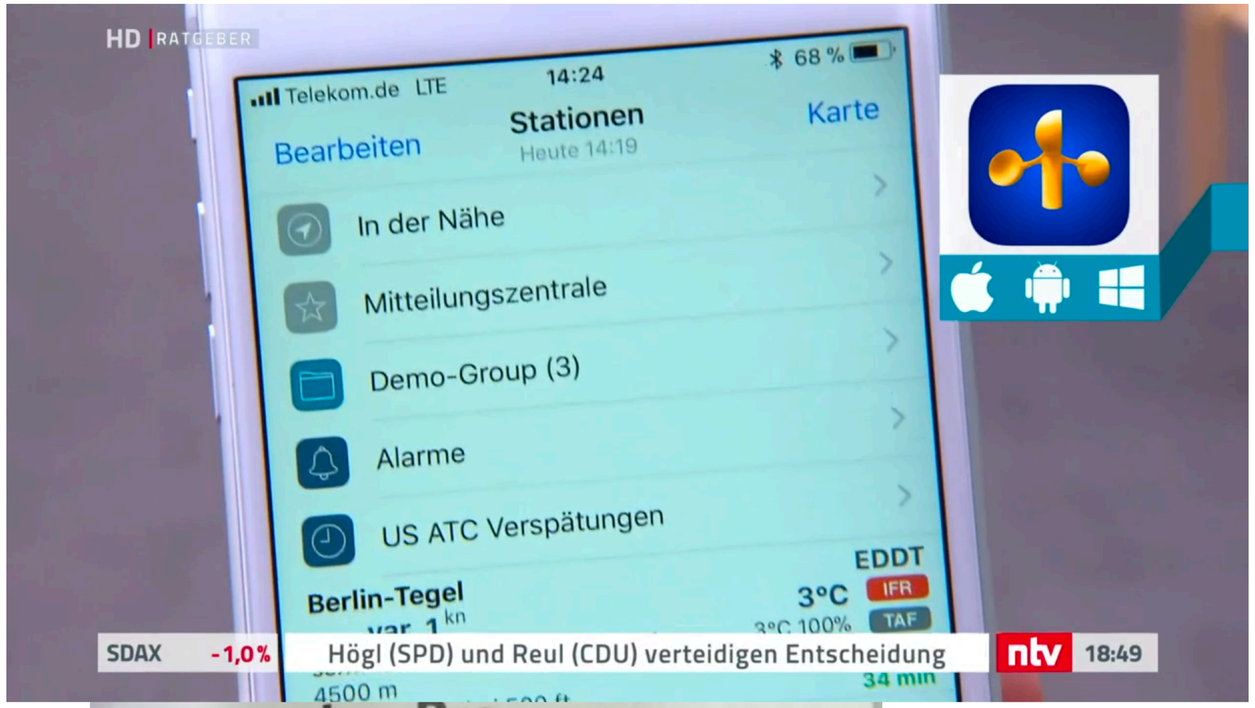
- Faktisch keine Marketingausgaben
- Aktivreferenzen: Flugschulen, Airlines, Piloten
- Splash-Screen bei Updates hat die grösste Wirkung





Marketing

- Social Media lediglich für Produkte-Informationen und Updates (Problematik: Support; Erwartungshaltung)
- 1 bis 2 E-Mail Newsletter pro Jahr mit mässigem Erfolg
- Web-Site
- Benutzer/Piloten innerhalb Organisationen



besten Apps

AUSGEWÄHLT UND BEW

iebte Apps für Job und Spass können un

atis-Apps

Collage Maker Eine wei-
cht sehr schnelle App zum
eiten und Zusammensetzen
dern zu einer Collage.

enkidee – Mobile Inspi-
it Geschenkvorschlägen
ersen Kategorien – die sich
uch bestellen lassen.

idPIT Eines der grössten

Kauf-Apps

AeroWeather Die vom iPhone her bekannte Wind- und Wettervorhersage ist nun auch für Android-Geräte verfügbar. Fr. 3.60.

pFolio for Picasa & Google+ Kann nicht nur Fotos in Picasa-Webalben hochladen, sondern auch offline Bilder zeigen. Fr. 1.–.

qPDF Notes – PDF Reader Pro

AeroWeather Pro

Price: £2.39 US$3.99 2,99€ | Developer: Pascal Dreer | Version: 1.2.1

This professional grade weather app is designed specifically for pilots and focuses on airports around the world, providing all necessary information at the touch of a button. You can quickly get wind speed, visibility distance, temperature, pressure and details of any cloud cover. Furthermore you can simply give your phone a quick shake to refresh all data. It also keeps an eye on the weather in your area at all times and a whole bunch of other stuff that we can't pretend to fully understand.

Really if you check out the reviews from several professional airline pilots in the App Store that will tell you all you need to know about this app. It's a very useful tool for pilots who seem to have

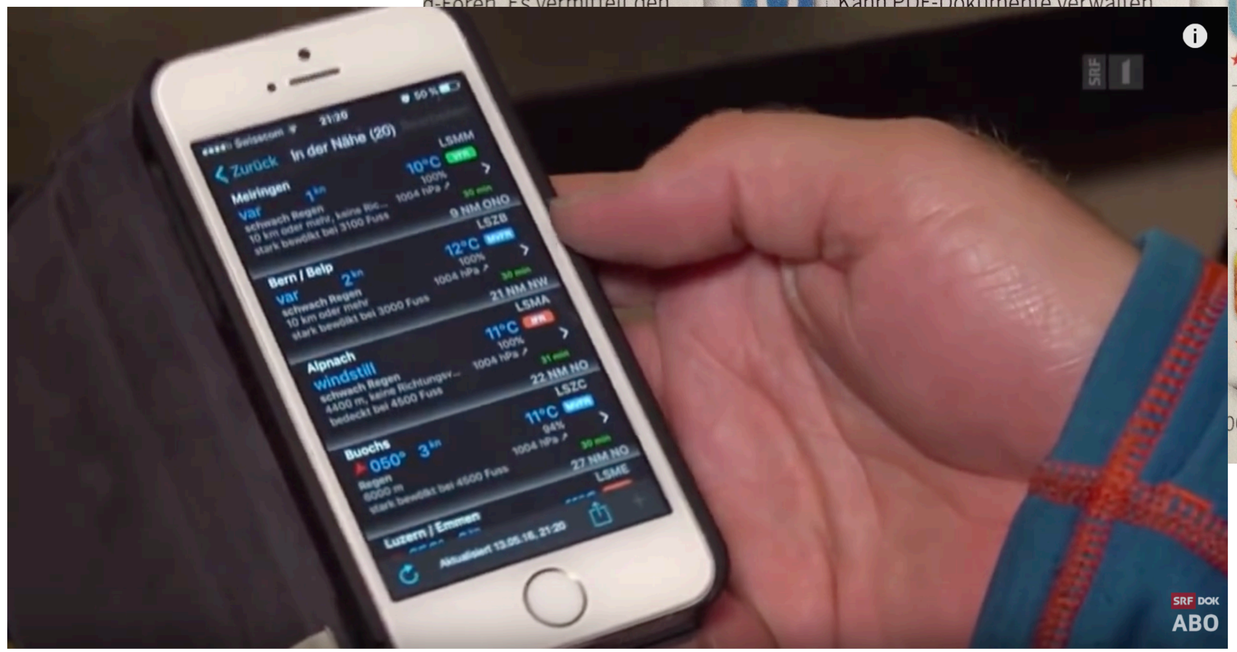
Groups USA (9) Edit

Athens/Albany, Ohio University... KUNI 89°F VFR

Boston, Logan International Airport KBOS 66°F VFR

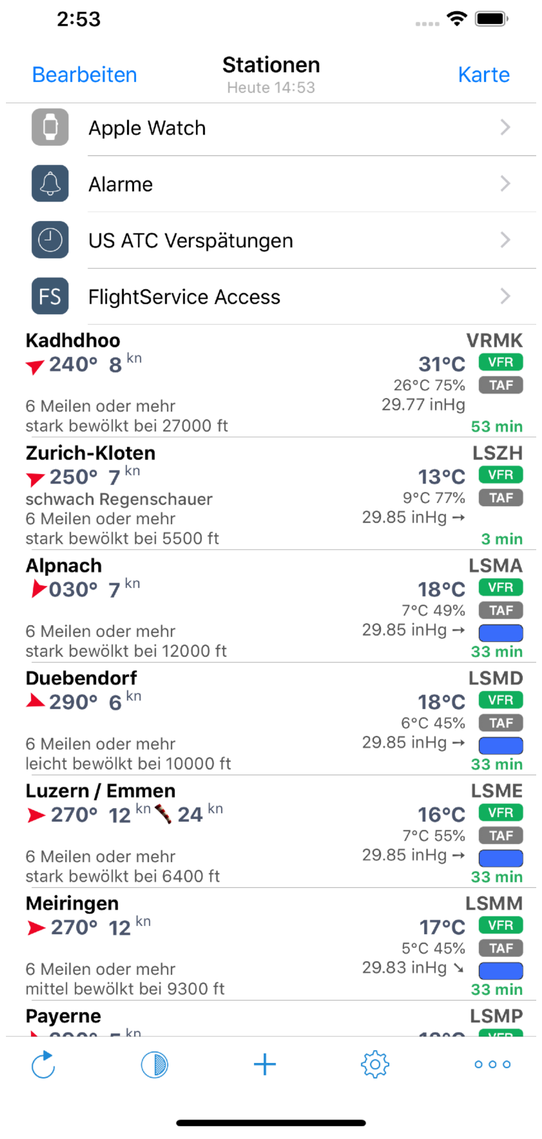
Clarkfield Pampanga Internationa... RPLC 82°F VFR

Deadhorse, Deadhorse Airport PASC 35°F IFR



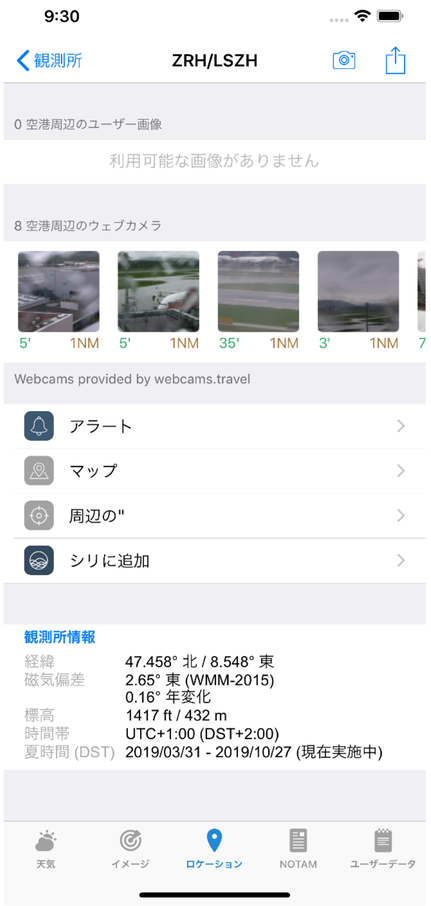
“Erfolgsfaktoren”

- Einfachheit User-Interface bzw. Bedienung
- Keine “unnötigen Verbesserungen”
- Implementierung User-Requests
- Kontinuerliche Updates (ca. alle 1 - 2 Monate)



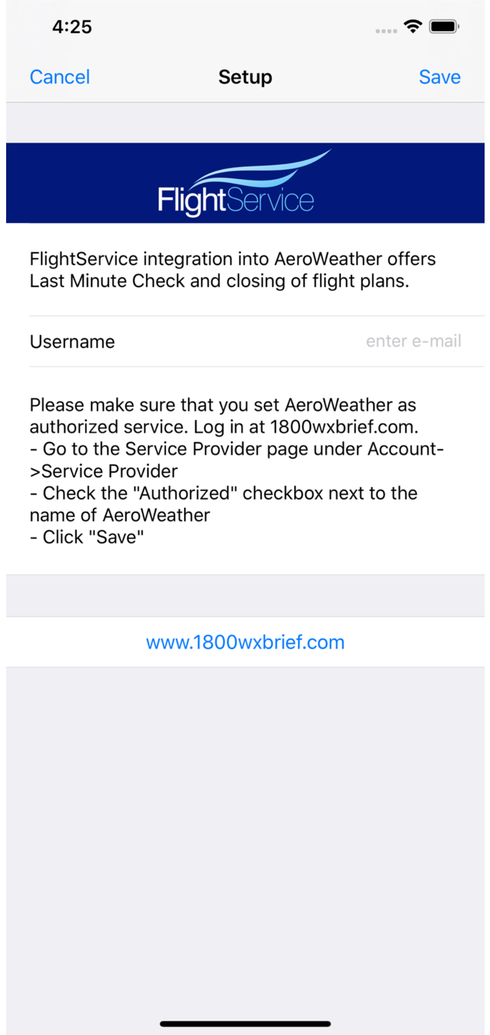
Community - Lokalisierung

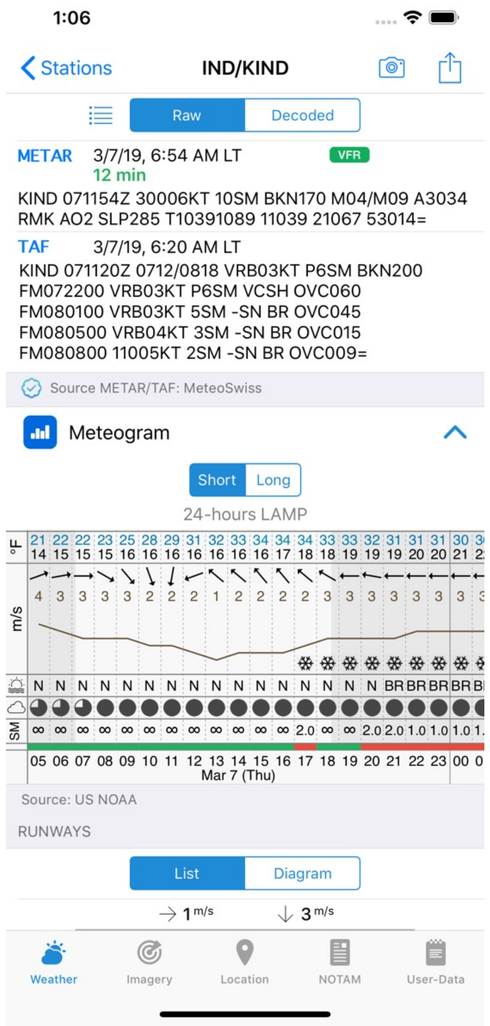
- Übersetzungen in 14 Sprachen; primär von Piloten Benutzern
- 80% benutzen Englisch
- Top 5 Sprachen sind:
  - Spanisch
  - Deutsch
  - Französisch
  - Portugisisch



Community - Benutzer Feedbacks

- Inhaltliche Korrekturen
- Fragen zur Benutzung (z.B. Apple Watch)
- Bugs
- Verbesserungsvorschläge
- Opportunities (Integrationen, Datenquellen, “Türöffner” etc.)
- Motzer

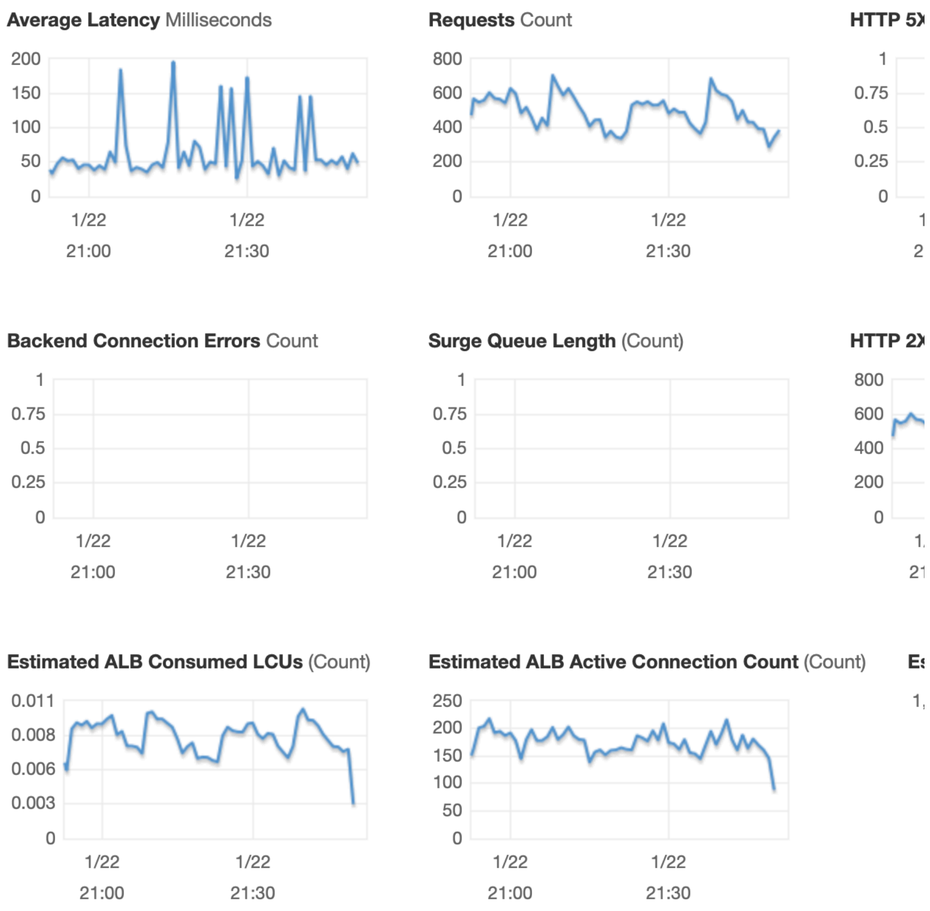




EXCESS DATA
STD
1018 HPA
VOR 1
GTQ
DME71.5
VOR 2
GTQ
DME71.5
ACT ECON CRZ
CRZ ALT OPT/MAX
FL350 FL382/390
TGT SPD
.746
TO T/D
0933.8z/ 188NM
TURB N1
86.3/ 86.3%
ACTUAL WIND
291°/ 30
FUEL AT LIRP
<LRC
ENG OUT>
WE.LOVE.AEROWEATHER
RTA>
MAIN PANEL
UPPER DU BRT
BACKGROUND
AFDS FLOOD
OFF
ATT
RST
BARO
INOP
ADF
VOR

Keine eigene Infrastruktur

- Amazon Web Services (AWS)
- Niedrige Einstiegskosten
- Fülle an Services: Web-Server, Datenbank, Notification, Storage
- Hohe Skalierbarkeit
- Keine Speicherung von Nutzerdaten



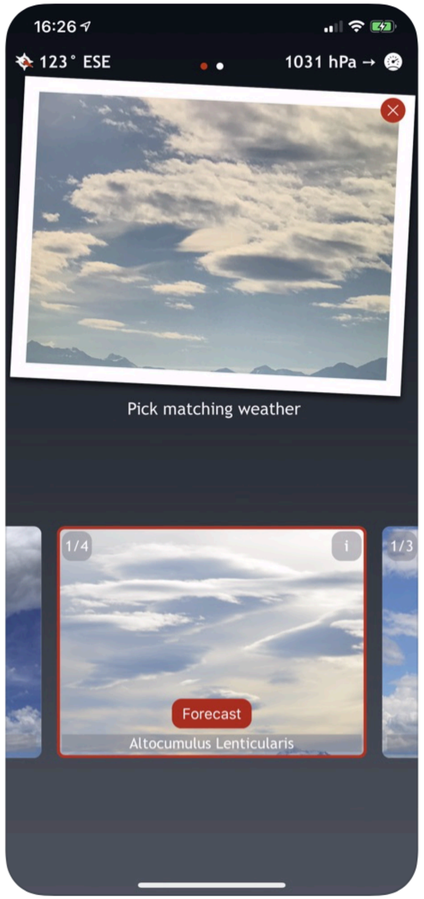
Veränderungen Plattformen seit 2008

- Vereinfachung Entwicklung (Handling, Prozesse, Werkzeuge)
- Opportunitäten am Anfang der App Stores (Diversifikation schwierig)
- Abhängigkeit von den App Stores
- “Paid vs Free”
- Benutzer Reviews

A Google User Dec 21, 2018 at 5:38 AM 1 1

★☆☆☆☆

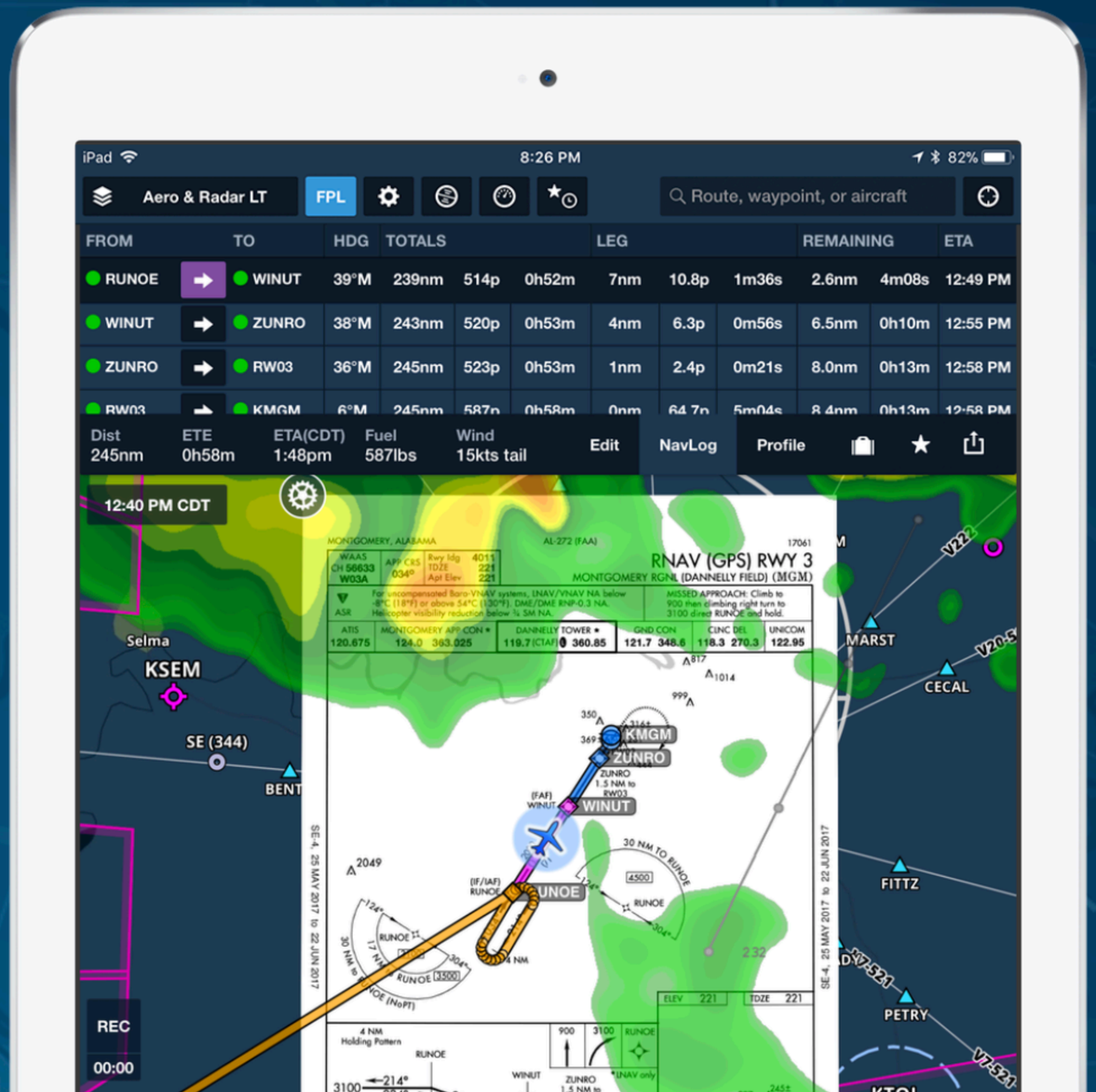
iOS version is way better . No groups, no Metar history.



FOREFLIGHT MOBILE

On the ground and in the air, pilots worldwide depend on ForeFlight Mobile for flight planning, charts, weather, airport information, document management, flight logging, synthetic vision, and more.

Download on the App Store



LAKEHORN AG
SWITZERLAND

- Founded 2012 in Switzerland
- Specialized in services and development primarily focus on smartphone, tablet, and Macintosh computers
- Consulting services for IT projects and app development
- Experience in Aviation, Broadcast Media, Pharma, Web/Internet, Hardware-Development, Regulation

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