

Apple Ecosystem

Our organization has an opportunity to generate additional revenue by investing in iTravel. iTravel is a preinstalled application included in stock iPhones that eliminates the distraction of focusing on an iPhone while driving. The industry need for direction projection would allow our organization has the opportunity to increase its name in multiple industries as well as develop a new function that will be used daily.

iTravel is a preinstalled application included stock iPhones that functions similar to Bluetooth and connects cordlessly to any head unit with a visual display. Once the connection is secured with an approval message on both the head unit and the phone the roadmap appears on the head unit screen as it appears on the smaller, iPhone screen. This application will limit the need for other mapping applications and will function through the preinstalled "maps" application included stock on every iPhone. Users will have full control over all of the features from either the handheld iPhone or the head unit display screen depending upon which setting they select. This allows the driver to focus on the road while a passenger from any seat of the vehicle sets each element of the map to the user's preferences. Once iTravel is set in route it will have features available to make directions easy to follow by announcing each direction as it occurs through the car's audio system and displaying the user's point on the map on the head unit's visual display. The iTravel application will automatically make any trip to an unknown destination less stressful and safer from numerous angles.

This application would create a significant revenue stream from Apple in its manufacturing of iPhones and increase revenue from its software rights purchases. Also this application would increase the appeal to users to use the preinstalled software rather than investing in outside application. With the natural human instinct to travel in addition to job opportunities continuously being offered in unfamiliar locations every user will value our iTravel application. Creating the iTravel application will increase both application revenue along with iPhone revenues. This product will only require coding from our developers to develop a connection similar to Bluetooth that will piggyback off of the already developed Apple Maps application for all other features. By building off of a preexisting application and developing it further for optimal use, our organization will generate additional revenue.