**Beat: Technology**

# IBM RELEASES 100th IBM MOBILEFIRST FOR IOS APP IN PARTNERSHIP WITH APPLE

**APPS TO EMBED COGNITIVE CAPABILITY**

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**USPA NEWS -** IBM today announced it has delivered more than 100 IBM MobileFirst for iOS apps, as part of its partnership with Apple, to transform work across 14 industries and 65 individual professions, from wealth advisors to flight attendants, first responders, nurses and retail buyers....

IBM today announced it has delivered more than 100 IBM MobileFirst for iOS apps, as part of its partnership with Apple, to transform work across 14 industries and 65 individual professions, from wealth advisors to flight attendants, first responders, nurses and retail buyers. Additionally, the companies are expanding the portfolio to new markets including consumer products, automotive, aging and chemicals and petroleum.

Air Canada, AXA, Coca-Cola Amatil, Japan Post, Rimac and Vodafone Netherlands are among many companies worldwide selecting IBM MobileFirst for iOS apps designed for iPads and iPhones.

As the roster of industry-specific apps grows, full suites of IBM MobileFirst for iOS capabilities are taking shape to streamline job roles in healthcare facilities, financial institutions and retailers. Information can now be shared across entire teams, empowering colleagues with the ability to work collaboratively from the same set of data on their mobile devices.

IBM is also currently developing enterprise apps for iPad Pro that take advantage of the device's expanded power, performance, larger screen size and iOS 9's multitasking features, allowing professionals to work in two apps side-by-side at the same time.

Apps with Apple Pencil support will provide added precision and functionality to tasks, including designing and laying out a room, logging transactions or annotating maintenance logs.

Source : IBM

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