

Apple Finds Its Calling

WHEN IS AN IPHONE NOT JUST A PHONE? WHEN IT'S A BOOK, A MAP, A GAME, OR, THANKS TO ITS EVER-MUTATING DNA, SOME 85,000 OTHER THINGS.

COMPUTING MOVIES MUSIC TELECOMMUNICATIONS



T-PAIN
Rapper

FAVORITE APP
Amateur Surgeon "Any Adult Swim app is the best." In this particular game, you play the role of a pizza delivery boy who must learn to be a surgeon.



RACHAEL RAY
Celebrity chef

FAVORITE APP
Quordy "It's like having Boggle in your iPhone—you just shake it, and the letters scramble on the screen. Quordy helps me pass the time in the back seat of a car."



RANDALL STEPHENSON
CEO, AT&T

FAVORITE APP
Kindle The CEO of the iPhone's wireless partner is just one of the legions of fans of Amazon's library-in-your-pocket app.



NEIL PATRICK HARRIS
Actor

FAVORITE APP
Hitchcock "Allows you to create storyboards using photos from your camera. Inspiring and great for the director in me."



YVES BEHAR
Industrial designer

FAVORITE APP
First Words "My 2½-year-old figures out all the words, spells them in English and French, and laughs every time that he gets it right."



BONNIE HAMMER
President, NBCU Cable

FAVORITE APP
Bionic Eye "When I'm on the road and need a Starbucks fix, I just point my camera at the street, and within minutes I'm sipping a soy chai latte."



DANA DELANY
Actress

FAVORITE APP
Crosswords "I do the *New York Times* crossword on Friday and Saturday. The great thing is it will give you the answers the next day if you want to cheat."



KELLY SLATER
Professional surfer

FAVORITE APP
Gig Baby A music-making app with a metronome, a four-track recorder, and a drum machine. "It's great for recording music on the fly."

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HEN THE IPHONE CAME ONTO THE SCENE only two years ago, it was unlike anything the stodgy telecom world had ever seen: Its touchscreen, built-in web browser, and accelerometer technology shook people into realizing that their cellphones were really pocket computers. Then came the apps. These days the iPhone is the hottest platform around, and one on which an army of outside developers and some 30 million iPhone users love to play.