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Free tool helps create realistic prototypes for iPhone and iPad app concepts

TORONTO — An app to help you create apps? That's what two Toronto firms have just released free of charge on Apple's iTunes App Store.

Dubbed the Realizer, the tool allows you to create realistic presentation prototypes of apps that can be easily displayed on actual iPhone or iPad screens. The prototypes include working "buttons" that give a realistic simulation of the final user experience.

The app, in beta testing since November, was created by Toronto ad agency Rethink in partnership with Nascent, also of Toronto.

"We initially designed the Realizer for ourselves as a way to better communicate our vision when presenting app concepts to clients," says Rethink Creative Director Dré Labre. "It proved so indispensable, in fact, we felt it a shame not to share the app with the rest of the ad and design community."

Labre says the Realizer can be used for everything from quick renderings of pencil sketches to fully designed comps. Its intended market includes designers, art directors, developers, testers and clients.

"We loved helping bring this idea to life," says Shawn Konopinsky from Nascent. "Apps are a new form of communication that can be difficult to simulate at the concept stage. We wanted to create a tool as simple and intuitive as these new platforms themselves."

Konopinsky says the Realizer will eventually be available on other mobile platforms, including Android. "There's a real open-source spirit behind this venture," he says. "We're counting on our users to help us make this tool better and better."

For more information on the Realizer, including a video tour, or to download, visit <http://realizerapp.com>

Rethink Communications is a Toronto- and Vancouver-based agency that specializes in big ideas for online, design, and advertising. The agency handles strategy, creative, and production for clients locally, regionally, and nationally.

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