



Lucid Mobile Application Development

Congratulations, your Lucid key is about to be transformed into a Lucid mobile application. This document describes the processes involved in converting any identification or diagnostic key developed in Lucid 3.6 (or later) to a Lucid Mobile app.

It provides an explanation of the conversion process and the various tasks that need to be carried out by the keys author(s) and by the Lucid Mobile team. For those who have decided to convert their key to an app, this document gives you all the details, checklists and forms associated with the conversion process that you have embarked on.

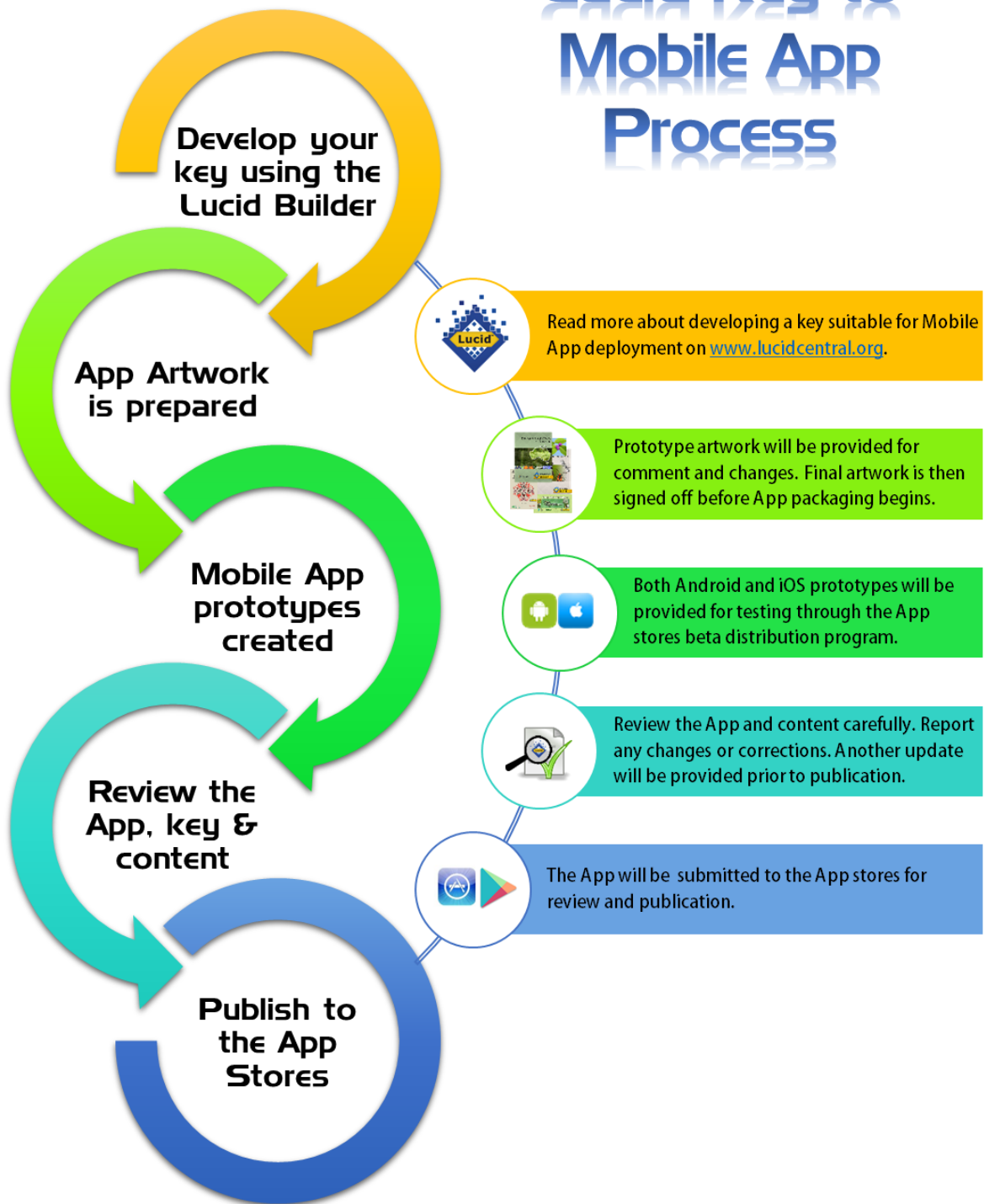
The topics covered in the document are summarised below:

Contents:

1. The steps involved in converting your Lucid key to a Lucid Mobile app
2. Preparing your Lucid key before starting the conversion process
3. Information you need to provide to the Lucid Mobile team
4. Author's sign-off for the Lucid Mobile artwork
5. Development of a Lucid Mobile prototype
6. Testing the prototype app
7. Author's sign off that the app is ready for publication



Lucid Key to Mobile App Process





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Information required to get started

You will be sent a publication Agreement for signing and a checklist of the items that you need to provide to us (an example for each of these items in a recently published app is provided in Appendix).

The following items will need to be provided by you.

- Sign and return the Publishing Agreement (See Appendix 1).
- Your key will need to be provided in the Lucid Builder format. This includes the .lk4/.lk5 file and the corresponding key folder.
- Key Title (This title is used in the artwork)
- Short Key Title (used as the App shortcut – can be no longer than 30 characters).
- Author(s). Please indicate if you wish the authors to be included on the splash screen artwork.
- About page (Up to ½ page of text for a description about the key, this can include links (URLs).
- App Store listing short description of the key (80 characters max).
- App Store listing long description of the key (4000 characters max). Can be same/similar text to App About text.
- App store key search words for the App. These are used to help with users finding your App.
- Contact Email address for the App listing – Optional – Our support email can be used, if preferred.
- Privacy Policy URL – Optional. This is needed if collecting user data.
- Preferred App listing category (one only – per App Store). See appendix three for the categories available.

Artwork

If Identic is producing the artwork:

- Logos (preferably high quality. Please indicate, if any, are to be located within the Splash screen artwork and the bottom of the About page.)
- Preferred colour scheme the artwork should be based on. E.g. Blues, greens etc. If you have a wire diagram or preferred layout/design for the splash screen please provide.
- Photographs that you may wish to be incorporated into the splash screen design.

You will be provided with up to three (3) design iterations when developing the artwork for your App. Your feedback and comments will be incorporated into each iteration. Once the design has been finalised you will need to sign off on the design before the artwork elements are completed and integrated into the mobile application. Design iterations beyond the first three will incur additional cost.

If you are providing the artwork:

Artwork must meet Google and Apple design and technical standards. For example, see:

Android

https://developer.android.com/guide/practices/screens_support.html

Apple iOS

<https://developer.apple.com/ios/human-interface-guidelines/graphics/app-icon/>
<https://developer.apple.com/ios/human-interface-guidelines/graphics/launch-screen/>
<http://iosres.com/>



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Example artwork requirements for your App:

Android Artwork

Pixel Densities

Android icons require five separate sizes for different screen pixel densities. Icons for lower resolution are created automatically from the baseline.

mdpi (Baseline):	160 dpi	1×
hdpi:	240 dpi	1.5×
xhdpi:	320 dpi	2×
xxhdpi:	480 dpi	3×
xxxhdpi:	640 dpi	4×

Sizes (px)

Format and naming

Notes

Play Store Feature Graphic

1024 x 500 (mdpi) .png

Launcher icons

48 × 48 (mdpi)	.png	Three-dimensional, front view, with a slight perspective as if viewed from above, so that users perceive some depth.
72 × 72 (hdpi)		
96 × 96 (xhdpi)		
144 × 144 (xxhdpi)		
192 × 192 (xxxhdpi)		
512 × 512 (Google Play store)		

Action bar, Dialog & Tab icons

24 × 24 area in 32 × 32 (mdpi)	.png	These icons are used in the action bar menu. The first number is the size of the icon area, and the second is file size.
36 × 36 area in 48 × 48 (hdpi)		
48 × 48 area in 64 × 64 (xhdpi)		
72 × 72 area in 96 × 96 (xxhdpi)		
96 × 96 area in 128 × 128 (xxxhdpi)		

Small Contextual Icons

16 × 16 (mdpi)	.png	Small icons are used to surface actions and/or provide status for specific items.
24 × 24 (hdpi)		
32 × 32 (xhdpi)		
48 × 48 (xxhdpi)		
64 × 64 (xxxhdpi)		

Notification icons

22 × 22 area in 24 × 24 (mdpi)	.png	These are used to represent application notifications in the status bar. They should be flat (no gradients), white and face-on perspective
33 × 33 area in 36 × 36 (hdpi)		
44 × 44 area in 48 × 48 (xhdpi)		
66 × 66 area in 72 × 72 (xxhdpi)		
88 × 88 area in 96 × 96 (xxxhdpi)		



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Lucid Splash Screens

720x1080 (xhdpi) .png
 960x1440 (xxhdpi)
 1280x1920 (xxxhdpi)

Apple Artwork

Name	Size(px)	Usage
Icon-Small.png	29x29	iPad Settings
Icon-Small@2x.png	58x58	iPhone Settings, iPad Settings for Retina display
Icon-Small@3x.png	87x87	iPhone Settings for Retina display
Icon-40.png	40x40	iPad Spotlight results
Icon-40@2x.png	80x80	iPhone Spotlight results, iPad Spotlight results for retina display
Icon-40@3x.png	120x120	iPhone Spotlight results for retina display
Icon-60@2x.png	120x120	iPhone App Icon
Icon-60@3x.png	180x180	iPhone App Icon for Retina display
Icon-76.png	76x76	iPad App Icon
Icon-76@2x.png	152x152	iPad App Icon for Retina display
iTunesArtwork.png	512x512	App Submission
iTunesArtwork@2x.png	1024x1024	App Submission
Lucid Splash Screens		
Splash-iPad.png	768x1024	
Splash-iPad@2x.png	1536x2048	
Splash-iPhone@2x.png	640x960	
Splash- Retina4.png	640x1136	
Splash- RetinaHD47.png	750x1334	
Splash-RetinaHD55.png	1242x2208	



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Artwork Sign Off Form

The estimate we have given you of the costs involved in providing you with a service to complete the artwork for your app is based on a maximum of three iterations. If you need further iterations, we will need to charge for each extra iteration. This is why it is necessary for you to appreciate this and to confirm you understand these terms by signing this letter.

[To be reproduced on your letterhead]

Lucid Mobile App Artwork Sign Off

The Director
Identic Pty Ltd
P.O. Box 5486
Stafford Heights,
Queensland 4053,
Australia

Dear Sir,

CONFIRMATION OF Artwork for _____ Mobile App.

I the undersigned confirm that the artwork (candidate no# __) for Mobile App packaging meets:

- My satisfaction in respect to completeness, accuracy and design.
- Is ready for packing within the mobile application.
- I understand additional costs may be incurred, if further changes are requested.

Yours sincerely,

Authorised Officer

Date: / /




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Mobile Application Prototypes

After we have received your key and the artwork has been finalised the process of creating your mobile App will begin. This may include preparing your content (images and fact sheets) for the mobile environment and adding the requested modules you have selected.

Once this packaging process has been completed, we will provide you access to both an Android and iOS prototype, via the App stores beta programs. This will require you to have either an Android or Apple device for testing. The beta installation process and App functionality will be identical to the release edition, including the way updates are handled, allowing you to experience the App as if it was already available through the regular App store.


 **Note:** If your App is quite complex, for example due to the amount of media or custom features or modules, it may be necessary to first produce a single platform edition for initial testing and feature confirmation, prior to completing the remaining platform.


Testing the App

Identic has tested its Lucid Mobile platform extensively across both Android and iOS along with a multitude of devices. However, when testing your application you should:

- Try it out on as many device types and sizes you can. It is preferable to at least try it out on a phone size device and a tablet size device to ensure your content is rendering well across the screen sizes.
- Look over all the functionality provided by the App. Try out the key, check that it is performing as expected. Review all the fact sheets and images. Look carefully over any additional content or modules that you have requested.
- Check over the about screen and check the authorship details are correct.

Once you have completed your testing and are satisfied your App is ready for publication complete the sign off sheet (see below) and return it to Identic. If you have found any corrections or changes, please report them to identic along with the details of the device and its operating system version.

 **Tip:** Packaging a key can be very time consuming, so it is important that you examine your key and content closely. Your first and second prototypes are provided as a part of our packaging service. If you require additional prototypes prior to publishing a further cost will be incurred.

 **Note:** If a technical issue, such as a programming bug, is found in the App during your testing (or even after publication), Identic will repackage the App at no additional cost. This excludes compatibility changes caused by future releases of the mobile operating systems.



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[To be reproduced on your letterhead]

Lucid Mobile App Ready for Publication Sign Off

The Director
Identic Pty Ltd
P.O. Box 5486
Stafford Heights,
Queensland 4053,
Australia

Dear Sir,

CONFIRMATION OF MOBILE APP _____ is ready for publication.

I the undersigned confirm that the App (candidate no# ___) meets:

- My satisfaction in respect to completeness, accuracy, design and requested modules.
- Is ready for publication to the App stores.
- I understand that the application submission and review process undertaken by Google and Apple may take up to 5-10 working days.
- I understand additional costs may be incurred, if further changes are requested.
- I have read and accept the 'End User Licence - Lucid Mobile Application Terms of Use'.

Yours sincerely,

Authorised Officer

Date: / /



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Appendix One

LUCID MOBILE PUBLISHING AGREEMENT

1. DEFINITION OF TERMS

1.1 *The Work*: One (1) Lucid Based mobile app (Google Android & Apple iOS) of **<Key Title>**

2. PROPRIETARY RIGHTS

2.1 All trademarks, copyright, database rights and other intellectual property rights of any nature in the Application together with the underlying software code are owned by IDENTIC.

2.2 Data (such as score data, fact sheets and images) contained within the app relating to identification and/or diagnostic purposes is owned by the respective Owner(s).

3. LIMITATION OF LIABILITY

3.1 In no event will IDENTIC be liable for any direct, indirect, special, punitive, exemplary or consequential losses or damages of whatsoever kind arising from Content provided by you the owner to the Application, including loss of profit or the like whether or not in the contemplation of the parties, whether based on breach of contract, tort (including negligence), product liability or otherwise.

3.2 The Content Owner shall be solely responsible for your own Content and the consequences of publishing this Content via the Application. You affirm, represent, and warrant that you own or have the necessary licenses, rights, consents, and permissions to publish Content you submit. For clarity, you retain all of your ownership rights in your Content.

3.3 You further agree that Content you submit for publication will not contain third party copyrighted material, or material that is subject to other third party proprietary rights, unless you have permission from the rightful owner of the material or you are otherwise legally entitled to publish.

4. DISCLAIMER OF WARRANTIES

4.1 To the maximum extent permitted by law, IDENTIC hereby disclaims all implied warranties with regard to the Application. The Application and software are provided "as is" and "as available" without warranty of any kind.

5. REPORTING AND ROYALTY PAYMENTS, if applicable

5.1 Fees break down:

Google/Apple: 30%

Identic App licence & support: 30%

The remaining revenue returned to the content owner is 40%, excluding any taxes.

5.2 IDENTIC will pay the Content Owner a royalty of 40 per cent (40%) of the net income, exclusive of GST and mailing costs, received by IDENTIC from sales of copies of the app.

5.3 IDENTIC will report to Content Owner on the sale of copies of the App no later than 31 August of each year for the prior period 1 July to 30 June. With each report IDENTIC will pay to the Content Owner royalties due the prior period 1 July to 30 June.

6. TERMINATION

6.1 IDENTIC may terminate use of the Application at any time by giving notice of termination to you.

6.2 Upon any termination, (a) the rights and licenses granted to you herein shall terminate; (b) you must cease all use of the Software.

7. GOVERNING LAW

7.1 This agreement is governed by the laws of the State of Queensland, Australia.



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Signed as an Agreement for and on behalf of the parties
For IDENTIC

..... Date

<IDENTIC Authorised representative>
ABN 94 169 687 110

For the Content Owner

..... Date

<Content Owner Authorised representative>



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Appendix Two

End User Licence - Lucid Mobile Application Terms of Use

1. GENERAL

1.1. By installing the Application (as defined below), you agree to be bound by these terms of use ("apptterms"). Please review them carefully before installation and/or acceptance.

2. DEFINITIONS

The "Application" shall mean the software provided by Identic Pty Ltd (Identic) under Lucid Mobile brand, to be used on Android OS and Apple iOS devices and any upgrades from time to time and any other software or documentation which enables the use of the Application.

3. DATA PROTECTION

Any personal information you supply to IDENTIC when using the Application will be used by IDENTIC in accordance with its Privacy Policy.

4. PROPRIETARY RIGHTS AND LICENCE

4.1. All trademarks, copyright, database rights and other intellectual property rights of any nature in the Application together with the underlying software code are owned by IDENTIC. Data (such as score data, fact sheets and images) contained within the app relating to identification and/or diagnostic purposes is owned by the respective key author(s).

4.2. IDENTIC and the data owner hereby grants you a worldwide, non-exclusive, royalty-free revocable licence to use the Application for your business and personal use in accordance with these apptterms.

5. CONDITIONS OF USE

5.1. You will not, nor allow third parties on your behalf to (i) make and distribute copies of the Application (ii) attempt to copy, reproduce, alter, modify, reverse engineer, disassemble, decompile, transfer, exchange or translate the Application; or (iii) create derivative works of the Application of any kind whatsoever.

5.2. IDENTIC reserves the right to amend or withdraw the Application, or charge for the application or service provided to you in accordance with these apptterms, at any time and for any reason.

5.3. You acknowledge that the terms of agreement with your respective mobile network provider ('Mobile Provider') will continue to apply when using the Application. As a result, you may be charged by the Mobile Provider for access to network connection services for the duration of the connection while accessing the Application or any such third party charges as may arise. You accept responsibility for any such charges that arise.

5.4. If you are not the bill payer for the mobile telephone or handheld device being used to access the Application, you will be assumed to have received permission from the bill payer for using the Application.

6. AVAILABILITY

6.1. This Application is available to handheld mobile devices running Android and Apple operating systems. IDENTIC will use reasonable efforts to make the Application available at all times. However, you acknowledge the Application is provided over the internet and mobile networks and so the quality and availability of the Application may be affected by factors outside IDENTIC reasonable control.



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6.2. IDENTIC does not accept any responsibility whatsoever for unavailability of the Application, or any difficulty or inability to download or access content or any other communication system failure which may result in the Application being unavailable.

6.3. IDENTIC will not be responsible for any support or maintenance for the Application.

7. SYSTEM REQUIREMENTS

7.1. In order to use the Application, you are required to have a compatible mobile telephone or handheld device, internet access, and the necessary minimum specifications ('Software Requirements').

7.2. The Software Requirements are as follows: Apple iOS devices running iOS 5, and Android OS devices running OS 2.3 or greater.

7.3. The version of the Application software may be upgraded from time to time to add support for new functions and services.

8. TERMINATION

8.1. IDENTIC may terminate use of the Application at any time by giving notice of termination to you.

8.2. Upon any termination, (a) the rights and licenses granted to you herein shall terminate; (b) you must cease all use of the Software;

9. LIMITATION OF LIABILITY

9.1. In no event will IDENTIC or the content owner be liable for any direct, indirect, special, punitive, exemplary or consequential losses or damages of whatsoever kind arising out of your use or access to the Application, including loss of profit or the like whether or not in the contemplation of the parties, whether based on breach of contract, tort (including negligence), product liability or otherwise.

9.2. IDENTIC is not liable to you for any damage or alteration to your equipment including but not limited to computer equipment, handheld device or mobile telephones as a result of the installation or use of the Application.

10. DISCLAIMER OF WARRANTIES

10.1 To the maximum extent permitted by law, IDENTIC hereby disclaims all implied warranties with regard to the Application. The Application and software are provided "as is" and "as available" without warranty of any kind.


11. GOVERNING LAW

11.1 This agreement is governed by the laws of the State of Queensland, Australia.



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App Store Listing Categories

 **Note:** Only one category per store is allowed. We normally recommend the Education category for Lucid Apps.

Google App Store

- /Books & Reference
- /Business
- /Comics
- /Communication
- /Education
- /Entertainment
- /Finance
- /Games
- /Libraries & Demo
- /Lifestyle
- /Video Players & Editors
- /Music & Audio
- /News & Magazines
- /Personalization
- /Photography
- /Productivity
- /Shopping
- /Social
- /Sports
- /Tools
- /Maps & Navigation
- /Travel & Local
- /Weather
- /Games/Arcade
- /Games/Board
- /Games/Card
- /Games/Casual
- /Games/Racing
- /Games/Sports
- /Games/Action
- /Games/Adventure
- /Games/Casino
- /Games/Educational
- /Games/Family
- /Games/Music
- /Games/Puzzle
- /Games/Role Playing
- /Games/Simulation
- /Games/Strategy
- /Games/Trivia
- /Games/Word
- /Art & Design
- /Auto & Vehicles
- /Beauty
- /Dating
- /Events
- /Food & Drink
- /House & Home
- /Parenting

Apple iTunes Store

- /Book
- /Business
- /Education
- /Entertainment
- /Finance
- /Games
- /Lifestyle
- /Music
- /Navigation
- /News
- /Magazines & Newspapers



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/Photo & Video
/Productivity
/Reference
/Social Networking
/Sports
/Travel
/Utilities
/Weather
/Games/Action
/Games/Adventure
/Games/Arcade
/Games/Board
/Games/Card
/Games/Casino
/Games/Dice
/Games/Educational
/Games/Family
/Games/Kids
/Games/Music
/Games/Puzzle
/Games/Racing
/Games/Role Playing
/Games/Simulation
/Games/Sports
/Games/Strategy
/Games/Trivia
/Games/Word
/Catalogs
/Magazines & Newspapers/News & Politics
/Magazines & Newspapers/Fashion & Style
/Magazines & Newspapers/Home & Garden
/Magazines & Newspapers/Outdoors & Nature
/Magazines & Newspapers/Sports & Leisure
/Magazines & Newspapers/Automotive
/Magazines & Newspapers/Arts & Photography
/Magazines & Newspapers/Brides & Weddings
/Magazines & Newspapers/Business & Investing
/Magazines & Newspapers/Children's Magazines
/Magazines & Newspapers/Computers & Internet
/Magazines & Newspapers/Cooking, Food & Drink
/Magazines & Newspapers/Crafts & Hobbies
/Magazines & Newspapers/Electronics & Audio
/Magazines & Newspapers/Entertainment
/Magazines & Newspapers/Health, Mind & Body
/Magazines & Newspapers/History
/Magazines & Newspapers/Literary Magazines & Journals
/Magazines & Newspapers/Men's Interest
/Magazines & Newspapers/Movies & Music
/Magazines & Newspapers/Parenting & Family
/Magazines & Newspapers/Pets
/Magazines & Newspapers/Professional & Trade
/Magazines & Newspapers/Regional News
/Magazines & Newspapers/Science
/Magazines & Newspapers/Teens
/Magazines & Newspapers/Travel & Regional
/Magazines & Newspapers/Women's Interest
/Food & Drink
/Shopping