

# Online Banking

## Strategies for the Internet

REPORT

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## Mobile Banking & Finance Apps 2.0

*A look at the three major smartphone app stores:  
iPhone/iPad, Android, and BlackBerry*

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**Abstract:** In this report, we look at the growth in the three major mobile phone app stores: iPhone, Android and BlackBerry.

The top finance apps on each platform are listed. And we highlight the 97 smartphone applications currently available from 78 unique U.S. financial institutions.

**Companies Mentioned:** Apple, Bank of America, Bump Technologies, CashEdge, Chase, CIBC, E\*Trade, Fidelity Investments, Google, Pageonce, Research In Motion (RIM), Square, PayPal, and USAA

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