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By Federico Viticci & Friends

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Beautiful Word Clouds for iPad and iPhone

Jan 13, 2011 — 16:48 CUT

App Is 2010's Word Of The Year

By [Cody Fink](#)



The [American Dialect Society](#) has chosen "app" as 2010's word of the year, which isn't surprising considering the media's focus on all things "apps." Apple took the phrase and injected it straight into the heart of commercial marketing as they continually aired commercials for both the [iPhone](#) and [iPad](#) showcasing apps available on the App Store, while Verizon's [Droid Does commercials](#) showcased the "limitless potential" of the Android Marketplace. 2011 will continue this trend as devices like the iPad [introduce more powerful gestures](#), and as the iPhone [penetrates Verizon for the first time](#). If 2010 wasn't the year of apps, do you think it would have been the year of the iPad? I think so.

[[MSNBC](#) via [TUAW](#)]



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