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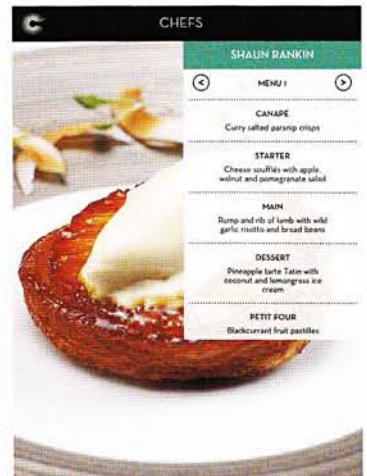
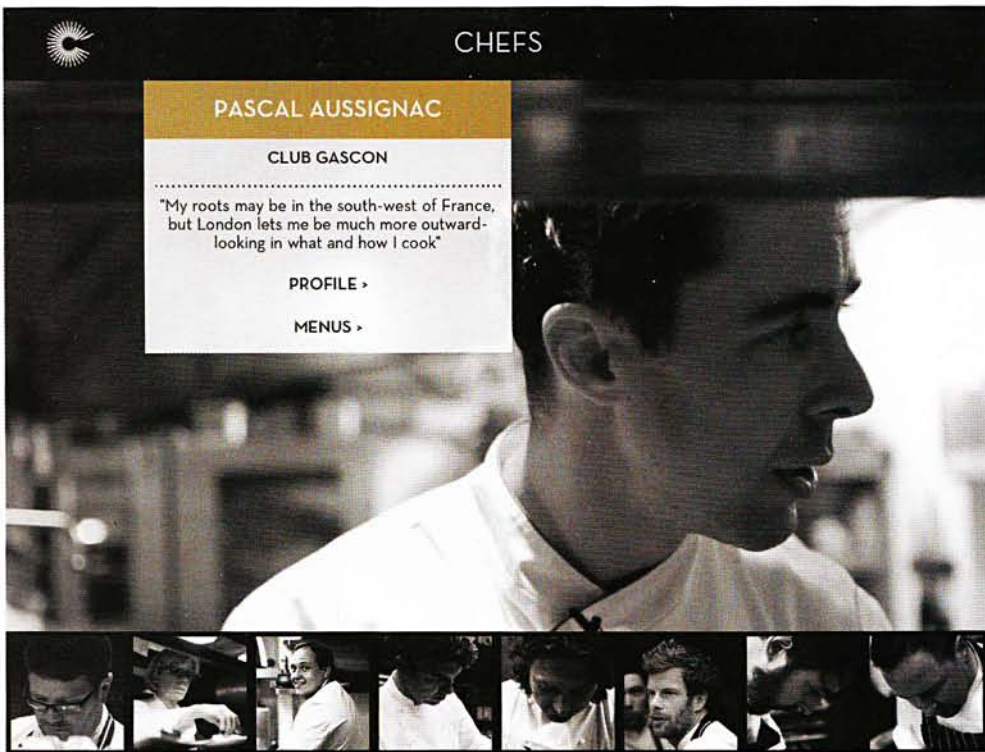
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Great British Chefs - Recipes HD

Cook like a Michelin Star chef, or book a table at their restaurant

GREAT BRITISH CHEFS
The first thing *Great British Chefs* will do is make you hungry. The stunning dishes and use of photography to present them will have you gnawing at the corners of your iPad.
The app takes 12 of the best chefs in Britain, with 15 Michelin stars between

them, and presents three menus from each that they would be happy to serve in their restaurants. The result is as mouth-watering as the food.
The interface is as clean as a high-end kitchen, and runs just as smoothly, with a drop-down menu allowing for easy navigation around the app.

There is a section dedicated to the chefs themselves, with written and video profiles on each. You'll also find a favourites section for you to add recipes to, and in a sense create a personal cookbook to rival your in-app tutors.

The highlight of the app, though, is the recipes screen, which lays out all 180 dishes in front of you in a Rubix Cube-esque grid pattern, where enlarging an image with one touch sees other recipes slide out of its way as one organic unit.

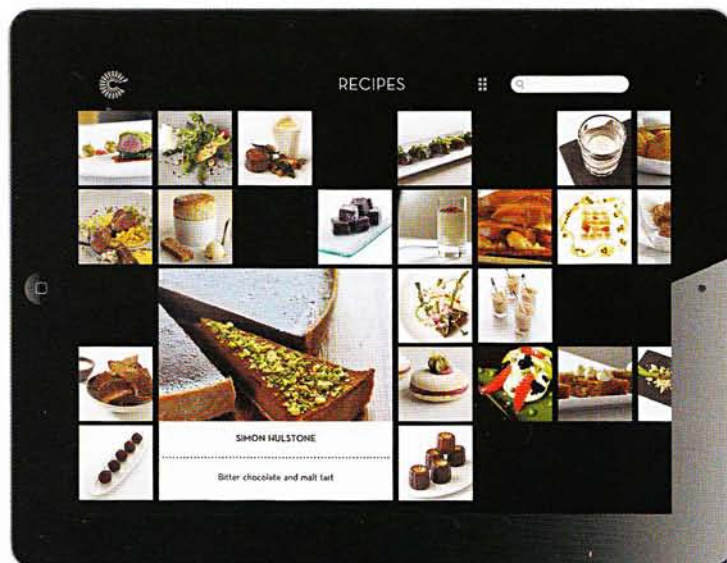
From here, you can get a full screen image of the dish, and get into the important stuff such as prep and cooking times. It's where the ingredients are listed, and if you're short of a few, you can add them to a shopping list, and email them to yourself. In the method section, you can add your own notes should you discover a nifty shortcut, and set a timer to keep yourself on track.

The only disappointment is the lack of video walkthroughs, but given the overall depth of content in the app, you can easily forgive the developers.

As carefully crafted as the dishes it showcases, and packed full of extras.
★★★★★

• iPad | iOS 3.2 | £4.99/\$7.99 | v1.0

- Pros/Cons**
- ▲ Preparation tutorials are a great extra
 - ▲ Looks as good as the food
 - ▼ No video walkthrough on recipes
 - ▼ Some dishes look beyond us mere mortals



ABOVE: The presentation and use of photography adds to the experience.

Interview: Ollie Lloyd

We speak to Ollie Lloyd, CEO and one of the founding members of Great British Chefs, on why GBC is no ordinary recipe guide



Can you explain the concept behind Great British Chefs?

We champion the best and most creative chefs in Britain, and put their imaginative and exciting recipes at our customers' fingertips. Life is too short for dull 20 minute meals!

What originally made you want to turn this idea into an app?

Apps allow users to interact in a way that can be perfectly suited for cooking. It's great to be able to email friends recipes they like, build a shopping list, and link relevant videos to particular steps. The photography also looks amazing on an iPad.

Where did you take inspiration from when creating the app?

We love Martha Stewart's *Cookie* app, but generally a lot of apps recycled content from TV or books. We really wanted to create something special that introduces the chefs and makes their food look incredible. All the films were shot on a Canon 5D MKII, and were made specifically for this app by some incredible filmmakers that do a lot of music videos and stuff for people like Nike. This means they are intimate, short, and relevant to the task at hand.

Is the app aimed at experienced cooks, or do you feel that there are enough tutorials and content to entice beginners?

Some of the dishes are complex, but there are many that are easy to make. It's not for beginners, but there are people who will be inspired by the recipes, and cut out a few steps to make it simpler, or simply visit the restaurant!

How is Great British Chefs different from other recipe apps?

Most recipe apps are only compatible with the iPhone. We have created two apps: one for the iPhone, and one for the iPad. Ultimately, no one has ever put this kind of talent and content at the heart of an app.

How important would you say that the overall look and functionality of the app was to you?

Hugely important. It had to be intuitive, and also beautiful. Hat-Trick, the most awarded design agency in the UK, did our brand design, and it was their idea to have black and white

"With Great British Chefs, we wanted to create something special that introduces the chefs and makes their food look incredible"

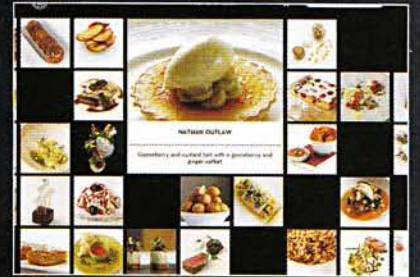
chef images and really close-up food shots. We wanted to create something that got people excited, and that they could use. We hope we have done that.

Do you have plans to update and further develop the app?

Absolutely. There are some big plans in development for both apps and the web.

Showcase

Make yourself master of the kitchen



1 Recipes

With 180 recipes, and each one created as part of a menu, you've got more choice than you can shake a truffle at.



2 Hints

These video tutorials will help you get the complicated preparations just right, ranging from opening clams to butchering a rabbit.



3 Methods

With voice control, timers and extra tips, you'll never feel swamped, even when you're up to your elbows in scallops.



4 Cookbooks

Should you be inspired, you can even find out where to get hold of some of the featured chefs' full cookbooks.



ABOVE: Upon viewing the menus, add the ingredients to a shopping list.



ABOVE: Drop-down menus make navigation through the app straightforward and enjoyable.



ABOVE: See suggested set menus - three from each chef - showcasing a variety of dishes.