



**Customer:** German Government

**Location:** Berlin, Germany

**App Name:** A Forest Guide

**App Function:** Interactive  
Education about the German  
Forests

**Industry:** Government, Education

**Developed on:** Mac

**Deployed on:** iOS and Android

**Result:** Over 300,000 downloads

**About:**  
Federal Ministry of Food Agriculture  
and Consumer Protection  
promotes forest management and  
the health of citizens.

**Business Need:**  
A fast and efficient way to develop  
an interactive mobile app as the  
next evolution of a hardcopy book.

**Benefits of LiveCode:**  
English Like Language, compile  
free work flow and cross platform  
development and deployment  
capabilities, ensure clear  
communication at all times and  
enabled the app to be developed in  
a fraction of the time it would have  
taken using classical languages.

### Die Waldfibel Educational Forestry App Introduction

Turning a book into an app is no easy feat, particularly when faced with an immovable deadline, a demanding schedule and extensive development work. When the client is the German Government and the app forms part of a national initiative, the pressure to get it right first time and deliver on time is immense. And when the timing coincides with the unveiling of the latest iPhone, the pressure is really on.

For Frans Schoffelen, CEO of Berlin-based Knowledgistics, creating an appealing educational app required more than just a creative skill set – it needed an adaptable cross-platform development environment that supported free-flowing thinking interaction and rapid real-time iteration. The product of choice was LiveCode.

Frans Schoffelen, CEO of Berlin-based Knowledgistics  
The project took 12 weeks to complete and broke down into five stages:

- Framework
- Graphics development
- Basic navigation and programming
- First Prototype
- Test phase & Delivery

The new app has enjoyed over 300,000 down loads and the maximum book run was 90,000 copies. The success has resulted in further commissions for LiveCode based mobile apps

With over 30 per cent of Germany covered in forest, the responsibility for ensuring its management falls to the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV). The ministry runs various educational programmes designed to raise awareness about the need to protect and sustain forests.

The United Nations declared 2011 as the International Year of Forests and to mark the occasion the Ministry commissioned a project to create a new app based on a previously published booklet about how to respect and enjoy Germany's forests.

For the app to accurately reflect the printed book and for the content to be viewed on an iPhone and iPad required the recreation of over 1600 individual graphics. These could not simply be taken from the existing image files and dropped into the app. Rather they had to be rescanned and recreated individually, which was a time-intensive effort. Given the cross-platform nature of the project, it was important that the Android version of the app was equally slick and impressive as the iOS version.

"One of the challenges facing any app development team is that the coding aspect can be so complex and difficult that it is only understood by a select few individuals. As a result, it can often create barriers within the development team, as technical and non-technical individuals struggle to articulate their views and ideas about the overall project. With LiveCode, the emphasis lies on using English-language syntax to code the app, which makes it far easier for all team members to participate in the development process and easily explain and share their ideas and thoughts. Moreover, the ability to iterate the development in real-time ensures that the team remains focused and energised," **said Frans.**

"LiveCode's value lies in the level of transparency it offers, particularly for individuals who do not have a programming background or knowledge. An example of this is when we were designing the user interface for the forest app. The team was able to interact with the programmer about the layout and placement of the graphics and content and various changes could be seen immediately rather than having to wait for the developer to compile and run the code.

This effectively cut the development time by a third," **added Frans.**

"The simplicity and ease of LiveCode was further reinforced by the development of a special tag that we designed using LiveCode to help us manage the overall project. We called it the ok tag and it allowed us to mark when a particular graphic or content was in the right location and met all the requirements. This ensured that the team would not accidentally replicate or redo tasks that had already been done and approved and, critically, gave us the ability to highlight certain aspects during the testing phase".



## About RunRev

Founded in 1997, RunRev is a technology company committed to making scalable software development fun, easy and accessible to everyone. To achieve this RunRev has created LiveCode.



## About LiveCode

LiveCode is an award winning, high level, cross platform, integrated development environment. Its compile free work flow and highly efficient single code base enables Apps to be developed on Windows, Mac and Linux and deployed on all popular platforms including Mobile, Desktop, Cloud and Server. LiveCode is used around the world by organizations of all sizes to solve real world business problems.

**Today millions of people use Apps built using LiveCode.**

**For more information please contact us:**

**Web: [www.livecode.com](http://www.livecode.com) | Email: [Sales@runrev.com](mailto:Sales@runrev.com) | Call: +44 (0)845 219 8923**

# LIVECODE

