Apple Chomps App Search Engine

Written by Marco Attard
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Techcrunch reports Apple just made an acquisition that should improve app discovery on the iTunes app store-- the search and discovery platform Chomp.

The blog 9 to 5 Mac also confirms the Chomp acquisition, with unnamed sources saying the Chomp CEO and CTO are already Apple employees.

Currently the Chomp search engine covers both iTunes App Store and Android Market, with an algorithm the company says "learns the functions and topics of apps, so you can search based on what apps do, not just what they're called."

It makes sense for Apple to purchase such a company-- the App Store carries over 500000 mobile and tablet apps, and improved search will benefit both customers and developers.

Chomp will apparently continue operating "normally" for now-- or at least until the Chomp team and product complete the move to Apple. With around 20 employees and an interesting offering, Techcrunch describes Chomp as "not a cheap "acqui-hire". And with nearly $100 billion in cash on hand, Apple obviously affords to splash throw money at what it thinks is worth acquiring.

Go [Apple Acquires Chomp (Techcrunch)](#)

Go [Apple Acquires Chomp to Help With iTunes Revamp (9 to 5 Mac)](#)

Go [Chomp](#)

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