

# Must have apps

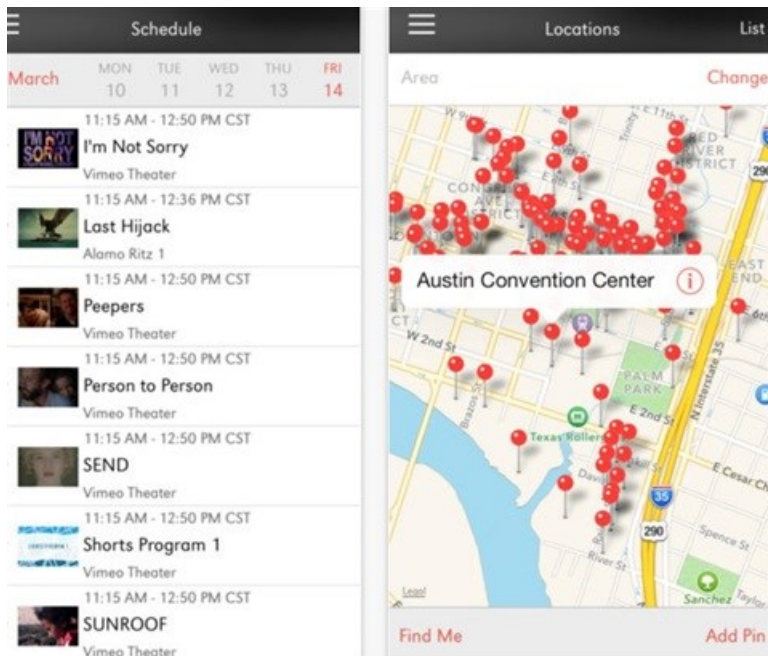
By [Mark Schefermann](#)

7 Mar 2014

As you can imagine, [SXSW Interactive](#) attracts "digital natives" from all over the world that essentially wouldn't be able to survive without their mobile apps. Here is my list of top apps for SXSW Interactive 2014:

## 1. [SXSW](#) (Obviously)

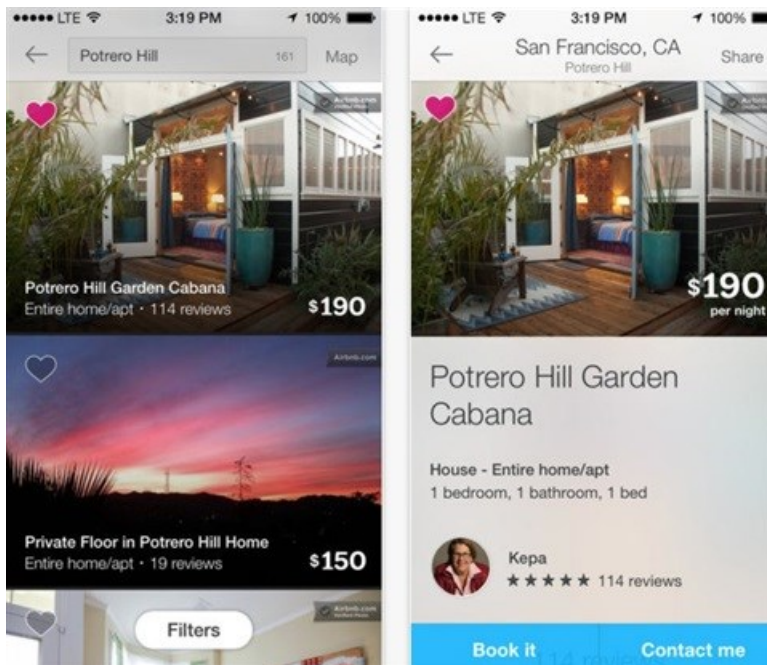
This is an obvious one but it is definitely the first app one should download and start exploring. This will become your ultimate tool to manage your time effectively while you are at SXSW 2014. With this app you can browse the lineup, create your personal schedule and login to sync it with your other devices. It also helps you find your way around Austin, navigate the trade show and stay connected to others attending.



## 2. [AirBnB](#)

If you snooze, you lose, this is especially the case when it comes to accommodation for SXSW. Most of the hotels in close proximity to the Convention Centre sell out almost immediately. This is where AirBnB will be your saving grace. I believe that this company is going to revolutionise the hospitality/hotel industry completely. If you don't believe me, try it for yourself.

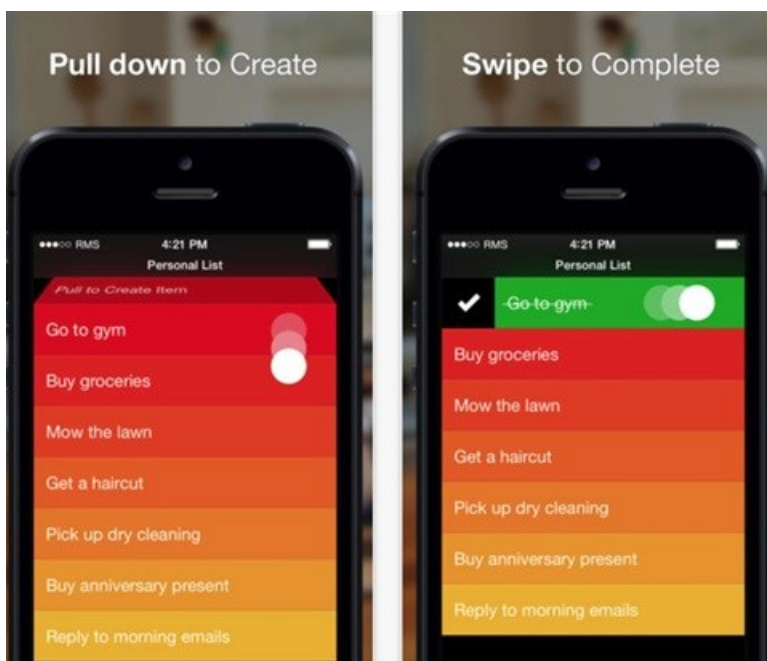
It has an exceptionally slick and easy-to-navigate user experience, the best I have ever come across. With this app you will definitely find great accommodation for your stay during SXSW.



### 3. [Clear](#)

If you are like me, to-do lists are an integral part of life. There are hundreds of different "to-do" and "notes" apps available however, I find them either too simple or too complicated.

I have tried many but for me Clear is by far the best. It is very simple to use, has a great interface and it syncs seamlessly across all my devices. This way if I am on my iPhone, MacBook or iPad, I can always add or remove something on my list. The best feeling is the sound it makes when you tick items off the list, definitely some user psychology behind that.



### 4. [Triplt](#)

Once your entire itinerary has been finalised, it always helps having all this information in one place. Triplt does just this; you can include all your travel information, from your flights, car rental details, activities, notes and lots more.





## Trips

2 active



## Alerts & Updates

Track your account alerts



## Get TripIt Pro

Track rewards accounts and more



## Network

Stay in travel-sync with friends



## Settings



8

GMT

12

GMT

Confir

Seat

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View  
Airline

AT&T

3:26 PM

58% 



## Add Plans

Travel

Activities

Other



Flight



Car Rental



Rail



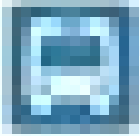
Ground Transportation



Cruise



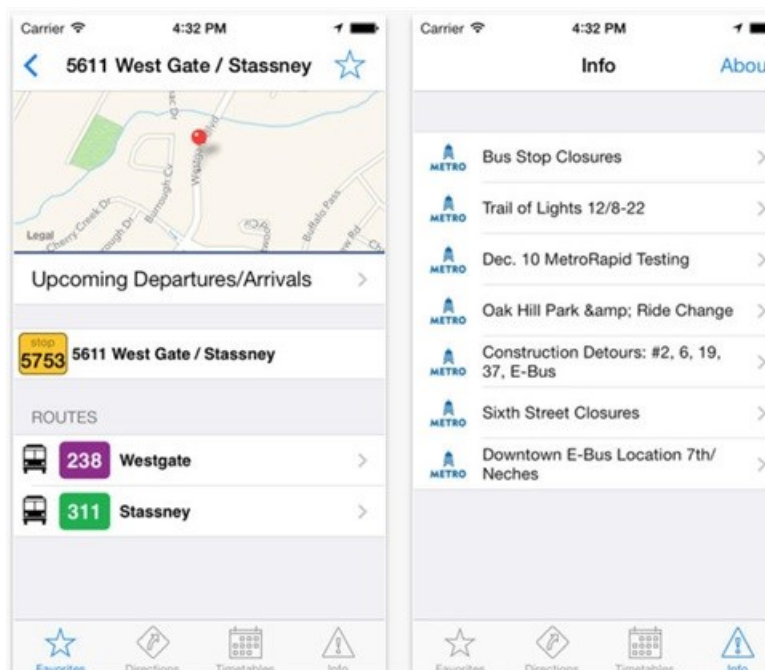
Ferry



# Other Transportation

## 5. Transit Times

When traveling abroad it is always a case of "how do I get to my accommodation?" Once you leave the airport and you can't always rely on your network provider, for example my roaming currently isn't working, so I have zero connectivity but that's where this app is great, it works offline. The only time you will need to connect is if you want to update the schedule.



These are my five apps that will definitely make your SXSW experience a great one, let me know what other apps you would recommend.

Watch this space for more updates from SXSW Interactive 2014:

- [Bizcommunity](#)
- Twitter: [@Digital\\_Guy](#), [@BaseTwoDigital](#) and [#SXSWSA2014](#)
- Website: [www.BaseTwo.co.za](http://www.BaseTwo.co.za)

## ABOUT MARK SCHEFERMANN

My knowledge and enthusiasm for the digital world enables me to think creatively and challenge briefs. My passion is strategy and showing how digital can open new opportunities for clients. Well conceived digital strategies and campaigns will push brands ever forward in the consciousness of their audiences and lead to long lasting adoption, advocacy and allow them to forge individual relationships with their audiences.

- [SXSW Interactive 2014] Creativity. Inspiration. Innovation - 4 Apr 2014
- [SXSW Interactive 2014] SXSW highlights - Gary Vaynerchuk - 1 Apr 2014
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