





## iOS Email Signature Deployment App Overview (for iOS's Native Email App)

**Background & Project Overview:** Digitech Branding - <https://www.digitechbranding.com/> - provides an online email signature service to customers worldwide. Templates are set up for client companies, and users input data (name, title, email address, phone number, etc.) into a form to produce a finished email signature (HTML file). The finished signature is generally made available to them either in a downloadable zip file, or else directly in their browser where they can copy it from. The many different email programs we support require many different approaches to properly installing the signature.

We have developed a Windows-based desktop installer application for Microsoft Outlook which has been in widespread use for a number of years, providing excellent results – that is, simplifying an otherwise complicated signature installation process.

The purpose of this iOS app will be the same - that is, to automate the installation of one of our email signatures into iOS device's native email app.

This has become important to us now as Apple apparently has discontinued (with newer versions of iOS) the ability to “shake your phone” to bring up an “Undo Change Attributes” dialog. As a result, the copy / paste process we had been asking users to follow, that included a “shake your phone / undo change attributes” step no longer works as it used to. The result is that our signatures can still be installed, but the HTML formatting is lost. Following is an example – note the font style and size change and the loss of color on the row of links (website | vCard | map | email):

HTML Formatting Retained	HTML Formatting Lost
<p>Regards,</p> <p><b>Judson Robertson</b> Director</p>  <p>1801 Broadway   Suite 250 Denver, CO 80202</p> <p>Phone 303.957.5303 Mobile 303.884.4000</p> <p>website   vCard   map   email</p>  <p><b>envision</b> <i>Las Vegas</i></p> <p><small>This email may contain confidential and/or private information. If you received this email in error please delete and notify sender.</small></p>	<p>Regards,</p> <p><b>Judson Robertson</b> Director</p>  <p>1801 Broadway   Suite 250 Denver, CO 80202</p> <p>Phone <u>303.957.5303</u> Mobile <u>303.884.4000</u></p> <p><a href="#">website</a>   <a href="#">vCard</a>   <a href="#">map</a>   <a href="#">email</a></p>  <p><b>envision</b> <i>Las Vegas</i></p> <p><small>This email may contain confidential and/or private information. If you received this email in error please delete and notify sender.</small></p>

What I'm envisioning for the iOS app is roughly as follows:

- The app is free to our customers (free to anyone I guess but it won't do anything unless they have a signature created through our service)
- At the time the app is downloaded the user either has to enter their email address, or the app acquires it directly from their phone if possible.

- Ideally the app runs on a schedule, say once a day, where it queries our server and downloads and installs the user’s signature (this auto run allows us to update the signature as needed – for example when the marketing director at the user’s company asks that we add a new social media icon to all of the signatures, or when an office moves and we update the physical address on the signature for all users.)
- If the app cannot be made to run on a schedule, then it will need to download and reinstall the user’s signature on demand – that is, they open the app and tap a button labeled “Update My Signature”

The installed signature (an HTML file downloaded from our server) will be set as the default email signature (with HTML formatting intact) in the iOS device’s native email app.

The only complicating factor I can think of is a situation where they have multiple email accounts. In this case they will need to be able to indicate to our app which of the accounts they want the email signature applied to. They will only need to be able to apply it to a single account.

**Technical Details:** Our service keys everything off of the user’s email address. Using this email address as an example:

[judson.robertson@streamrealty.com](mailto:judson.robertson@streamrealty.com)

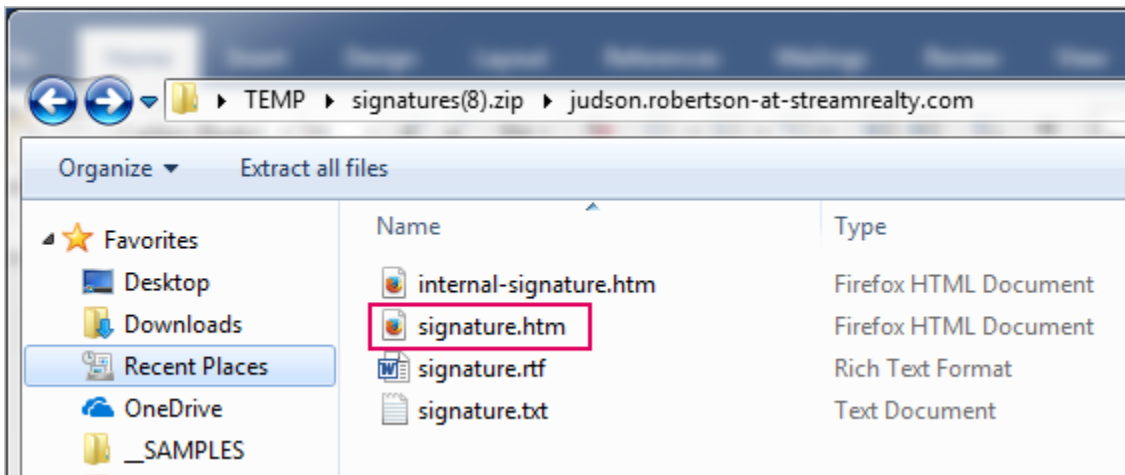
Here’s a link to signature itself, displayed in a browser:

<http://www.dynasend.com/signatures/get.php?email=judson.robertson%40streamrealty.com>

Here’s a link to the signature download (in a zip file):

<http://dynasend.com/bundle/sig-all-folders.php/judson.robertson%40streamrealty.com>

Note #1: The zip file download generally contains multiple files (used for other email programs) – only the file called “signature.htm” is pertinent to this project.



Note #2: if it is necessary to provide the download in a different format somehow, for instance, imagining that iOS saves the signature as “sig.dat”, it is very likely that we can provide a download URL designed to meet your needs for this app, which would download the file exactly as you need it. (We already output various file types – HTML, TXT, RTF, VCF and could undoubtedly add more if needed.)

If you need to create a signature that matches your own email address for testing purposes, you can do so by following this link: <http://dynasend.com/sig.php/STREAM>

**Listing in the App Store (if necessary):** I will confess to knowing extremely little about mobile apps. I do not own a cell phone, and use a seven-year-old iPod Touch for testing signatures on. I’ve never installed an app on a mobile device.

Currently we direct iOS users to this set of installation instructions - <https://www.dynasend.com/instructions/iPhone-Email-Signature-Installation-Instructions.html> (you can plug in the email address [judson.robertson@streamrealty.com](mailto:judson.robertson@streamrealty.com) if you want to follow them). As stated earlier, these are no longer providing a good finished result for our users since the “shake your phone / undo change attributes” step no longer works. My goal for this project is to be able to tell iOS users of our service to simply “install this app” and then point them to it.

Based on my limited knowledge I presume that the app has to live in Apple’s App Store. Part of this project will be to achieve placement of the app there. I also need to understand if there will be a fee to me, from Apple, for placing it there.