Partner site theiFile.com reports on one of the very best music app these days – and a free one too!

Sting just released the **Sting 25 iPad app**, celebrating his long solo career along with plenty of video and audio footage.

Music industry, facing harsh times, should not underestimate the power of such apps – dubbed appumentary (app + documentary) as strong **marketing** tools.

High-end products like this have a high price tag on the production side: one million dollar, as reported by NYTimes, but should bring as well brand loyalty, awareness and… lots of promotion on cool tablets!

[Besides this app, I'm a great Sting fan so it's ok for me even if Chevrolet (or anyone else) is *proudly* sponsoring it…]

Check more on theiFile.com and download the Sting 25 app for iPad from iTunes: it's free!