

21. The method of claim 1, further comprising:
presenting a plurality of interface elements where each of the plurality of interface elements is associated with an additional criteria for presenting application objects corresponding to respective applications available for installation; and
presenting a subset of application objects from the one or more applications objects within the application management interface according to the additional criteria for a particular interface element in the plurality of interface elements, the subset of application objects corresponding to respective applications available for installation on the mobile device,
wherein the received input to install the particular selected application is directed to a particular application object in the subset of application objects, the particular application object corresponding to the particular selected application.
22. The system of claim 11, further operable to perform operations comprising:
presenting a plurality of interface elements where each of the plurality of interface elements is associated with an additional criteria for presenting application objects corresponding to respective applications available for installation; and
presenting a subset of application objects from the one or more applications objects within the application management interface according to the additional criteria for a particular interface element in the plurality of interface elements, the subset of application objects corresponding to respective applications available for installation on the mobile device,
wherein the received input to install the particular selected application is directed to a particular application object in the subset of application objects, the particular application object corresponding to the particular selected application.
23. The computer program product of claim 20, further comprising instructions that cause the server to perform operations comprising:
presenting a plurality of interface elements where each of the plurality of interface elements is associated with an additional criteria for presenting application objects

corresponding to respective applications available for installation; and

presenting a subset of application objects from the one or more applications objects within the application management interface according to the additional criteria for a particular interface element in the plurality of interface elements, the subset of application objects corresponding to respective applications available for installation on the mobile device,

wherein the received input to install the particular selected application is directed to a particular application object in the subset of application objects, the particular application object corresponding to the particular selected application.