

iPhone & iPod Touch SDK Announcement

Thursday, March 5th 2008

Market

- 28% market share (second to Blackberry) of smartphones
- 71% market share of mobile browser usage

Enterprise Environment

- Wishlist from companies
 - Push email
 - Push calendar integration
 - Push contacts
 - Global address list
 - Additional VPN types, incl. Cisco IPsec VPN
 - 2-Factor authentication
 - Certificates and identities
 - Enterprise Class Wi-Fi, with WPA2/802.1x
 - Tools to enforce security policies
 - Automatic configuration and deployment
 - Remote wiping (data protection)
- All of the above will be in the next release + ...
 - Microsoft Exchange support
 - ActiveSync protocol
 - All integrated with existing applications

iPhone SDK

- Most important: API and platform = Mac OS X
 - Core OS
 - Same as on Macs
 - Core Service
 - Core Location
 - Media
 - Core Audio
 - Core Image
 - Core Animation
 - Cocoa
 - Cocoa Touch
 - Single touches
 - Multi-Touch
 - Gestures
 - Xcode
 - Knows all about the APIs
 - Interface Builder
 - Complete library of UI controls on iPhone
 - Instruments
 - Performance measurement of your app running
 - iPhone Simulator
 - Runs on a Mac
 - Simulates the entire API stack
 - Run your application on your Mac - debug while running!

Examples

- Touch Fighter (Apple)
 - Using the accelerometer and screen tapping
- Spore (EA)
 - Uses the acc.meter to control the spore onscreen, you have to eat anything smaller than you, avoid anything bigger
- AIM (AOL)
 - Chat client using all of the components available for the touch UI.
- Drug Lookup (Epocrates)
 - Online catalog of all drugs with descriptions and images

- Super Monkey Ball (Sega)
 - Uses the acc.meter to control the monkey rolling in the ball by tilting the phone.

Distribution

- A developers dream: to get in front of every iPhone user
 - Solution: App Store
 - Like iTunes Store, but for apps
 - Automatic updates
- Exclusive way
 - Business model:
 - Developers pick the price.
 - Developers gets 70%
 - Apple gets 30%
 - No fees for credit cards, hosting or marketing
 - Paid monthly
 - No charge for free apps
 - Limitations:
 - Porn, privacy, bandwidth hog, unforeseen, malicious, illegal

Availability

- Everything will be available in update 2.0
- Beta release available today
- Shipping to every iPhone in June 2008 - Free!
- Same for iPod Touch, though small charge
- SDK for free now, at the website!
- Need to join the iPhone Developer Program to distribute
 - \$99 one-time fee
 - Security measure: electronic certificate - tracked down if anything malicious

iFund

- \$100 million dollars for small companies who wants to develop for the iPhone