

# 360 iDev

CONFERENCES

September 11-14, 2011

Denver, CO

## Session Descriptions

### Sunday Hands-On Training

#### 9:00a - 12:00p Kendall Helmstetter Gelner - Advanced Debugging

A half day pre-conference session covering the XCode debugging tools and how to get the most from them to solve devious problems.

#### 1:00p - 5:00p Chris Parrish-OpenGL ES for Image Processing

Apple's latest mobile devices all sport a graphics processor that packs quite a punch. While we've all seen how built-in technologies like Core Animation and applications like games leverage this processing power, many developers overlook other problem domains that the mobile GPU can tackle.

In this session you'll see how the parallel computing power of the GPU can be put to work for common image processing tasks. A simple framework for image processing via OpenGL ES 2.0 using programable pixel shaders will be presented. We will also discuss other applications such as computer vision. Performance considerations, limitations and common bottlenecks will be reviewed as well.

Bring your laptops with Xcode! We will do some hands on exploration of creating shaders for image processing. WARNING : chronic nappers will be identified and publicly humiliated!

#### 9:00a - 5:00p Mike Berg-Photoshop for Devs

Get a crash course on Photoshop to decrease your frustration and increase your efficiency. Workshop will focus on game art, UI, and general-purpose Photoshop skills. We'll be doing some project-based learning together, some freeform Q&A and help, and an improv design challenge to finish off the day.

#### 9:00a - 12:00p Ray Wenderlich-iOS 101

This is a full-day workshop to get you started with the basics of iPhone and iPad development, by iPhone tutorial writer Ray Wenderlich.

In a series of demos, lectures, and hands-on challenges, you will learn the most important APIs in iOS development and try them out yourself by making your own iPhone and iPad app from scratch!

You will learn the following in the workshop:

- \* How to choose the right Application template (or build from scratch!)
- \* How to make a simple iPhone app with a UIView and the most useful controls
- \* How to respond to orientation changes
- \* How to use navigation controllers

- \* How to use table views – and make them look good!
- \* How to save application data (the right way for the right situation!)
- \* How to port your app to the iPad
- \* Using UISplitViewController and UIPopoverController
- \* And much more!

This course is tailored for beginners to iOS development or for those who would like a refresher on their foundational knowledge. It will focus on beginner UIKit topics only – not game programming or advanced topics. A deep interest in software development or experience with C or Objective-C will be greatly beneficial to you as an attendee. A brief overview will be given of Objective C, but the more background knowledge you have the better. Bring your Macs, iPhones, and iPads if you have them and any spares too!

### 9:00a - 12:00p Doug Sjoquist - OCMock: Crash Test Dummies For Your Code Has your suite of automated tests turned into a ""Big Ball of Mud""?

Are you spending more and more time maintaining tests whose external dependencies are growing faster than the national debt?

Would you like to gain more of the benefits of automated testing, and less of the maintenance nightmare you fear they are becoming?

Mock objects can help. They allow you to verify that a class is living up to its responsibilities as a good citizen of your application's eco-system without requiring you to actually use the other components.

Safety engineers use crash test dummies to simulate the effects of different events on people -- without the messy part of actually involving real people. Think of mock objects as crash test dummies for your code. You can simulate the interactions your class is supposed to handle without caring if the other components are working properly -- and even without caring if the other components even exist!

OCMock is a framework for Objective-C that makes using mock objects very straightforward. We will investigate using mock objects for testing existing code, and then dive into some test driven design examples. We will use OCMock to help us determine the minimal interface required for our design.

### 1:00p - 5:00p Rob Rusher-Prototyping Native Mobile Applications Made Easy

What kills a great idea quicker than a New York minute? Trying to get a prototype created without spending a lot of time or money. Come see how you can prototype a native mobile application without Objective-C. Even better, this prototype can be turned into your "go live" application. This presentation will introduce Titanium Mobile and show you how to prototype a native mobile application for iPhone and iPad. But wait there's more... it does Android, BlackBerry and webOS applications too. One code set, multiple platforms. Now that is a great prototype!

## Monday (9:00a - 10:10a)

Keynote - Matt Drance

Session Description

## Monday (10:20a - 11:30a)

Kyle Richter-Going Indie Without Going Broke

This talk covers the ins and outs of starting a startup development company. Learn from my experiences over the last 7 years and avoid the pitfalls that I wasn't lucky enough to get a heads up on. We will cover 3 major ways to bring in income (Consulting, In House Products, and Training), legal hurdles, bootstrapping (Doing it without investors), marketing, time management, how to hire great developers and designers, selling off products or the entire company, and many more vital topics not found anywhere else.

Gareth Jenkins-Designing an iPad-native and iPad-suitable game

The iPad clearly warrants iPad-specific design, but while there are a couple of stand-out titles, we didn't feel it was getting the design inspiration it deserved. A few months ago (6 by the time of the conference) we decided put our iPhone titles on hold and concentrate on the iPad as a source of (and target for) game design inspiration.

This session will highlight some of the obvious, and not-so-obvious qualities of the iPad as a gaming device, and how we harnessed those to create something iPad native (Dead West - launching October-November time) that draws its design inspiration from quality game design, not iPhone game design.

Session could/would be broken down into:

Part 1 - Prep

\*\* Forgetting everything you know (including, but by no means limited to the phone in your pocket)

\*\* Two hands? two hands, and space to see shit - get out'a here!

\*\* Have you seen Minority Report?

Part 2 - Steal

\*\* Meanwhile, in the Wild West - a game idea (Dead West - zombies, cannibals and the wild west)

\*\* Inspiration and design, drawn directly from: Left 4 Dead, Command & Conquer, Call of Duty and, most importantly, Harbour Master (thx @nattylux & @kshepard)

Part 3 - Mise en place

\*\* The guts of it:

- game interfaces - first example of a handheld gaming device with two-handed multi-touch: what does this really mean?
- providing an intuitive set of interactions - tracking and direction
- nailing the (a) mechanic
- refining the UI (there's real estate for it now)
- once more nailing the mechanic (rinse, repeat)

#### Part 4 - Cook!

##### \*\* Extending this into a game:

- bringing all the above together for fun, dammit!
- making some assumptions about gamer profile and device interaction and building a game arc around this
  - arcade play, campaign progression (what do these really mean to a gamer on this platform)
  - unlocks and rewards (how to leverage what works so well elsewhere)

\*\* Finally, visuals and visual UI - how art, UI and gameplay elements provided for a cohesive experience - and something that felt deserving of the presentation impact offered by the iPad.

### Jim McKeeth-Integrating iOS Applications into your Database Infrastructure

This session covers integrating iOS apps into enterprise database architecture, both existing architecture, and creating new architecture from the ground up. We will discuss issues like centralized business logic, LDAP authentication, distributed data storage, load balancing, working offline and data integrity.

Practical examples will be given with RemObjects Data Abstract, but general principles and practices will be covered too. This goes beyond just pulling small amounts of data over a Web service, but looking at creating data rich iOS applications that work with data on remote servers, and some of the concerns with such architecture. Server side will cover Mac, Windows and Linux, with a variety of databases.

By taking this class, you'll be equipped with the information and knowledge to create data rich iOS applications that work with database servers in your data center and provide offline synchronization.

### Jay Graves-Over the Air distribution and Build Automation

Learn how you can distribute OTA AdHoc builds of your applications to users without iTunes syncing. See how continuous integration can automate your applications build and distribution. Discover hidden command line tools to help script your build process.

## Monday (11:40a - 12:50p)

### Justin Williams-^BlockParty: Extended Apple's Classes (And Your Own) To Use The Power Of Blocks

This session will walk the user through a basic introduction to the syntax of blocks to get everyone on the same page and then discuss the following:

- Replacing callback methods with block handlers
- A walkthrough of using NSNotificationCenter+Blocks
- Extended KVO to use blocks
- Using blocks to better handle network operations
- Using blocks with Core Location on both Mac OS X and iOS
- Writing your own frameworks and classes to be powered by blocks from the start.
- I'll walk the user through the design of either my SGHTTPOperation REST library or my new Dropbox library called SyncKit that I designed in blocks.

## John Ellenich-Confessions of a [REDACTED] UI Designer: Why Every Pixel Matters in the Mobile Universe.

Whether you're designing apps for small businesses or a very large enterprises, the way you approach your app's user interface matters. How do you approach design when an employee will receive weeks of training? How do approach design when Grandpa barely knows how to check his eHarmony account? We'll be discussing advanced techniques that allow you to take advantage of the gorgeous Retina Display and ways you can improve your app's usability for any audience. You'll learn why every pixel matters in the mobile app universe.

## Ty Amell - Next-Gen Development: Creating apps more efficiently and in less time, without recreating the wheel

- If developing on backend mobile services become the new norm, what do developers need to know to remain competitive?
- What are the pain points along the app development roadmap that everyone has to deal with on iOS?
- How can these pain points impact the bottom line for your app?
- What tech has brought about the next generation of app development? (Cloud, PaaS, IaaS, etc.) - and how can it make app development more efficient?

## Nick Harris & Brent Simmons- Building Webservices for Mobile Apps

Discussing the pros and cons of different web service approaches and how they relate to mobile apps. How much data is enough, how much is too much? SOAP or REST? JSON or XML? What's easier for the client developers? What's easier for the platform developers? Where's the compromise?

## Monday (12:50p - 1:50p) LUNCH

### (Panel) Brandon Alexander-We'll do better next time...

After being a part of two large projects and seeing them both fail for similar reasons, I will walk through some of the mistakes that were made and questions that should have been asked early on.

This talk is designed for the person who has seen the dark side of this business and will be primarily a discussion of what went wrong and what can be done to help prevent these things from happening time and time again.

## Monday (2:00p - 3:10p)

### Gregory Raiz-Designing for Thumbs and Fingers

This talk will cover a number of topics around mobile user interface design and the challenges for designing for a small screen. The talk will cover techniques, design patterns, differences from traditional web or desktop design and the various challenges for different phone and tablet platforms. The talk will also cover specifics on iPhone wire-framing techniques.

Topics include

- Mobile yesterday vs. Today
- Unique challenges of Mobile
- Widgets and Techniques
- Mobile Wireframing
- Mobile Usability
- Designing for the Mobile Web

### Brian Robbins-Making Free profitable on iPhone

Free used to mean loss leader and unprofitable for developers, but the modern App store ecosystem actually makes free a completely viable alternative. Riptide Games has released the majority of their titles to date for free, and this session will discuss their successes (and failures) for attendees to learn from. The majority of references will be from Riptide Games' own titles, but other examples will be used as appropriate. The main discussion will be around the pros and cons to creating free iOS titles, and the methods and monetization strategies developers should consider when creating free games for this market.

### Joe Pezzillo-Mastering In-App Purchase

Learn how to add this crucial functionality for monetizing your apps. You'll learn the ins and outs of the StoreKit SDK and adding both client-only and client-server versions of this increasingly popular capability for selling digital goods and subscriptions inside your own applications.

### Bill Dudney-Understanding View Controllers OR View Controllers and Containment (Pending iOS 5 release)

UIViewController and it's various subclasses are a key part of any iOS application. In iOS5 Apple has formalized the relationship between containing view controllers (like the UINavigationController) and contained view controllers. Come to this session and understand this relationship and how to use that understanding to write your own containers.

OR

UIViewController and it's various subclasses are a key part of any iOS application. In iOS5 Apple has formalized the relationship between containing view controllers (like the UINavigationController) and contained view controllers. Come to this session and understand this relationship and how to use that understanding to write your own containers.

## Monday (3:20p - 4:30p)

## Patrick Hogan-Power Your Workflow With Git

Xcode 4 finally includes much requested support for Git. Git is a free, distributed version control system designed to handle everything from small to very large projects with speed and efficiency, which makes it perfect for indie developers.

While Git has been around for a while, the tools and workflows are only now maturing. Now is the time to examine how you can benefit from using it.

**This talk aims to be practical and hands on.**

We will start by BRIEFLY introducing Git, the core concepts of a distributed version control system and why it might be preferable over Subversion.

Then we will focus in on how to use it effectively in iOS development. Git does not enforce any given workflow, so we'll discuss best practices, the pedantically ""perfect"" workflow and then scale it back for the indie developer and small teams. We'll run through the common use cases, tasks and configurations, survey several of the tools and services available and, of course, get down and dirty on the command line.

My goal for this talk is to break the ice and show you how this tool can become a worthy and powerful ally. You'll come away knowing why Git is awesome and how to use it in your workflow.

## David Ballard-TBD - something like 'Monetize The Fun Way

Will discuss the problems of current monetization solutions - particularly ad-supported systems. Without being too much of a sales-pitch, I would like to talk about what Tap Me is doing to bring advertiser's messages down to the level of gameplay. To reach a gamer, you have to understand how games work. We are the first to take this approach from a philosophical standpoint. A background in game development provides the foundation for our vision.

## Jim McKeeth-Consuming WCF and SOAP Services with iOS

SOAP and .NET Windows Communication Foundation-based Web services are very widespread. This class will teach you how to connect with and consume SOAP-based Web services in various settings. We'll start with a short introduction to SOAP and Web services and some of its various flavors, an overview of the functionality and mechanics of working with them, and then look at practical examples of consuming the services. We'll use examples that cover both published web services and internal web services.

You'll also learn about HTTPS security and authentication schemes, and also some frameworks for working with SOAP and XML, including the RemObjects SDK. At the end, you'll be equipped with the information and knowledge to begin integrating and consuming SOAP and WCF Web services from your iOS applications.

## Chris Parrish- Designing Postage, lessons from an award- winning app

Postage, a virtual postcard application for iOS, won an Apple Design Award in 2009. In this session we will discuss some of the user experience design philosophies the development team applied while crafting Postage.

In this session we will talk about how we designed our application flow around the constraints of a mobile application. We will also talk about your users mental context and how to create a cohesive and natural experience in your application. We will also dive into

techniques we used during development to refine our user experience and development considerations to make your application a delight to use.

## **Monday (4:40p - 5:50p)**

### **General Session - Mike Lee - Product Engineering**

The plan for cashing in on a "million dollar idea" tends to start with step 1, an idea, and end with step 3, profit. The mysterious step 2 turns out to be the hard part, both because it is mysterious, and because it is much, much more complicated than one bullet point will allow.

After having a doctor with a flashlight explain where ideas come from, we'll explore step 2. We'll start with presenter Mike Lee's \$1000 an hour idea refinement service. Then we'll lay out the steps necessary to turn a refined idea into a product.

We'll look at planning, implementing, and testing features. We'll explore team building, funding, and marketing. We'll take a close look at your customers, your platform, and your market. And we'll ask the all important questions of when and what we'll finally ship.

With out virtual product hitting store shelves, we'll look at the real meaning of step 3. We'll talk about customer service, virality, and planned updates. Finally, we'll learn about the fear and consequences of success, and how to deal with them.

Whether you have shipped an app, or are sitting on the next big thing, you won't want to miss this hilarious and irreverent nontechnical look at the hows and whys of making a living in technology.

## **Tuesday (9:00a - 10:10a)**

### **General Session - David Whatley** Session Description

## **Tuesday (10:20a - 11:30a)**

### **Stu Stern - Automating iOS User Interface Testing**

Automated functional testing is crucial to the development of all but the most trivial iPhone and iPad applications. A core suite of automated functional tests provides a solid foundation for rapidly iterating product releases by ensuring that the introduction of each new feature doesn't inadvertently break pre-existing functionality.

In this class, we'll explore how to use FoneMonkey -- a free and open source tool that automates functional testing of iPhone and iPad applications -- to record, edit, playback and verify application functionality on iOS simulators and devices. We'll also see how FoneMonkey scripts can be embedded within Objective-C programs and extended to handle arbitrarily complex application usage scenarios. We'll also look at how

FoneMonkey test suites can be run using XCode and OCUnt, and how FoneMonkey can be run with continuous integration tools.

In addition, we'll discuss best practices for test automation that let developers get the maximum benefit from creating the minimum number of automated tests.

## Kyle Richter-Game Center Beyond Games

High Level Overview - Leveraging Game Center and Game Kit functionality inside and outside of games to bring rich social networking and connectivity to your Apps.

Topics Covered:

- Game Center Overview: Brief introduction to game center, what devices and OS's support it and what the fundamental ideas of Game Center are. Also covering the roots of Game Center within GameKit.
- Leader Boards: Setting up and using a leader board inside of your application to track any measurable progress.
- Friends List: Find and make new friends using Game Center and expanding your social network.
- Achievements: Using achievements to bring people back to your App and extend user interest in your App. Examples of Foursquare's achievement model.
- Auto Matching: How to leverage auto matching to connect users together.
- Invitations: Using Game Center to inform friends that something new is going on inside your App.
- Using Game Center to Sell more Apps: Leveraging new technology to allow users to push their friends into your App store page through notifications.
- Peer to Peer Networking: Networking made easy through new technologies in Game Center and Game Kit
- Joining Multiple Apps Together: Using Game Center to create a brand.
- Voice Chat - Introducing simple voice chat into your social App.
- Custom Skinning of Game Center to match your App's look and feel.
- Code Tips and Tricks: Some handy tips for avoiding some of the common mistakes made by beginners with Game Center.
- Q & A: Questions and Answers.

## Dave Batton-iOS Memory Management

You do iOS memory management every day, but are you doing it right? Learn the best practices for writing accessor methods, using properties, and connecting to objects in resource (.xib) files. You'll also learn some handy techniques for debugging crashes due to memory problems. Finally, you'll get an introduction to ARC, the new memory management strategy coming in Xcode 4.2.

## Serban Porumbescu-Introduction to OpenCV

iOS devices not only continue to get more and more powerful, but they are also outfitted with great cameras for image and video acquisition.

In this session I'll introduce the OpenCV library. We will go over the basics and move on to more advanced algorithms. By the end of this talk you will have an excellent understanding of OpenCV's structure, how to build it for iOS devices, and how to pass OpenCV data back and forth between UIKit.

## Tuesday (11:40a - 12:50p)

### Nathan Eror-Building Fun and Touchable Interfaces

Touch and animation are at the heart and soul of iOS. Good use of both make an app feel natural and organic. Apple has consistently raised the bar for such interfaces as the latest incantations of iMovie and Garage Band show. In this session you will learn how to take full advantage of UIKit, Core Animation and Gestural Recognizers to create stunning and touchable interfaces. This is an advanced, "roll up your sleeves" kind of session with a lot of code. By the time we are finished, you will think differently about how you build your interfaces, and your apps will be better for it.

### Brandon Alexander-The Objective-C Runtime and You

The Objective-C runtime is a powerful thing. It provides us with flexibility and speed. Understanding the runtime and how NSObject works is key to understanding your application and how to better architect solutions to problems.

In this talk, you will learn how the Objective-C runtime works and how to bend it to your will.

### Is Your App Ready for the Future of Mobile Advertising?

This isn't your typical mobile advertising session. Join Millennial Media for a unique look into the mobile advertising ecosystem and hear where advertisers will be spending their money in mobile. Learn how to think like an advertiser so your application is the first to receive the best eCPM ad campaigns available. Come for an overview of the mobile experiences advertisers want to see, and discover the proven approaches you should consider as you build your app. Don't miss this opportunity to find out how to open the door to big advertising dollars that can quickly grow your business!

### Kendall Helmstetter Gelner- XCode4 Tips & Tricks

A speaking session covering some handy tips for more efficient use of XCode.

## Tuesday (12:50p - 1:50p) LUNCH

The Six MuskiOSteers: Why UI/UX Details Matter

## Tuesday (2:00p - 3:10p)

Ray Wenderlich & Rod Strougo- Intro to Cocos2D

Want to make an iPhone game? There's never been a quicker and easier way than using Cocos2D! In this session, we'll teach you how to make a simple minigame in Cocos2D through a series of lectures and demos. After taking this workshop, you will be able to create a simple Cocos2D minigame yourself from scratch, and be familiar with some of the most important techniques in Cocos2D development, including sprites, scenes, and actions. Perfect for those who are interested in attending the 360iDev Game Jam!

### Hernan Pelassini-From 2 to 100: Dealing with explosive growth from an engineer's perspective

The objective of this session is to share the experiences gathered in the last 2 years from my perspective as CTO of a quickly growing company. The hurdles I encountered and how I resolved them may help others move forward in a more painless manner. I strived to maintain the personal feeling with the team while focused on quality and respecting the constraints of a self funded company. This demanded devising and implemented new methods and processes many times as the team grew. I'll speak about what went right and what I'd never do again.

### Dave Wiskus-What Would Don Draper Do?

How do you design a user experience that meets the needs of connected professionals while maintaining an air of sophistication? How do you find the right balance between over-the-top period stylization and crafted subtlety? What would Don Draper do? He'd probably pour a glass of scotch and enjoy a cigarette.

### Saul Mora-Using Instruments Effectively

Instruments is the best way to determine where the bugs and performance issues are in your code without guessing. However, just using Instruments can be quite a challenge. While Instruments won't pop up a big red alarm announcing "Bug found", or "This is why your code is so slow", it does provide valuable clues. In this session, we'll go over a few real life examples encountered while developing several iOS and Mac apps.

## Tuesday (3:20p - 4:30p)

### Jonathan George-How to get ink. Your guide to hacking the press.

Attention is harder than ever to come by these days. Tired of being ignored by the major tech blogs, or even blogs in your market?

Come join Jonathan as he shares how to hack the press. Not only strategy, but tactics that you can use to get the attention you deserve.

### Gary Rosenzweig-Building Apps With Flash

Without a doubt the most ironic tool you can use to build apps is Adobe Flash. But there are actually some advantages to creating apps in Flash. It is quick, easy, and has a great vector graphics engine among other things. This session will demonstrate some of the strengths and weaknesses to using Flash to make iOS apps for the iPhone and iPad.

### Marcus S. Zarra-Intelligent Image Caching

Code review of a image caching solution specifically designed for iOS devices. During this session we will discuss what issues arise on iOS applications where they have a high reusable media content. Once we understand the problem we will review a solution to the problem.

### Michael Schneider-Legal issues with iOS Development

This session is an overview of legal issues facing iPhone developers as they create and bring applications to market. The session will cover the types of intellectual property protection available for your apps, and some of the legal threats emerging from "patent trolls" like Lodsys. We will also discuss fundamental business issues like putting solid contracts in place with your employees and contractors. Bring questions.

At the beginning of 2009, Michael Schneider left Silicon Valley technology law firm Wilson Sonsini Goodrich & Rosati to found HiveBrain Software. After a number of early hits on the app store, HiveBrain has emerged as a content publishing company focused on the Andrew Johnson series of self-help applications. Michael is co-author of the book *The Business of iPhone App Development: Making and Marketing Apps that Succeed*, published by Apress.

## Tuesday (4:40p - 5:50p)

### Michael Gile-AppleTV Apps: Are you ready for the big screen?

Headline from 2012: Apple destroys yet another market by introducing AppleTV AppStore. 60,000 games available today! Nintendo in panic mode...

Did you know the latest AppleTV runs iOS? Is your app ready for the AppleTV AppStore? Do you know how best to present your app on a large-screen format?

This session will teach you everything you want to know about AppleTV, including:

- How to develop unofficially until Apple releases the AppleTV AppStore
- Hardware provided by AppleTV
- Designing your app for the big screen
- User interface issues with limited remote control
- Sending audio and video to your AppleTV via AirPlay

## Wednesday (10:00a - 11:10a)

### Ken Yarmosh-Thinking iPad (No, Not ThinkPad)

There are now over 25 million iPads in the hands of consumers around the world. The iPad literally is a device that has defined the tablet category. It also happens to be one of the hottest places of innovation for mobile applications. Whether it's your first time creating an iPad app or you already have one in the App Store, come learn how to "think iPad." This session will include no code, focusing instead on the strategy and user experience considerations necessary to build a compelling iPad application.

## Gareth Jenkins-Goodbye OO, hello components - how to use a lightweight component architecture for iOS games (Cocos2D and otherwise)

A traditional object-oriented hierarchy and architecture isn't the best choice for most games. Furthermore, the iterative and rapid development cycles on iOS can leave you stuck when it comes to expanding your OO-dependent code base to meet new and changing requirements and design.

A component architecture gives designers and developers (and both for one-man bands) the freedom and flexibility to iterate on a game design whilst provide a solid (arguably more solid) framework on which to deliver a solid, maintainable and testable codebase.

Session would include:

- A 5-minute rationale and contextual explanation of why a large object-oriented architecture isn't the best way (with examples)
- An explanation of component architectures - what's a component architecture?
- A comparison of some common game development scenarios in OO and component architectures
- The core building blocks of how to do it, with:
  - Core systems
    - gameworld, game object architecture
    - behaviors (what are they)
    - behavior templates
    - messaging
    - ticks
  - Example architecture
    - adding base systems, data, behaviors etc
    - rendering (as a separate layer of interactions - only certain behaviors will render) and how to use with OpenGL ES, cocos2d and/or UIKit

Examples and experience:

- a full (but basic) example game, using said architecture (downloadable and available to attendees)
- a full (and not so basic) example, using said architecture (using our own title)
  - how do we add something
  - how do we add something that in the OO world would generally be difficult
- performance - overhead of component system and competing factors in the OO world
- our experience and observations

## Collin Donnell-Put a bird on it: Prettifying User Interfaces with Core Graphics and UIKit

Learn how to use Core Graphics, Core Animation, and UIKit drawing to create beautiful user interfaces and custom controls.

### Andreas Linde-App Testing Without Fear

Beta testing needn't be complicated for developers, nor especially for testers. Learn how to make life as easy as possible for everyone, resulting in the best feedback from your testers, ultimately resulting in a better app.

In this session, we'll discuss all of the different aspects of successful beta testing. Plus, you'll learn how to create, distribute, and test beta versions as easy as possible.

You'll also learn how to automate your software builds, from distributing beta versions using the open source project HockeyKit to managing crash reports using the open source project QuincyKit. Best of all, we'll show you how to incorporate HockeyKit and QuincyKit into your own apps.

### Aaron Masih - The Evolution of Language. Using Next-Generation Technologies to Improve Adoption and User Experience

In this session, Aaron Masih, Director Global Business Development for Nuance, will explore how advancements in speech recognition and semantic and natural understanding are changing how mobile applications are being architected. From basic usage of speech to solve input issues to the use of intent to direct people to an ever-increasing amount of content both on an off their devices, the way mobile devices and applications are designed will forever be changed.

## Wednesday (11:20a - 12:30p)

### Joe Conway - Using MCVS(tore)

The number of options for managing application data continues to grow as mobile applications find new ways of gathering information from the world. From web servers to GPS and other hardware devices, our controller objects are under siege by these multiple sources and destinations of information.

This talk seeks to codify a new architectural pattern that extends the traditional MVC approach for user interface applications. This approach, called Model-View-Controller-Store, involves abstracting the logic for dealing with external data sources and the filesystem into a separate class of objects, thus giving our controller objects a clear and optimal focus. This talk will also include best practice demonstrations for using MVCS.

TBA: After WWDC

Session Description

### Michael Simmons-Why Are You \*Really\* Doing This?

Get insight on how to market and sell your apps beyond the expected details. Features, design, price, messaging, even the app's name all play a crucial part in your app's success. We'll discuss all of the ingredients needed for a successful product launch and making sure it stays successful. Of course, this all assumes your app idea doesn't suck. :)

## Scott Gustafson-Unit Testing

Unit testing your code ensures that it does what it was designed to do. This presentation will cover methods of unit testing (OCUnit) for iOS and Mac developers using a hands-on approach. Code will be discussed and distributed for everyone to try out. By the end of this session you will know what a unit test is, why you should test, and how to write one to make your code better.

## Wednesday (12:30p - 1:30p) LUNCH

Game Jam Review!

## Wednesday (1:30p - 2:40p)

### Daniel Pasco-Design From The Trenches

This talk will transparently cover the culture of design at Black Pixel, including design philosophy, current practices, rapid prototyping techniques, and the progression from basic requirements to development and QA.

Daniel will also discuss the impact of design culture on the development process, as well as the profound strategic benefits it has on the business at large.

### Andrew Goodale-JavaScript and Objective-C

This session shows different ways to interact with JavaScript inside a UIWebView. You'll learn how to pass data from Objective-C into JavaScript and back. You'll also see ways to hook web-based UI's such as Sencha Touch so that user interactions can be handled by native Cocoa Touch objects. You'll also learn about an open-source library that simplifies some of these cross-language interactions.

### Mark Johnson-How to be an iOS Consultant

How to be a successful iOS Consultant while working on your own apps too.

- finding clients
- learning to say NO
- making them love you
- how to negotiate contracts to mutual advantage
- legal traps to try to avoid
- how to worthy of a good rate
- hourly vs fixed bid
- how to structure a project for mutual risk management

### Nathan Eror-Simple Concurrency with GCD

Multicore has officially come to iOS devices, and taking advantage of those cores in your apps is simpler than you might think. Concurrent programming is never easy, but GCD makes it a whole lot easier. In this session, you will learn the ins and outs of GCD and how to use it to effectively. We will cover topics like:

- \* Concurrent and serial queues
- \* Creating your own queues
- \* Synchronizing access to shared memory without locks
- \* Using semaphores to keep execution under control

- \* Using dispatch sources for asynchronous data access
- \* Using Instruments to profile and optimize your concurrent and asynchronous code

## **Wednesday (2:50p - 4:00p)**

### **Kirby Turner-Sharing Code between iOS and OS X (using Static Libraries and Frameworks)**

Since the opening of the Mac App Store, more iOS programmers are writing Mac apps. The challenge, however, is sharing code between the two platforms. Copying code between projects certainly works but it's cumbersome and error prone. A better approach is to package your shared code into a reusable library. In this session you learn how to manage shared code using a single Xcode project that builds a static library for iOS and a framework for OS X. A comparison of code sharing approaches is also covered including using Xcode 4 Workspaces, git modules, and Subversion externals. Lastly, you'll learn tips on writing platform specific code within the shared code library, common gotchas when targeting 32-bit and 64-bit flavors of OS X, and how to unit test your shared code library.

### **Ben Long-Music & Sound in Mobile Apps**

No longer can developers rely on the visual canvas alone. Today's mobile consumers expect to be dazzled with sight AND sound! Join Ben Long as he reveals some simple DIY techniques to heighten the sonic appeal of a mobile app. Examples include top grossing games on iOS as well as audio implementation tips for Android and WP7. Attendees will leave with an arsenal of free tools to quickly make original music and sound effects.

### **Andria Jensen-Basics of Running a Contract App Development Business**

Not everyone can make enough money to survive on app sales alone. We will discuss the basics of running a successful business focused on contract development instead of just App Store sales. We will talk about how to get customers, analyze their needs, and ultimately sign contracts for development work. Things such as sales, proposal creation, a work from home environment, legal contracts, and maintenance work will all be covered. Where possible, real world numbers and examples of real projects will be used to support the discussion.

### **Jeff Biggus-Accelerate your code!**

Come learn about the Accelerate frameworks introduced in iOS 4 for iPhone and iPad developers. Useful for any area of development that works with large sets of data, from audio and video processing to scientific applications, from game AI to augmented reality.

We'll get you past the (understandable) trauma and lack of information out there about how to effectively use these libraries and to make your code scream. Often in programming, you just need that moment where all of the sudden you understand the beauty and power of some library. This session aims to give you that understanding.

Example code and demonstrations of the Accelerate framework will punctuate the talk, showing elegant ways to use the frameworks to not only get your code running fast, but even becoming more readable, maintainable and elegant.

## **Wednesday (4:10p - 4:40p)**

### **General Session - John Wilker**

Founded on transparency and building the community, join event organizer John (me) Wilker as we talk about the conference in general, the community and more. 360|iDev has been around since 2009, we've seen a lot in that time.