



# iOS4 Introduction

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iOS Instructor  
Cogswell Technical College  
Sunnyvale CA





# Class Rules

- No video and audio recording
- Questions after each session
- Course material not transferable
- Keep your mobile in silence mode
- Rotate to charge your laptop



# Time Keeper

Give me signal 10min before end of each session

Need a volunteer to track the time





# Class

- 📌 Never coded in Objective-C
- 📌 Never developed an iOS app
- 📌 Never published an iOS app in the App Store





# Solutions

- Relief pain most beginners suffered from getting started in iPhone
- Practical knowledge not mentioned in developer books
- Information not available in any Documentation
- How to avoid beginner's mistakes





# Course Requirements

- Intel-based Mac OSX Snow Leopard
- Latest iTunes version
- Apple Developer Account
- iOS4 SDK



# Internet Access

WiFi



# Distribute Sample Codes

USB Keys or CDs





# Agenda

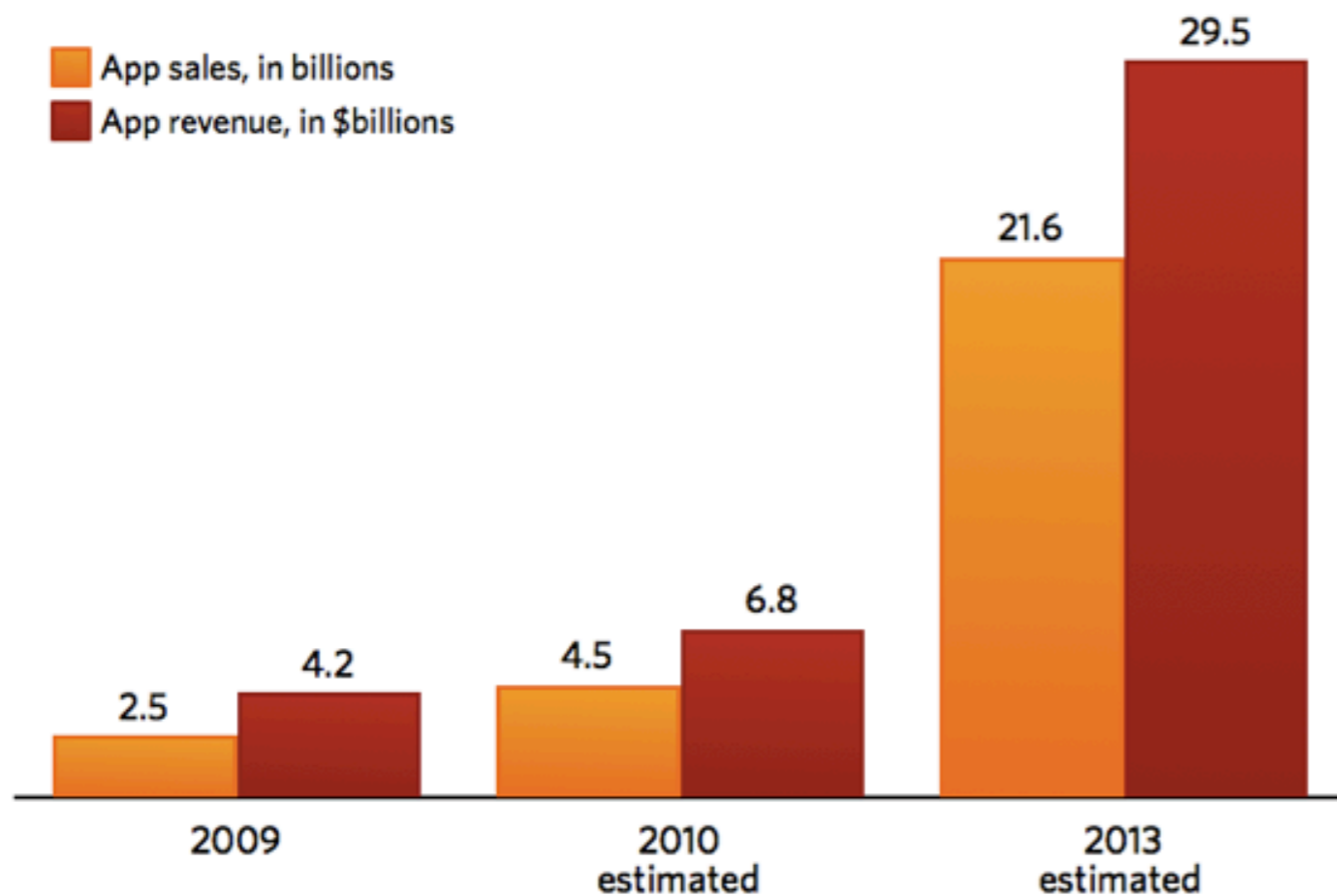
- 📌 Hour 1 (10 min break)
- 📌 Hour 2 (10 min break)
- 📌 Hour 3 (15 min Q&A)





# Market Size & Share

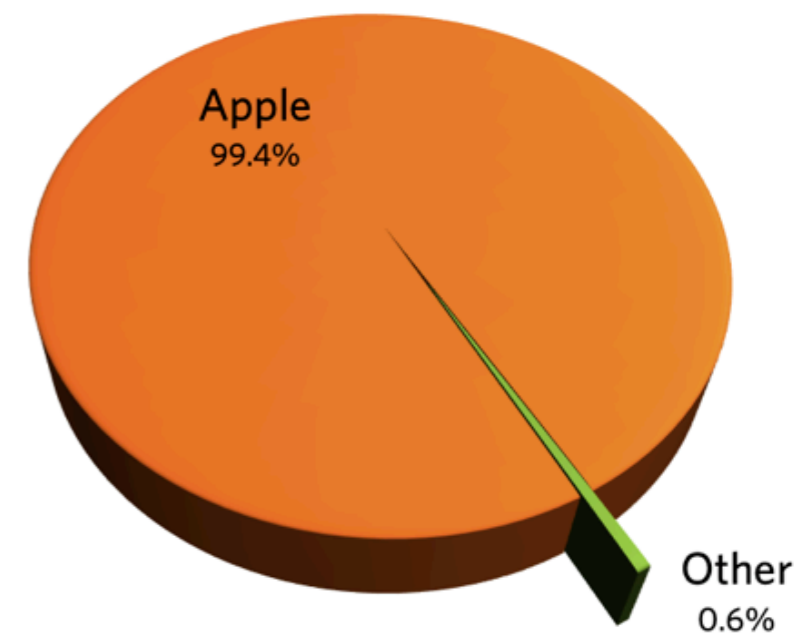
## Mobile App Sales and Revenue



Source: Gartner

## App Store Market Share, 2009

Percent



Source: Gartner, Apple





# What's new on iOS4

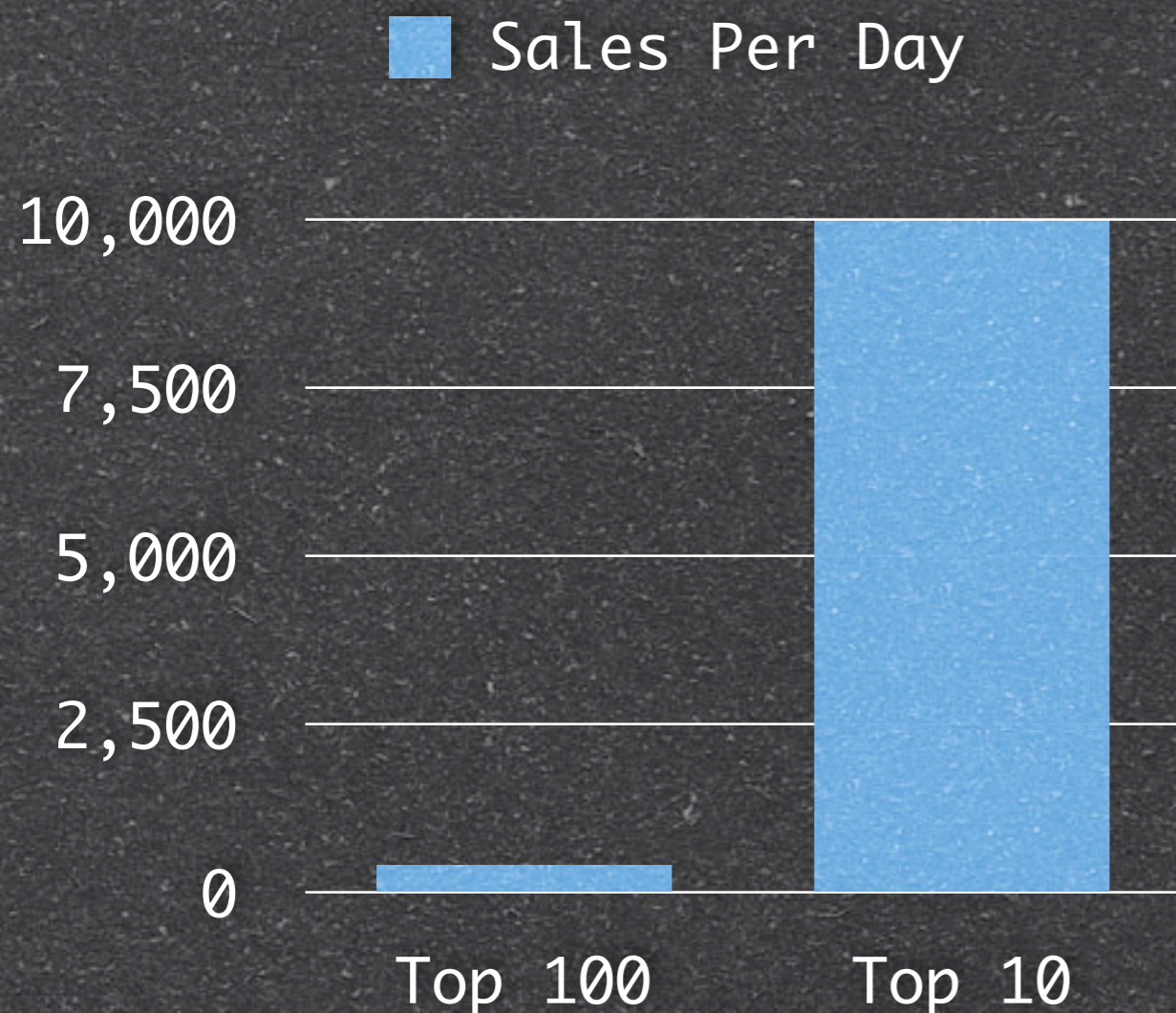
## Paid Application Market Size Estimate<sup>(3)</sup>

	Estimated Number of Users	% Who Buy Paid Apps	Average \$/Month Spent on Paid Apps		Est. August 2009 Paid App Market Size
Android	3M	19%	\$8.63	➔	\$5M
iPhone	26.4M	50%	\$9.49	➔	\$125M
iPod touch	18.6M	40%	\$9.79	➔	\$73M





# What's new on iOS4



	Top 10	Top 100
Average Price	\$1.99	\$3.18

- Takes about 400 Sales per day to break into Top 100
- Takes about 10,000 Sales per day to break into Top 10





# Incentive

## Top 100 App

Revenue	Total
\$3.18 X 1,000 app	\$3,180 / day
\$3,180 x 30 days	\$95,400 / month
\$95,400 x 12 months	<b>\$1,160,700 / year</b>



**\$116 Million**

**Top 100 App**





# What's new on iOS4

## iPhone 4







# What's new on iOS4

## Game Center



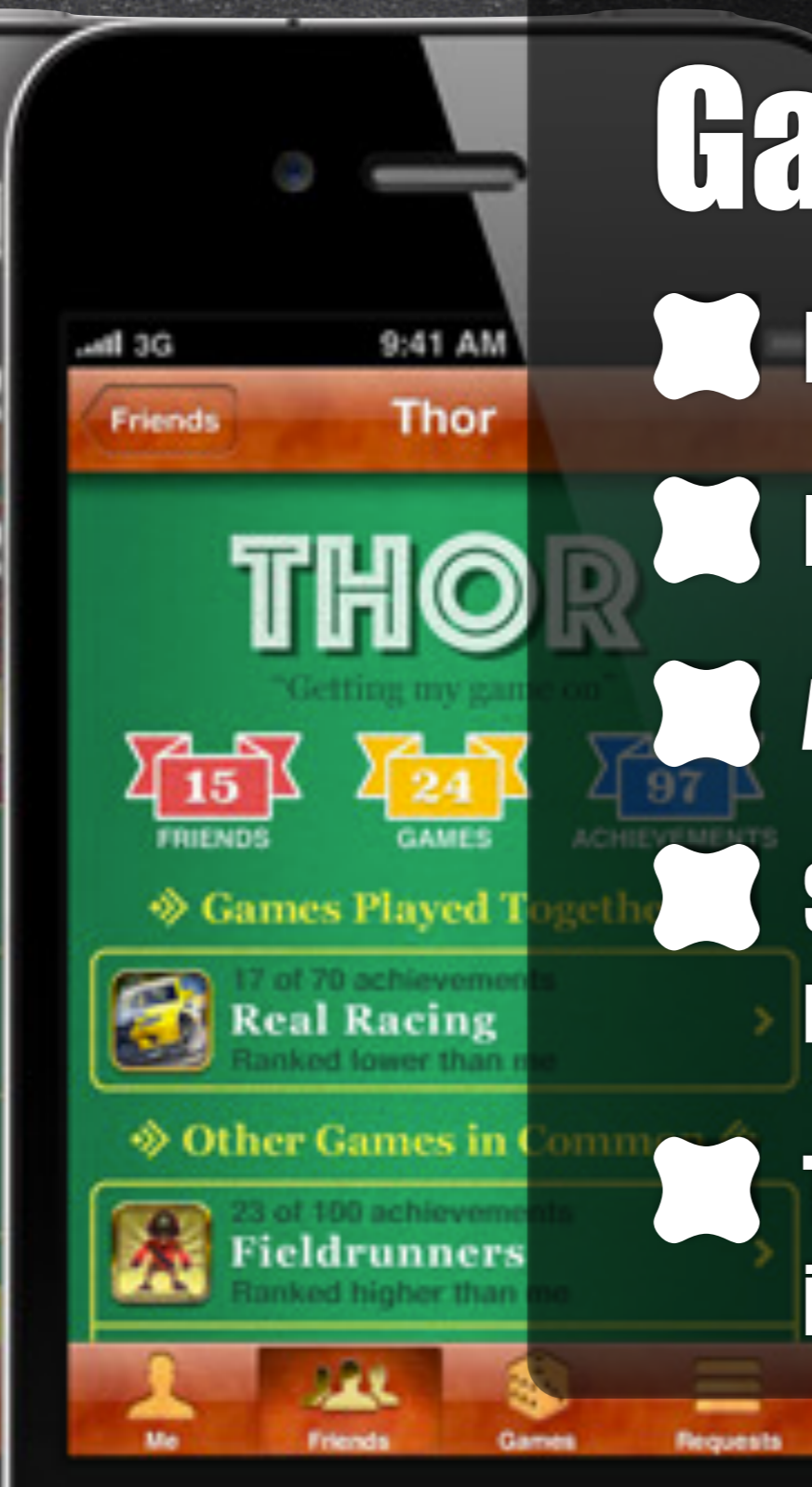
## Multitasking







# iPhone 4



## Game Center

- ❖ Multiplayer platform
- ❖ Invite
- ❖ Automatic match up
- ❖ Support iPhone or iPod touch running iOS 4.1
- ❖ Tap Game Center App & Sign in with Apple ID





# iPhone 4

## Game Center

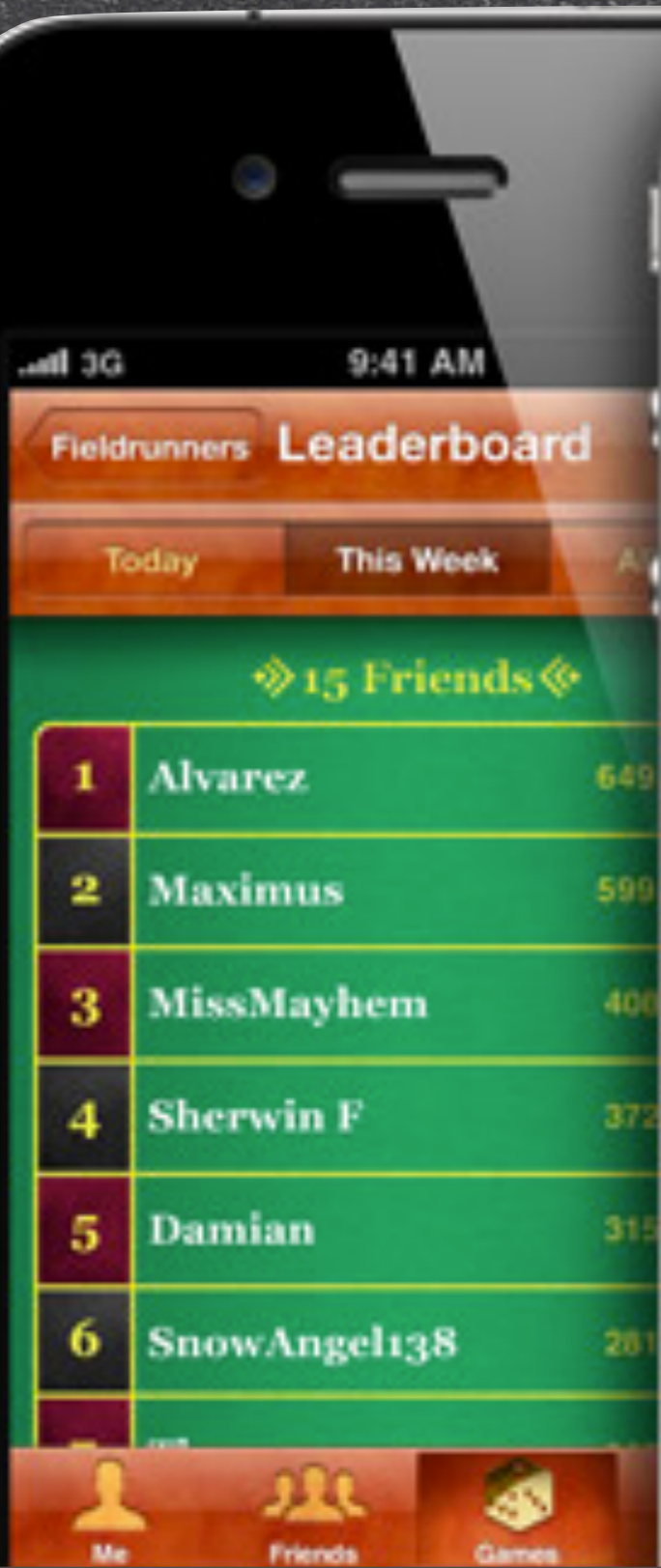
- ❖ **Create different nickname visible to friend and the gaming community**
- ❖ **Assign several email addresses increase search visibility**
- ❖ **Tap links to download games. Play game in the Game Center**







# iPhone 4



## Game Center

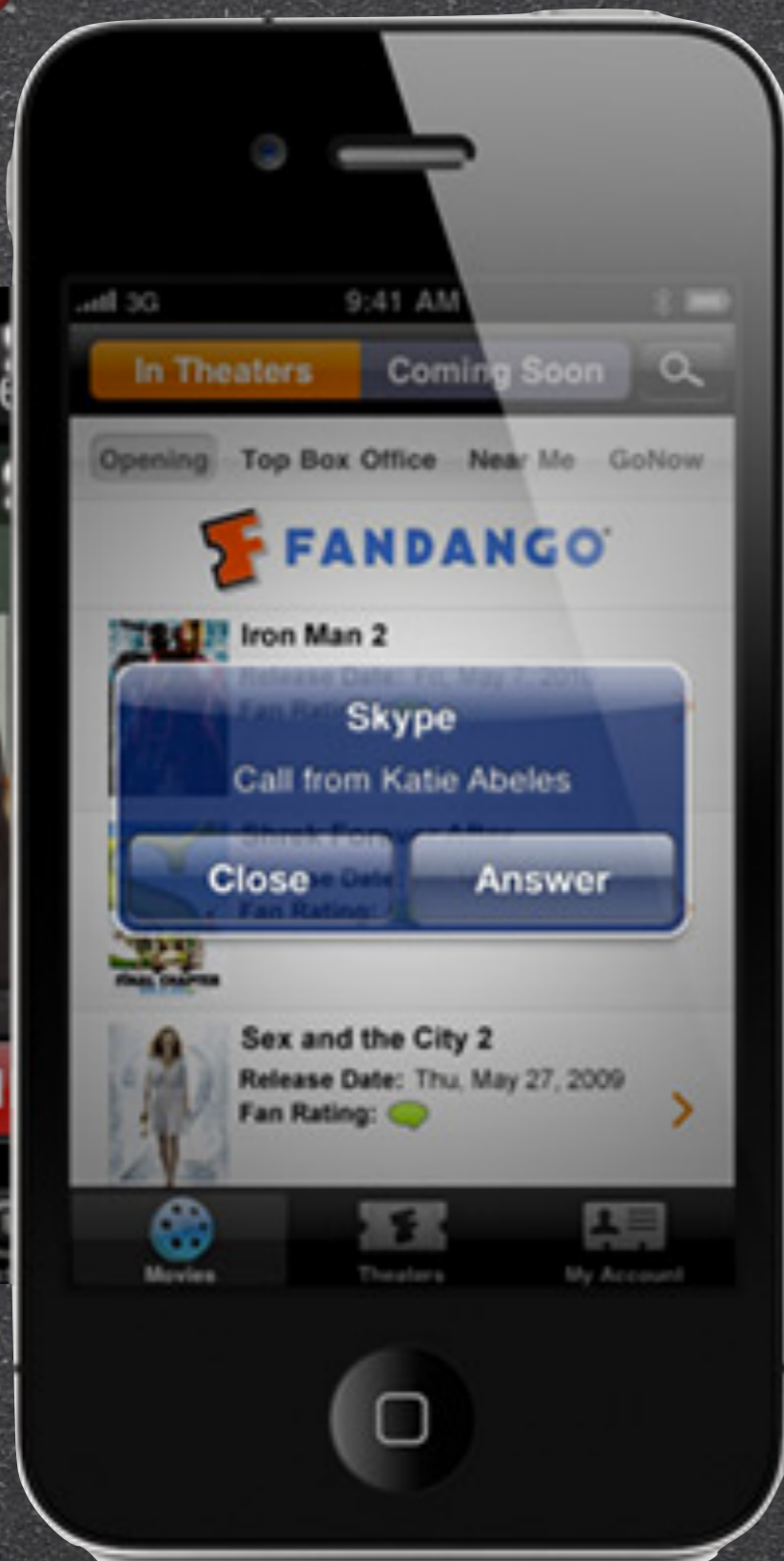
Leaderboard

Achievements





# iPhone 4



## Multitasking

- ✦ **Switch between used apps without waiting for the app to reload**
- ✦ **Listen to audio in the background**
- ✦ **Receive Skype or VoIP calls while running on other app**





# iPhone 4



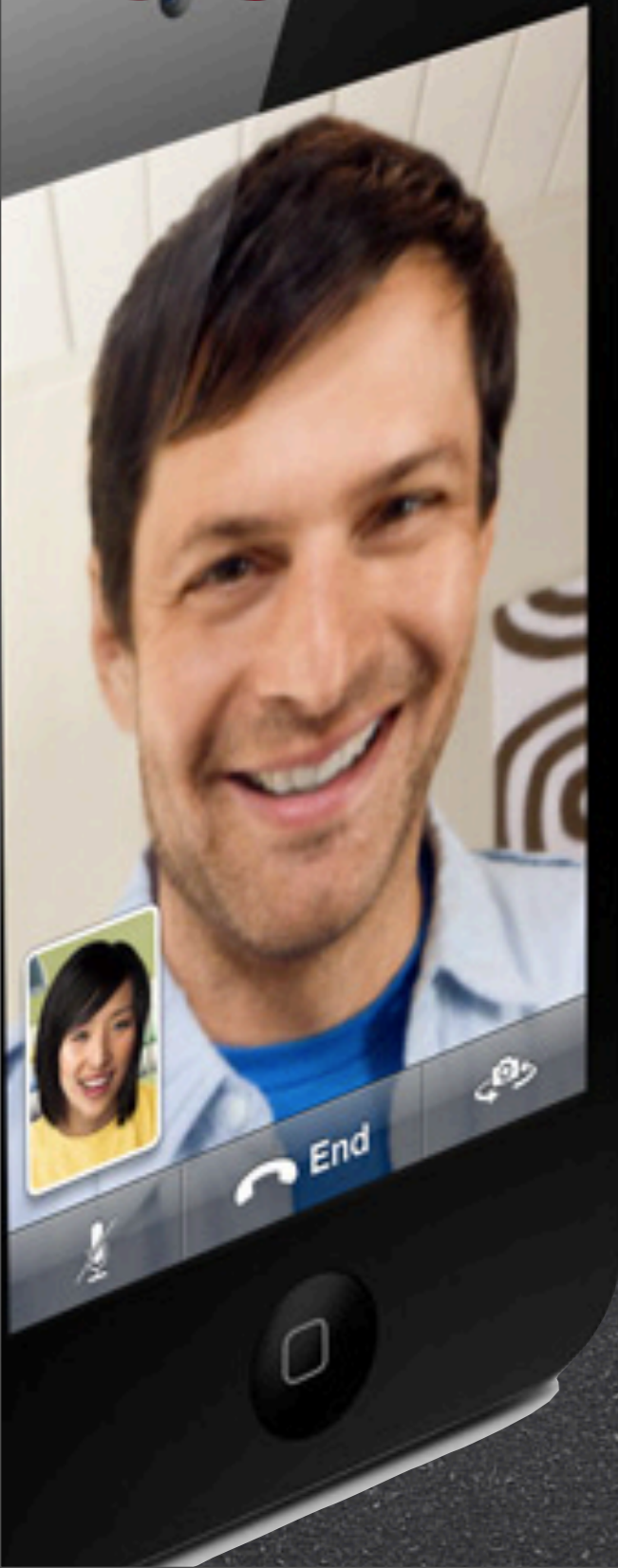
## Multitasking

- ❖ **Keep GPS running in the background to update your position and give spoken turn-by-turn direction while listening to music**
- ❖ **Receive push and local notifications**
- ❖ **Complete tasks in the background**





# iPhone 4



## FaceTime



**Retina Display**



**2 Cameras: Front-facing camera  
+ Backside camera**



**2 Microphones: Main  
Microphone + 2nd Microphone**





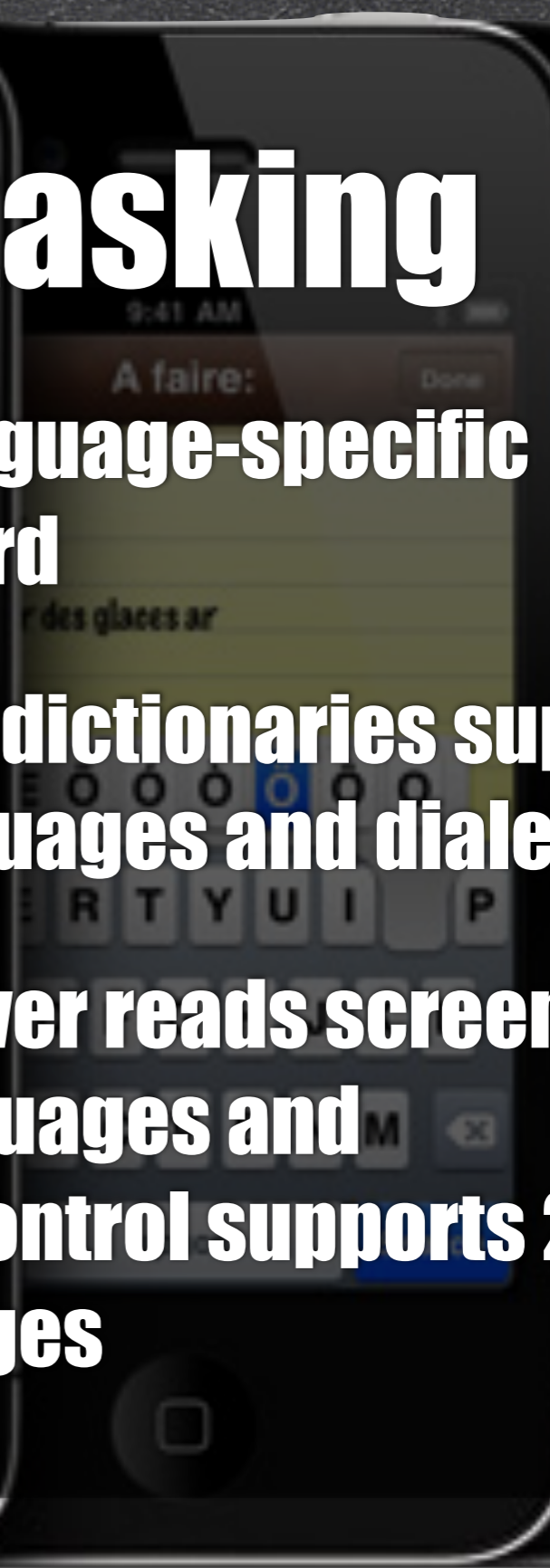
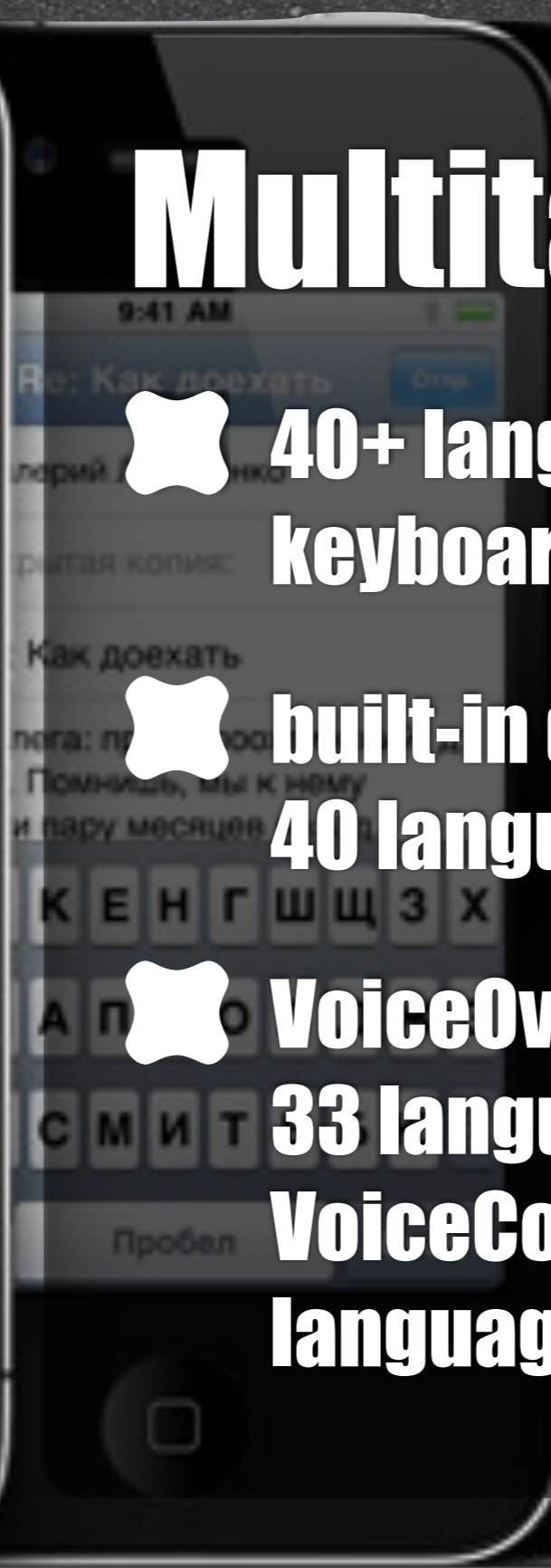
# iPhone 4

## Multitasking

✿ 40+ language-specific keyboard

✿ built-in dictionaries support 40 languages and dialects

✿ VoiceOver reads screens in 33 languages and VoiceControl supports 24 languages







# iPhone 4

## Engineered Glass

- ❖ **Two glossy panels of aluminosilicate glass**
- ❖ **Same material used in the windshields of helicopters and high-speed trains.**
- ❖ **20 times stiffer. 30 times harder than plastic**
- ❖ **More scratch resistant & Recyclable**







# iPhone 4

## Retina Display

- ❖ 960 x 640 backlit LCD display
- ❖ pixel density: 326 pixels per inch
- ❖ Each pixel is 78 micrometer
- ❖ 4 times pixel counts of other models
- ❖ Human eye can't see individual pixel
- ❖ Excellent color & Contrast from any viewing angle







# iPhone 4



## Gyro

- ❖ **Built-in three-axis gyroscope**
- ❖ **Gyro + Accelerometer => advanced motion sensing**
- ❖ **User acceleration, full 3D attitude, rotation rate**
- ❖ **Support more motion gestures and better precision for gaming experience**





# iPhone 4

## Camera + LED

- ❖ **5-megapixel photos**
- ❖ **HD video**
- ❖ **Backside illumination sensor**
- ❖ **Captures image in low-light settings**
- ❖ **Built-in LED flash**
- ❖ **Built-in camera for FaceTime calls & self-portraits**







# iPhone 4

## Mic + Speaker

- ❖ **Two Microphones**
- ❖ **Main mic - located on the bottom**
- ❖ **2nd mic - built into the top near headphone jack for FaceTime and regular calls**
- ❖ **Dual-mic suppress noise**





# iPhone 4



## Multi-Touch

- ❖ **Laminated glass senses touch using electrical fields**
- ❖ **Advanced geatures: two-finger tap**
- ❖ **Tap, Drag, Swipe, Pinch, Flick, Twist**



# Apple Developer Acct

<http://developer.apple.com/programs/register/>

**FREE**





# Requirements

Intel-based Mac OS X Snow Leopard

Latest iTunes version

Apple Developer Account

iPhone SDK iOS4





Check your software

1. Mac OS X

2. iTunes

Everyone?





# SDK 4



iPhone-Only

iPad-Only

Universal App

**Select matching simulator & device**

OS 4.0

OS 3.2

OS 3.2 & 4.0





# Requirements

- iPhone SDK iOS4
- Download < 3GB
- After install > 6GB
- Require 9.0 GB free disk space
- Multiple SDK install such as beta SDK requires another > 6GB



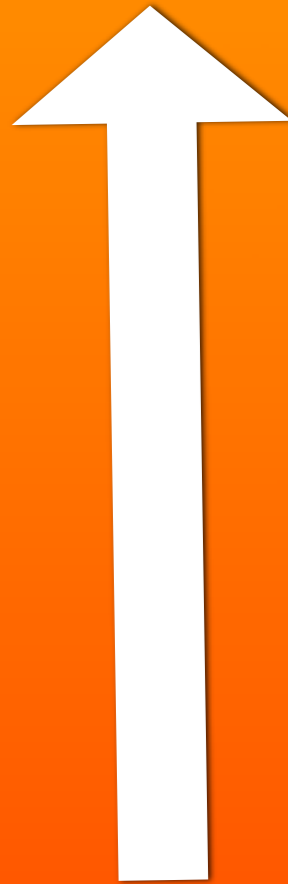
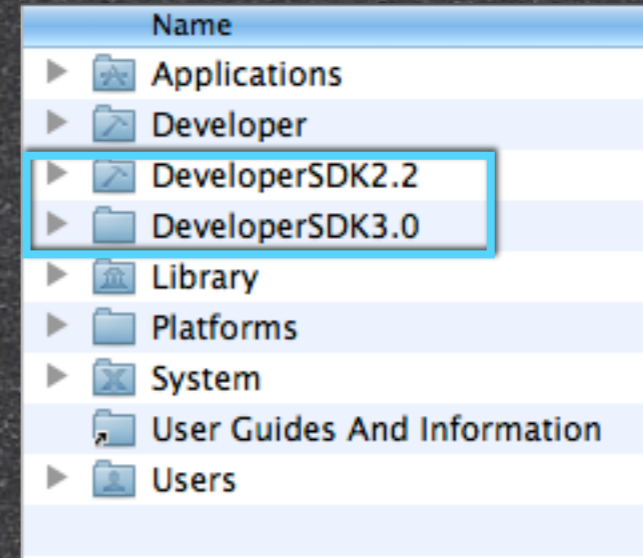
Apple Store won't be able to add additional Hard Drive on mac





# HD Management

## Easier fill up 40 GB



Default Install Directory

Custom Install Directory

Custom Install Directory

After Install

After Install

After Install

Before Install

SDK 4.1  
8.9 GB

Before Install

SDK 3  
> 6 GB

Before Install

Beta  
9+ GB

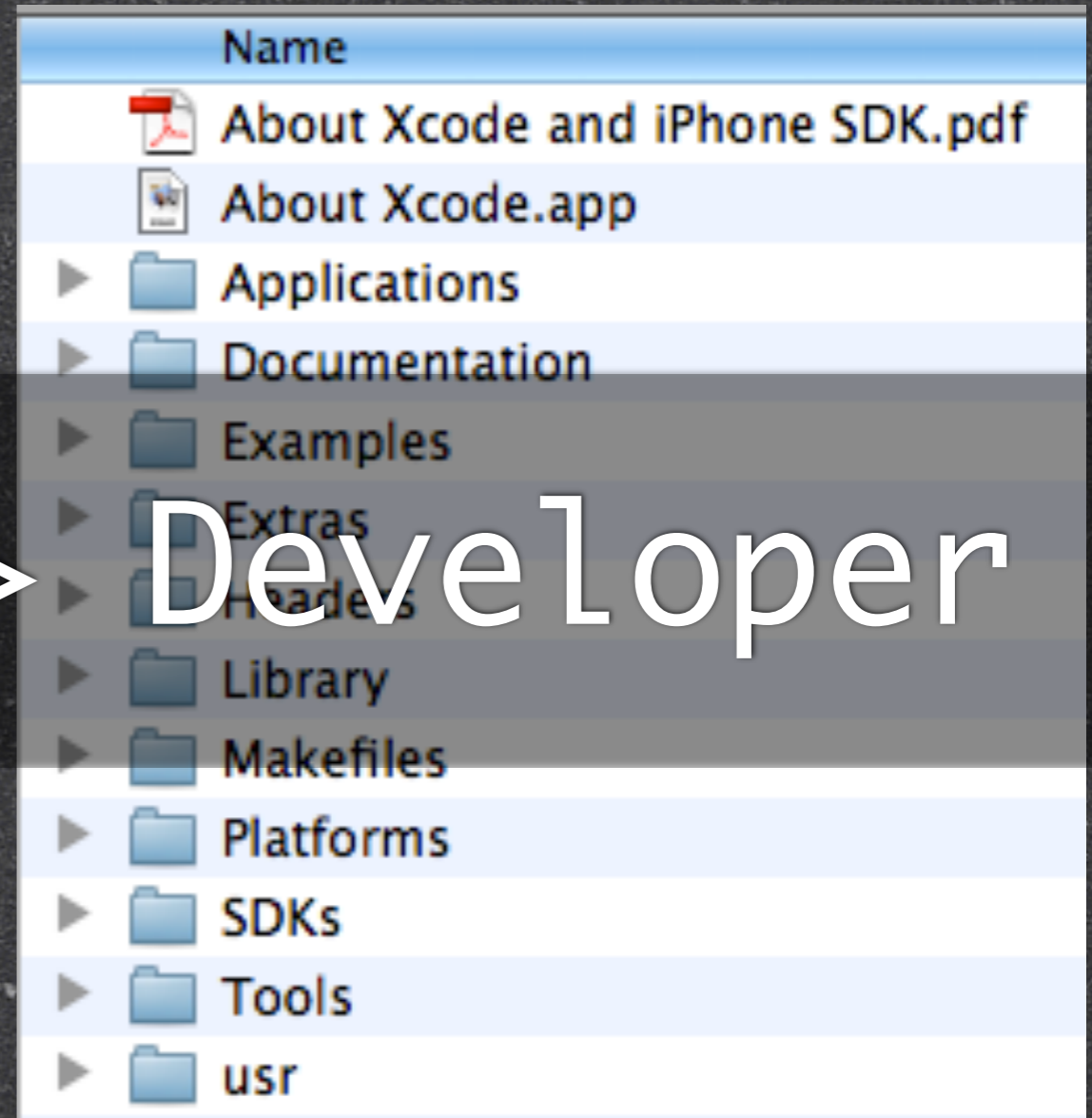
SDK 4.1  
3.2 GB

SDK 3  
< 3 GB

Beta  
3+ GB



Macintosh HD > Developer





Login

Everyone?



# Apple Developer Acct

<http://developer.apple.com/programs/register/>

**FREE**



# iOS Developer

<http://developer.apple.com/programs/iphone/>

**\$99/YR**





\$99

- Vibration
- Location Manager
- Mail Application
- Map Application
- Safari Application
- Device Orientation
- Accelerometer
- Audio Performance
- Overall Performance

**iOS Developer Program**



iOS

Developer  
Program

\$99/YR

iOS

Enterprise  
Program

\$299/YR



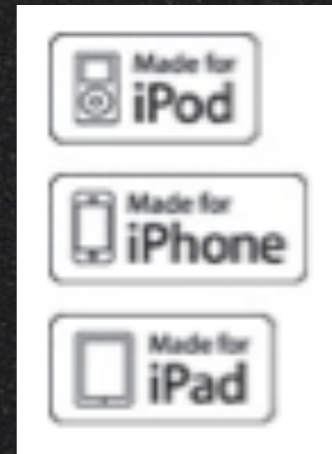


# iOS Developer Enterprise

- Proprietary in-house applications to authorized users.
- Available to companies with 500+ employees and a Dun & Bradstreet Number.



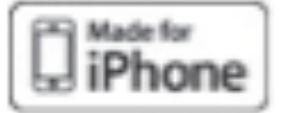
# MFi Program







# MFi Program



- Bluetooth, USB, Serial
- Once approved you purchase authorization co-processor IC
- Use chip to authenticate connection with device
- Establish pipe from device to app





# Without MFi



- WiFi, Bluetooth, Audio
- WiFi and Bluetooth are **high latency** and Bluetooth are **unreliable**
- iPhone ships with 44.1kHz audio
- iPhone limits the maximum resolution to 44 steps per channel
- 3.5mm audio plugs





# Network Performance

Network	Bandwidth
WiFi	54 Mbps
EDGE	70-135 Kbps, 200 Kbps burst





View: **iOS SDK 4** | iOS SDK beta

Search iOS Reference Library

Resources for iOS 4

- Downloads**  
Download the latest build of iOS SDK
- Getting Started Videos**  
Watch Apple experts discuss a range of introductory concepts for iOS development.
- Getting Started Documents**  
Learn the fundamental concepts and best-practices for iOS development.
- iOS Reference Library**  
Select from a range of technical documentation on iOS development.
- iAd JS Reference Library**  
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- Coding How-To's**  
Learn how to incorporate features of iOS in your application.
- Sample Code**  
Use these samples to inspire development of your own great applications.
- Apple Developer Forums**  
Discuss iOS development with other developers and Apple engineers.

Featured Content

- What's new in iOS 4**
- Supporting Multitasking In Your Applications**
- iAd Framework Reference**
- Start Developing iPad Apps**
- Apple Push Notification Service Programming Guide**
- In App Purchase Programming Guide**
- Getting Started with In App Purchase**

iPhone Developer Program

- iPhone Provisioning Portal
- iTunes Connect
- Apple Developer Forums
- Developer Support Center

App Store Resource Center

- Prepare for App Submission
- App Store Approval Process
- Managing Apps on the App Store
- Marketing Resources
- iAd Network

RSS News & Announcements

- Remove Apps Using App Delete in iTunes Connect  
Jul 30, 2010
- See What's New in the Xcode 4 Developer Preview  
Jul 29, 2010
- Important Information about Submitting Apps to iTunes Connect  
Jul 29, 2010
- Exciting New Features in iTunes Connect  
Jul 28, 2010
- Announcing iAd for Developers  
Jul 28, 2010
- iTunes Connect Mobile App Available  
Jul 14, 2010

Downloads



Read Me Before Downloading [Hide details](#)

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iOS SDK 4.0.1

iOS SDK 4.0.1 includes the Xcode IDE, iPhone Simulator, and a suite of additional tools for developing applications for iPhone, iPad and iPod touch.

Posted: July 15, 2010  
Snow Leopard Build: 10M2262a

Snow Leopard Downloads

- Xcode 3.2.3 and iOS SDK 4.0.1
- Xcode 3.2.3 Readme

Other Downloads

- iOS SDK Agreement
- iPhone Configuration Utility



iAd JS 1.1.1

iAd JS, combined with the power of iOS 4 and its WebKit-based browser, makes it easy for you to create high-impact, motion-rich ads.

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# iPhone Resources

 iPhone Documentation

 iPhone Dev Center

 Apple Developer Forum

 iTunes University

 Stack Overflow

 Mailing List

 Meetup.com Group



Stanford > Science and Technology > iPhone Application Programming (Spring 2009) - Tracks

### iPhone Application Programming (Spring 2009)

Evan Doll and Alan Cannistraro  
Last Modified: Jul 24, 2010  
Tracks in Tracks: 40

[GET TRACKS](#)  
[SUBSCRIBE](#)

**DESCRIPTION**

Tools and APIs required to build applications for the iPhone platform using the iPhone SDK. User interface designs for mobile devices and unique user interactions using multitouch technologies. Object-oriented design using model-view-controller pattern, memory management, Objective-C programming language. iPhone APIs and tools including Xcode, Interface Builder and Instruments on Mac OS X. Other topics include: core animation, Bonjour networking, mobile device power management and performance considerations.

Prerequisites: C language and programming experience at the level of 106B or X. Recommended: UNIX, object-oriented programming, graphical toolkits

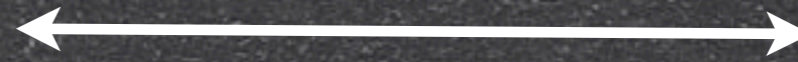
Tracks	Name	Time	Artist	Album	Price
1	1. Introduction to Mac OS X and Cocoa Touch (April 1, 2009)	1:04:45	Evan Doll	iPhone ...	Free <a href="#">GET M</a>
2	2. Using Objective-C, Foundation Framework (April 6, 2009)	1:09:00	Alan Cannistraro	iPhone ...	Free <a href="#">GET M</a>
3	3. Custom Classes, Memory Management, and ObjC Properties (April 8, 2009)	1:16:06	Evan Doll	iPhone ...	Free <a href="#">GET M</a>
4	4. Interface Builder, Controls, Target-Action (April 13, 2009)	53:54	Alan Cannistraro	iPhone ...	Free <a href="#">GET M</a>
5	5. Views and Drawing, Animations (April 15, 2009)	1:09:56	Alan Cannistraro	iPhone ...	Free <a href="#">GET M</a>
6	6. View Controller Basics (April 20, 2009)	1:12:52	Evan Doll	iPhone ...	Free <a href="#">GET M</a>
7	7. Navigation Controllers (April 22, 2009)	1:13:28	Evan Doll	iPhone ...	Free <a href="#">GET M</a>

40 items





320 pixel



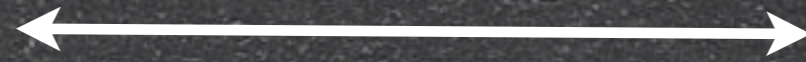
480 pixel

**iPhone / iTouch Screen Size**





640 pixel



960 pixel

# iPhone 4 Screen Size





768 pixel



1024 pixel

# iPad Screen Size



1



**iPhone**

2



**iPad**

3



**Universal App**



**Native App**





# Design Rules



**App Icon**



**Background**





# App Icon



- **Most important critical investment**
- **Simple & Clear**
- **Details: gradients, highlights, reflections**
- **Apple layout app store icon in a rainbow wall based on icon background color**







# Background



**Use launch image as background to enhance user experience**

**Loading time can hurt user experience**



Icon.png



Icon@2x.png



iTunesArtwork



Icon-72.png



Icon-Small.png



Icon-Small-50.png Icon-Small@2x.png



iPhone Only App



Icon.png



57 x 57 pixel

App Store & Home Screen  
**Required**

**iPhone Only App**



Icon@2x.png



114 x 114 pixel

Home screen for iPhone 4 High Resolution  
**Optional but recommended**

**iPhone Only App**



Icon-72.png



72 x 72 pixel

Home screen for iPad compatibility

Optional but recommended

iPhone Only App



**Icon-Small.png**



**29 x 29 pixel**

**Spotlight and Settings**  
**Optional but recommended**

**iPhone Only App**



iTunesArtwork

File is in PNG but name  
it without PNG extension



512 x 512 pixel

Ad Hoc iTunes

Optional but recommended

iPhone Only App



# Spotlight for iPad compatibility

## Recommended for Settings Bundle

Icon-Small-50.png



**iPhone Only App**



**Spotlight and Settings for  
iPhone 4 High Resolution  
Recommended for Settings Bundle**

Icon-Small@2x.png



**iPhone Only App**



**Icon.png**



**57 x 57 pixel**

**Icon@2x.png**



**114 x 114 pixel**

**iTunesArtwork**



**512 x 512 pixel**

**Icon-72.png**



**72 x 72 pixel**

**Icon-Small.png**



**29 x 29 pixel**

**Icon-Small-50.png** **Icon-Small@2x.png**



**50 x 50 pixel**



**58 x 58 pixel**

**iPhone Only App**

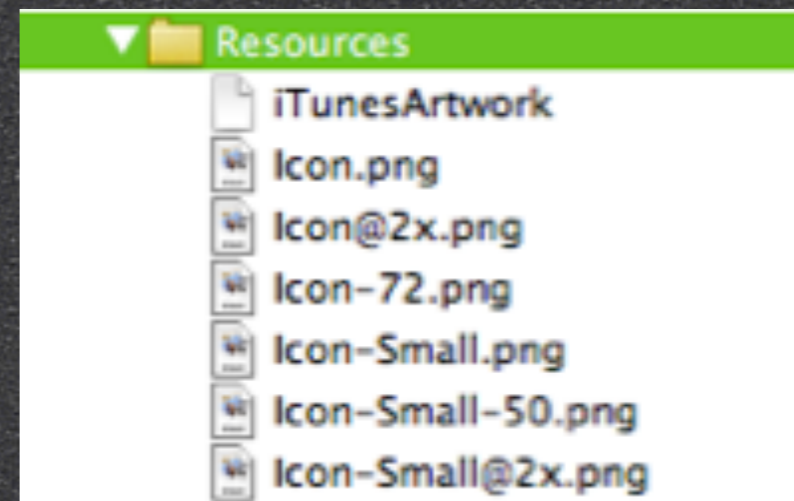


All icon files should go to Resources group

Include in application bundle

Add files in this order

- iTunesArtwork
- Icon.png
- Icon@2x.png
- Icon-72.png
- Icon-Small.png
- Icon-Small-50.png
- Icon-Small@2x.png



**iPhone Only App**



List icon files in  
Info.plist

Except for  
iTunesArtWork Icon

- Icon.png
- Icon@2x.png
- Icon-72.png
- Icon-Small.png
- Icon-Small-50.png
- Icon-Small@2x.png

▼ Icon files	(6 Items)
Item 0	Icon.png
Item 1	Icon@2x.png
Item 2	Icon-72.png
Item 3	Icon-Small-50.png
Item 4	Icon-Small.png
Item 5	Icon-Small@2x.png

**iPhone Only App**



# iTunesArtwork



Icon-72.png



Icon-Small.png



Icon-Small-50.png



**iPad Only App**



Icon.png



Icon@2x.png



iTunesArtwork



Icon-72.png



Icon-Small.png



Icon-Small-50.png Icon-Small@2x.png



Universal App





# .plist

Resources > <project name>-Info.plist

The screenshot shows the Xcode interface with the 'svcc-Info.plist' file selected in the Resources folder. The 'Icon file' key in the Information Property List is circled in red.

Key	Value
Information Property List (12 items)	
Localization native development region	English
Bundle display name	\$(PRODUCT_NAME)
Executable file	\$(EXECUTABLE_NAME)
Icon file	
Bundle identifier	com.yourcompany.\$(PRODUCT_NAME:rfc1034identifier)
InfoDictionary version	6.0
Bundle name	\$(PRODUCT_NAME)
Bundle OS Type code	APPL
Bundle creator OS Type code	????
Bundle version	1.0
Application requires iPhone environment	<input checked="" type="checkbox"/>
Main nib file base name	MainWindow





# Add Icon files in Info.plist

- Open Info.plist in Xcode
- Locate “Icon file” entry
- Click on (+) button to add a new entry in “Icon file” key
- Enter “Icon files” in the key column
- Click on down disclosure triangle on “Icon files” and add the entries for the icon files





# .plist

Resources > <project name>-Info.plist

The screenshot shows the Xcode interface with the 'helloiphone-Info.plist' file open. The left sidebar shows the project structure with 'Resources' selected. The main editor displays the plist data in a table format.

Key	Value
Information Property List	(13 items)
Localization native development re	English
Bundle display name	iphone
Executable file	#{EXECUTABLE_NAME}
Icon file	
Icon files	(6 items)
Item 0	Icon.png
Item 1	Icon@2x.png
Item 2	Icon-72.png
Item 3	Icon-Small-50.png
Item 4	Icon-Small.png
Item 5	Icon-Small@2x.png
Bundle identifier	com.iphoneintro.helloworld
InfoDictionary version	6.0
Bundle name	iphone
Bundle OS Type code	APPL
Bundle creator OS Type code	????
Bundle version	1.0
Application requires iPhone enviro	<input checked="" type="checkbox"/>
Main nib file base name	MainWindow





# Add Icon files in Info.plist

6 Items for iPhone only app

3 Items for iPad only app

6 Items for Universal app



info.plist

Everyone?





# Device-Specific Resources

Use bundle-loading routines to select device-specific resources

Instead of creating code paths to separate iPhone to iPad

`<basename><device>.<filename_extension>`

`imagename`

`.png`

`~ipad`

`~iphone`





# Device-Specific Resources

```
// Create image but using Bundle-loading routine handle  
device images  
UIImage* myImage = [UIImage imageNamed:@"image.png"];
```

**<basename>**<device>.<filename\_extension>

imagename

.png

~ipad

~iphone





# Device-Specific Resources

- 1 Include launch image
- 2 Update info.plist settings
- 3 Implement - `shouldAutorotateToInterfaceOrientation:` method

All launch image file names are case sensitive



1



- Only one image
- Must be PNG
- 320 x 480 pixels
- Default.png

## iPhone 4 Support

- Must be PNG
- 640 x 960 pixels
- Default@2x.png

**iPhone App**



1



- Must be PNG
- 1004 x 768 pixels (landscape)
- 748 x 1024 pixels (portrait)
- Default-PortraitUpsideDown.png
- Default-LandscapeLeft.png
- Default-LandscapeRight.png
- Default-Portrait.png
- Default-Landscape.png
- Default.png

iPad App



1



## iPhone Support

- Default.png
- Default@2x.png

## iPad Support

- Default-Portrait.png

**Universal App**



2



Update info.plist

- **UISupportedInterfaceOrientations** key for the supported orientations
- **UIInterfaceOrientation** key for the initial launch orientation.

**info.plist**



3



## Method

- In your `UIViewController` class, implement the `-(BOOL)shouldAutorotateToInterfaceOrientation:(UIInterfaceOrientation)` method to return the supported `UIInterfaceOrientation` constants. This method should return **YES** to support all orientations.

**shouldAutorotateToInterfaceOrientation:**



# Major Releases

**SDK4.1**      **Game Center**

**SDK4.0**      **iPhone 4**

**SDK3.2**      **iPad**

**SDK3.0**      **Major updates**

**SDK2.0**





**SDK 2.0**

**Not good for 2010**



**SDK3+**



**SDK4+**



**Good for 2010**





2011



**SDK2.0**

**SDK3.0**

**SDK4.0**

**2008**

**2009**

**2010**

**2011**

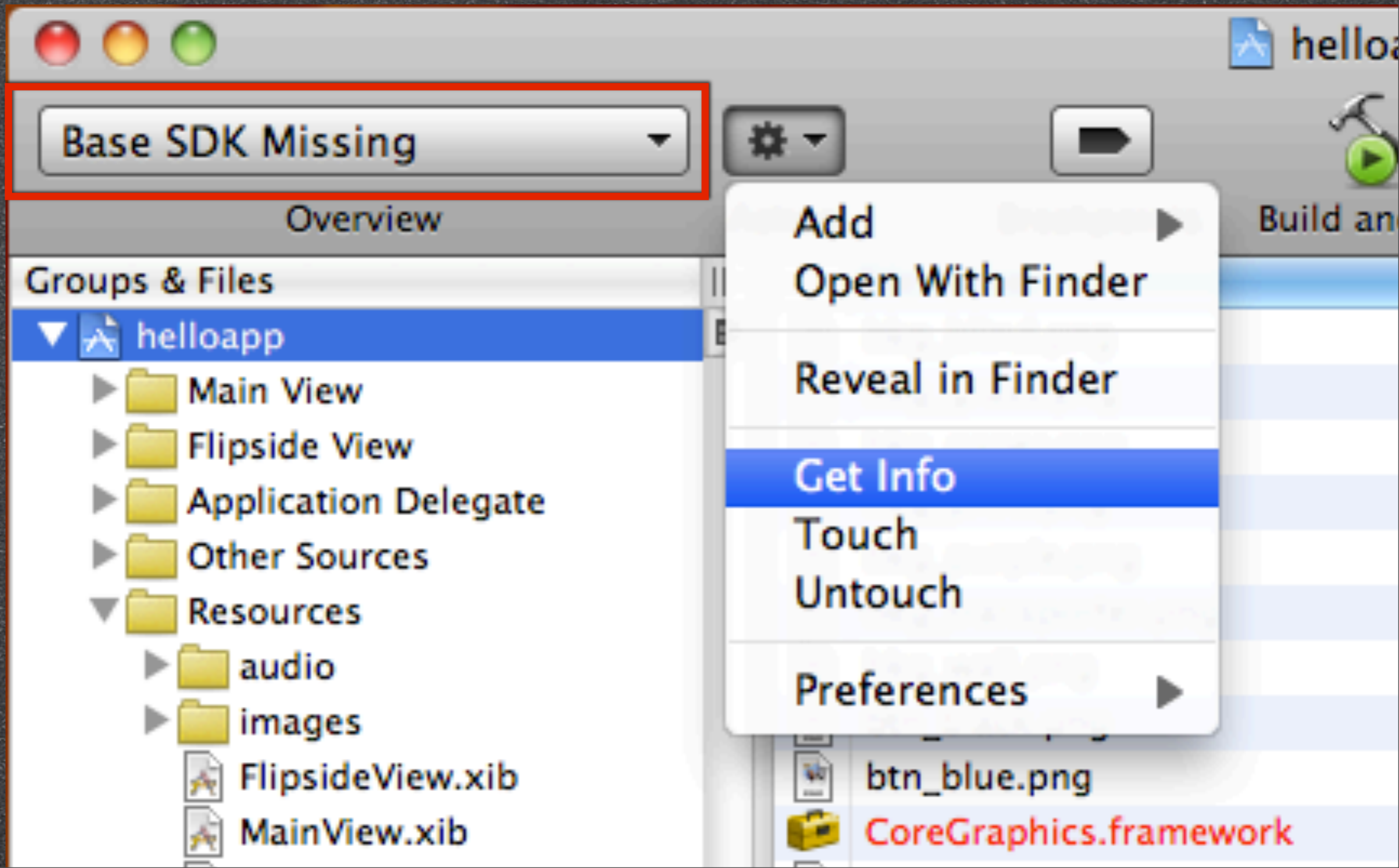








# Major Upgrade Problems



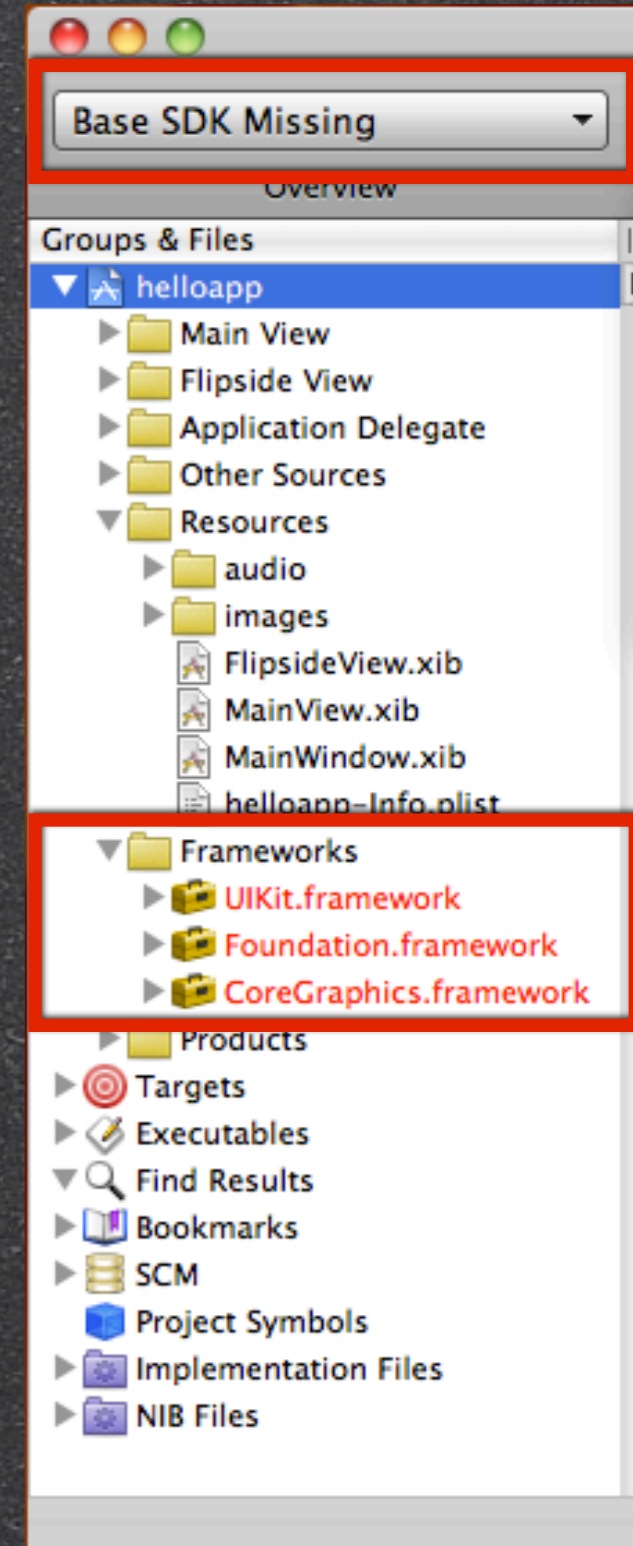




# OS4.0 => OS4.1

- 1) Base SDK Missing
- 2) Missing frameworks
- 3) Build & Run Error
- 4) Code Sign Error

Code Sign error: a valid provisioning profile matching the application's Identifier 'com.yourcompany.helloapp' could not be found



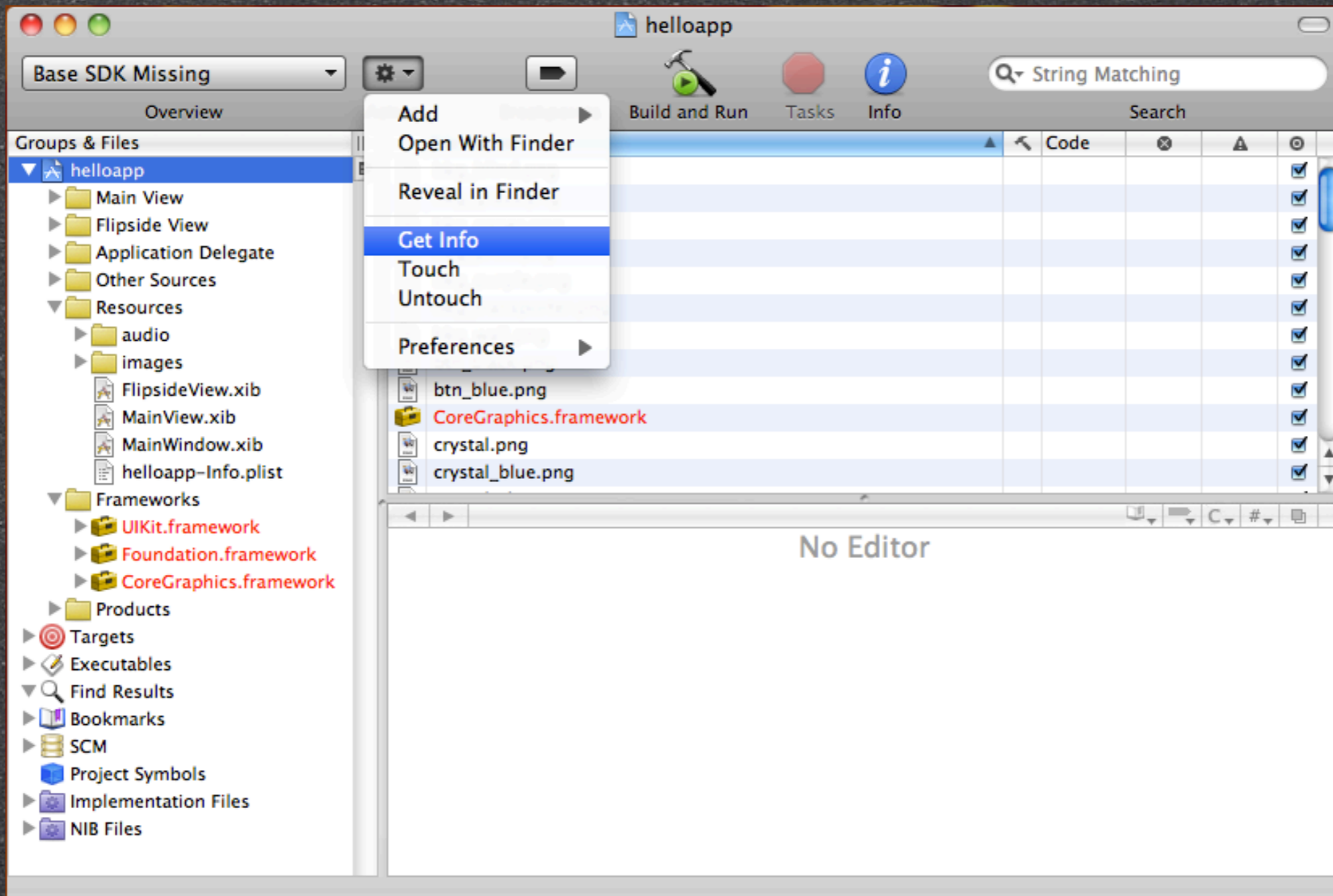




# OS4 => OS4.1

1

Select Project  
Action > Get Info



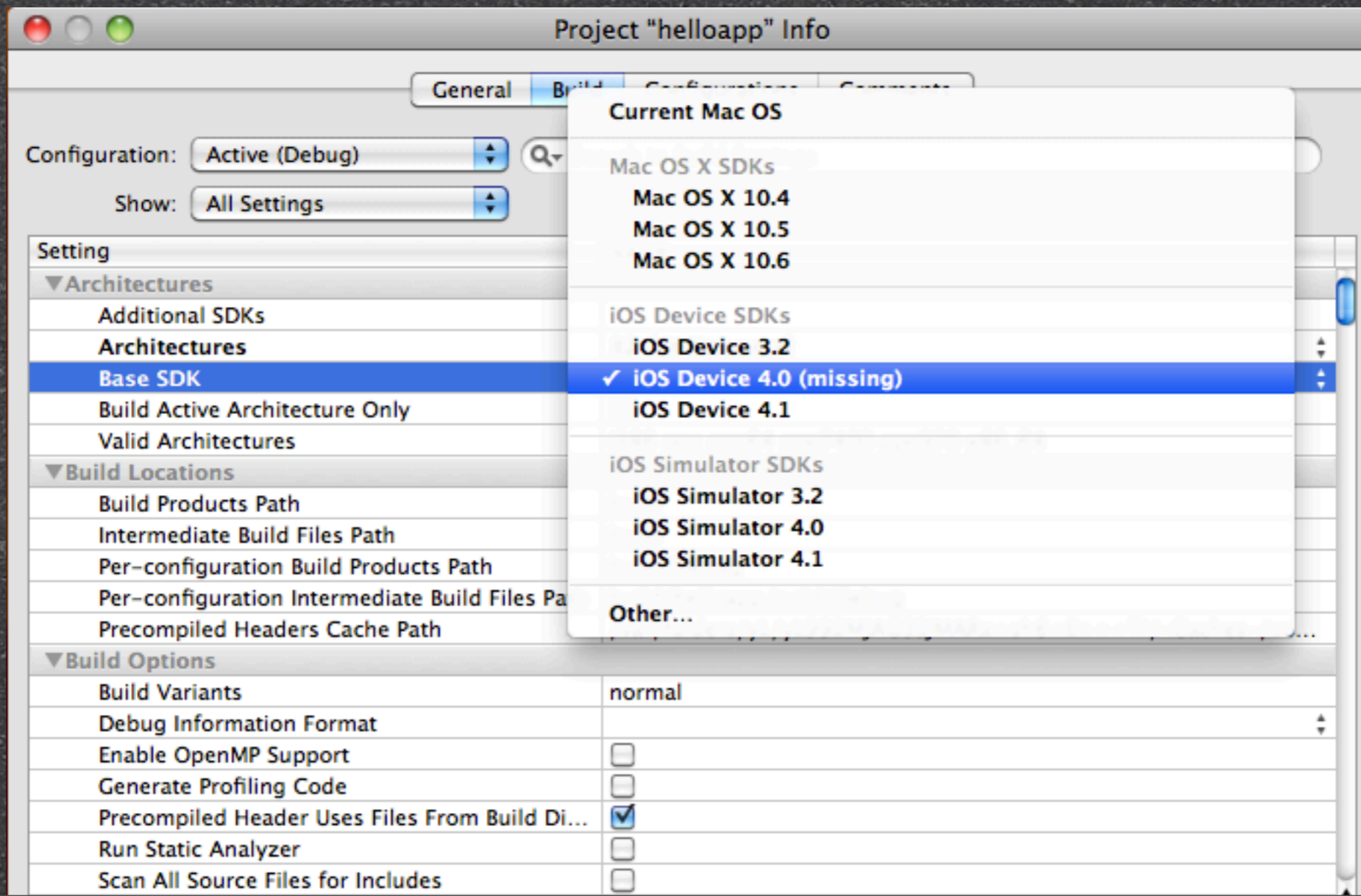




# OS4 => OS4.1

2

Select Build tab  
Architectures > Base SDK  
Select iOS Device 4.1







# OS4 => OS4.1

3

## Select Simulator instead of Device

The screenshot shows the Xcode interface for a project named 'helloapp'. The 'Device' menu is open, showing the following options:

- Device
- Simulator
- Active Configuration
- Debug
- Release
- Active Target
- helloapp
- Active Executable
- helloapp - iPhone Simulator 4.1
- Active Architecture
- i386

The 'Simulator' option is selected, indicating the transition from a physical device to a simulator. The background shows the Xcode workspace with a 'String Matching' search bar and a 'No Editor' message.





# OS4 => OS4.1

1

Select Project  
Action > Get Info

2

Select Build tab  
Architectures > Base SDK  
Select iOS Device 4.1

3

Select Simulator instead  
of Device





# OS4 => OS4.1

Base SDK Missing cause  
missing Frameworks

The screenshot shows the Xcode IDE interface for a project named 'helloapp'. The top toolbar includes a dropdown menu for 'Device - 4.1 | Debug | he...', a settings gear icon, a play button for 'Build and Run', a red stop button for 'Tasks', and an information icon for 'Info'. A search bar on the right is labeled 'String Matching'. The 'Groups & Files' pane on the left shows the project structure, with 'UIKit.framework', 'Foundation.framework', and 'CoreGraphics.framework' highlighted in red. The 'Frameworks' pane in the center lists various system frameworks, including Quartz.framework, QuartzCore.framework, QuickLook.framework, QuickTime.framework, Ruby.framework, RubyCocoa.framework, ScreenSaver.framework, Scripting.framework, ScriptingBridge.framework, Security.framework, SecurityFoundation.framework, SecurityInterface.framework, ServerNotification.framework, ServiceManagement.framework, SyncServices.framework, SystemConfiguration.framework, Tcl.framework, Tk.framework, TWAIN.framework, and URLMount.framework. The right pane shows a 'Code' editor with a search bar and a table with columns for search results.





# OS4 => OS4.1

Switch Architectures > Base SDK cause Code Sign Error

The screenshot shows the Xcode interface for a project named 'helloapp'. The 'Build Results' window is open, displaying the following information:

- Device: Device - 4.1 | Debug | he
- Build Results: Overview, Build, Build and Run, Tasks, Search
- Build Results: All Results, Latest Results, By Step, By Issue, Issues Only
- Build helloapp: Project helloapp | Configuration Debug
- Check dependencies: 1 error
- Code Sign error: a valid provisioning profile matching the applicatio... [more](#)
- Build Failed: 10/13/10 1:07 AM, 1 error

The 'Groups & Files' sidebar on the left shows the project structure:

- helloapp
  - Main View
  - Flipside View
  - Application Delegate
  - Other Sources
  - Resources
    - audio
    - images
    - FlipsideView.xib
    - MainView.xib
    - MainWindow.xib
    - helloapp-Info.plist
  - Frameworks
    - UIKit.framework
    - Foundation.framework
    - CoreGraphics.frame
  - Products
  - Targets
  - Executables
  - Find Results
  - Bookmarks
  - SCM
  - Project Symbols
  - Implementation Files

The 'Matching' window on the right shows a search table with columns for search criteria and checkboxes. The table is currently empty.

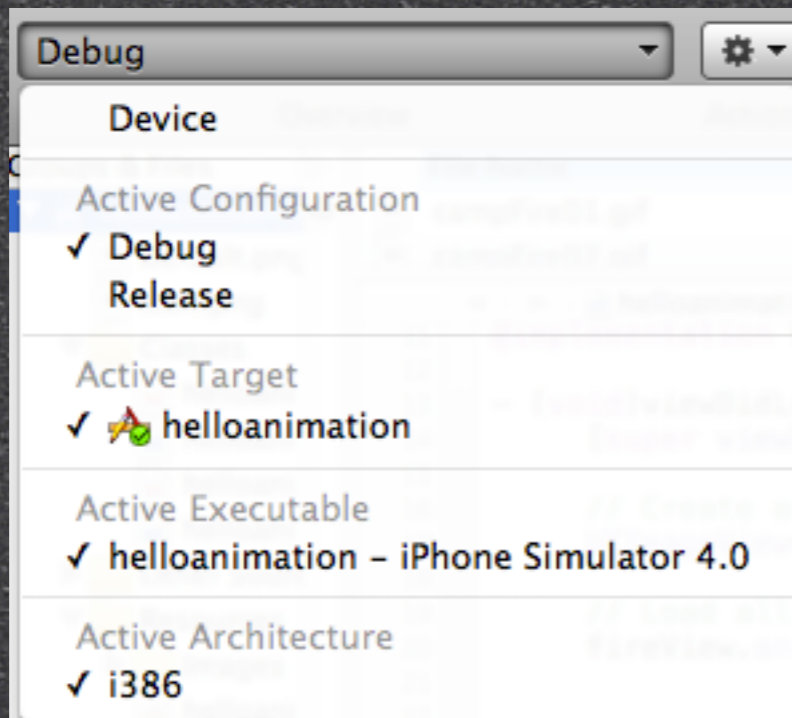
The bottom of the interface shows 'No Editor'.



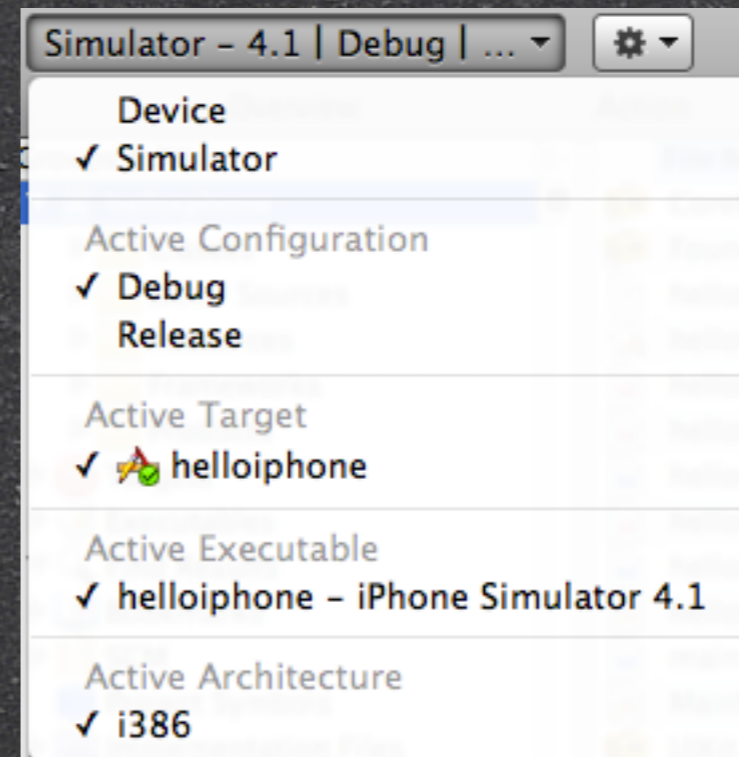


# OS4 => OS4.1

Must select valid OS Device rather than OS Simulator esp OS 4.0 Device is missing in OS 4.1



Select OS Device 4.0



Select OS Device 4.1

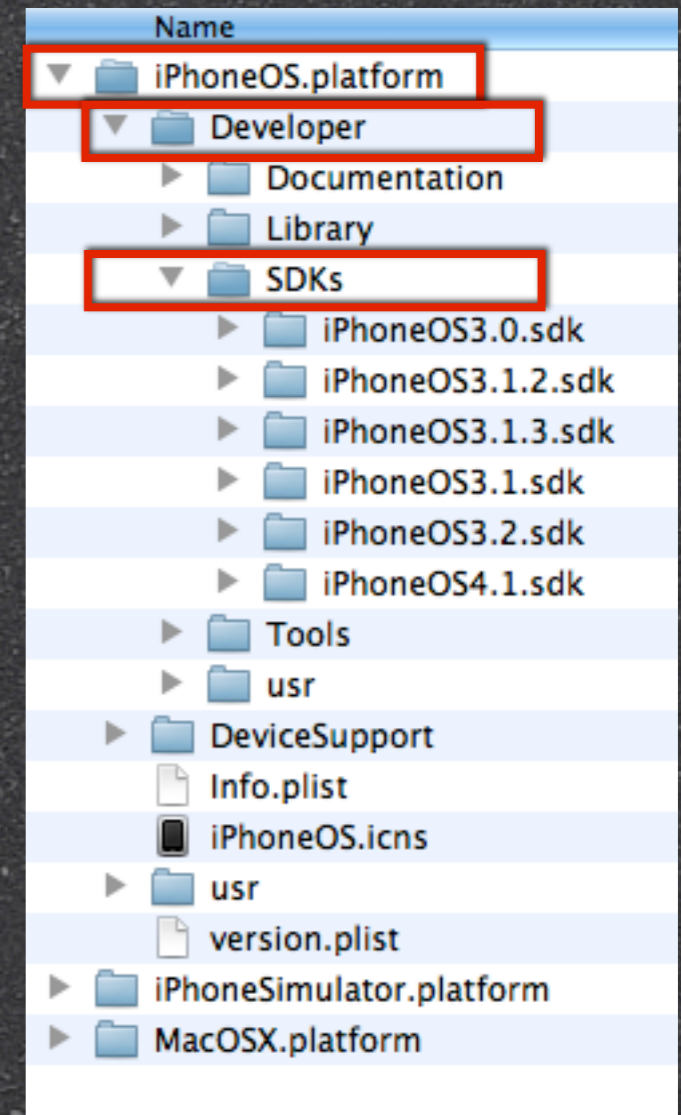
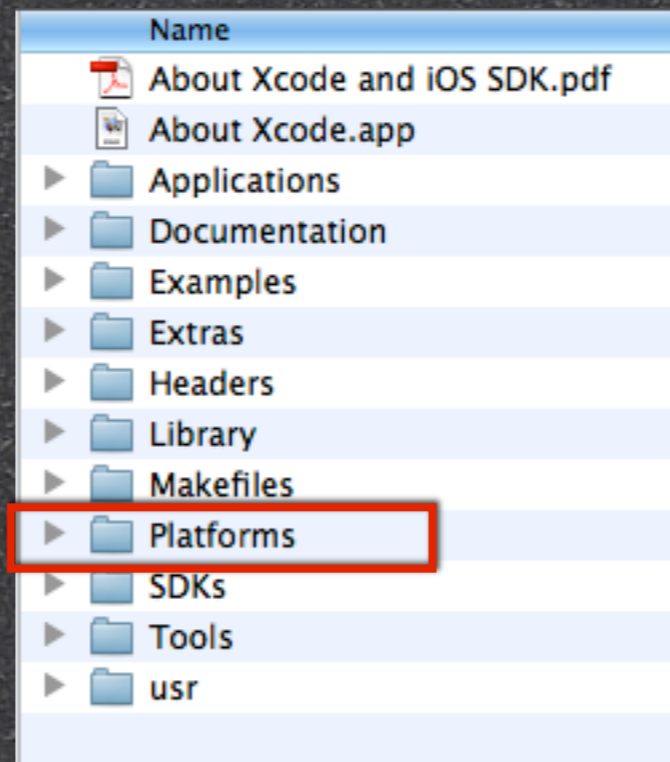
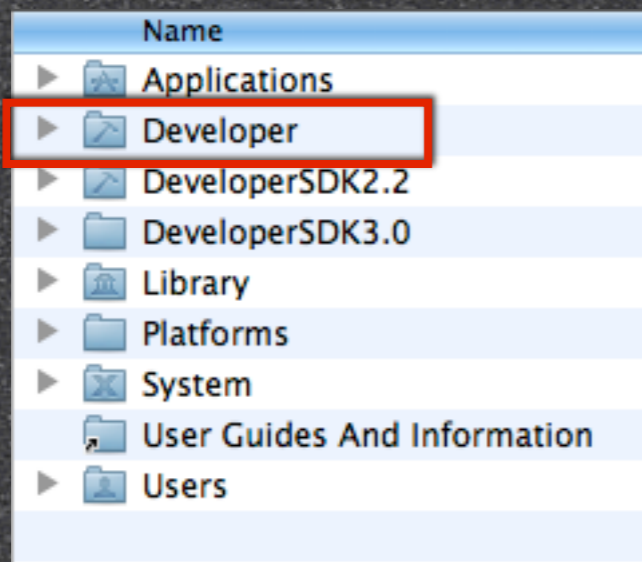




# Support < OS4.1

Copy iPhoneOS.X.X.sdk from previous iOS SDK version

Macintosh HD > Developer > Platforms > iPhoneOS.platform > Developer > SDKs



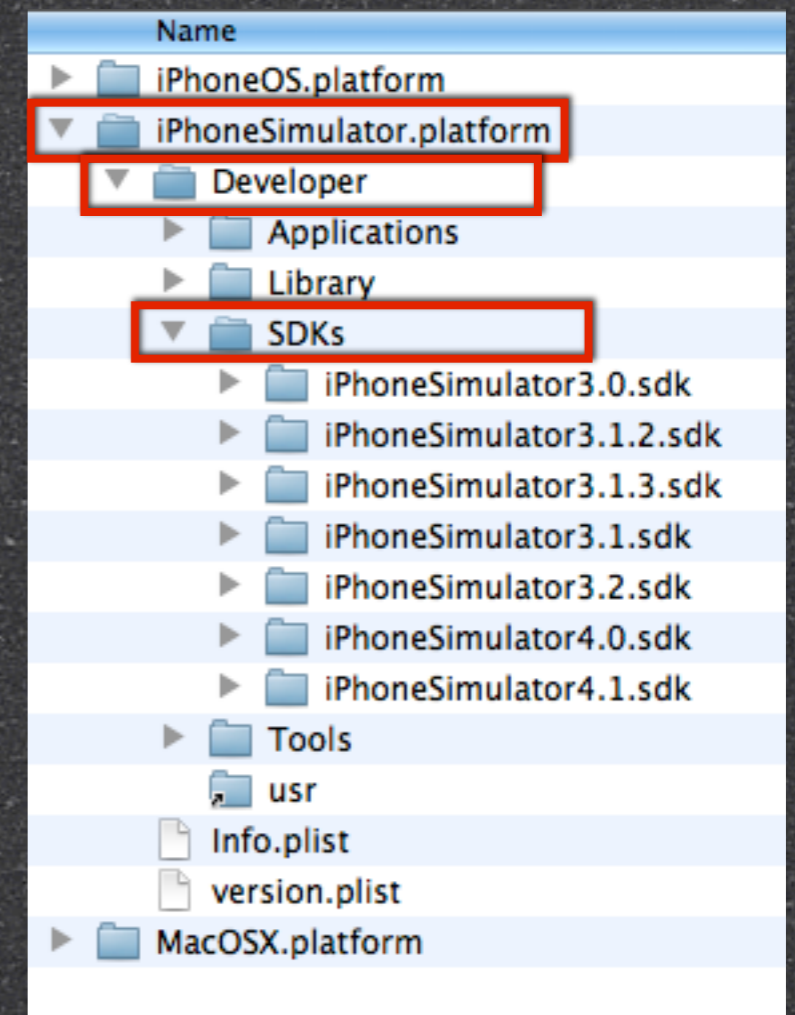
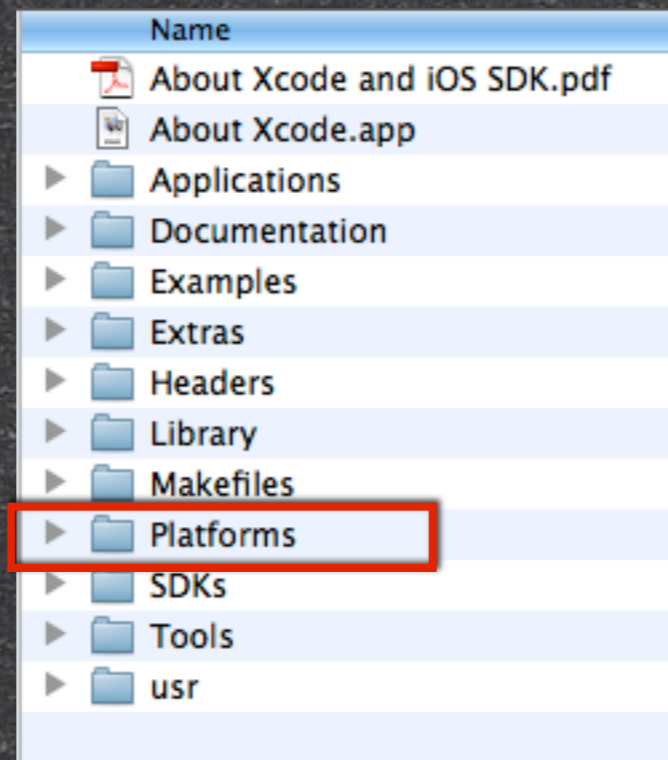
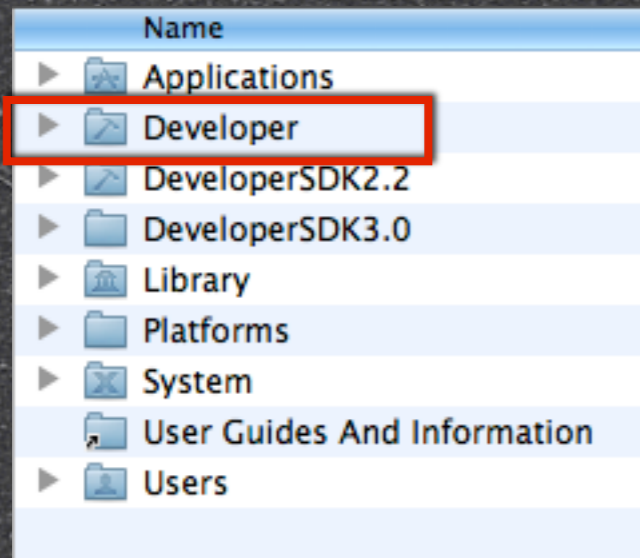




# Support < OS4.1

Copy iPhoneSimulatorX.X.X.sdk  
from previous iOS SDK version

Macintosh HD > Developer > Platforms >  
iPhoneSimulator.platform > Developer > SDKs



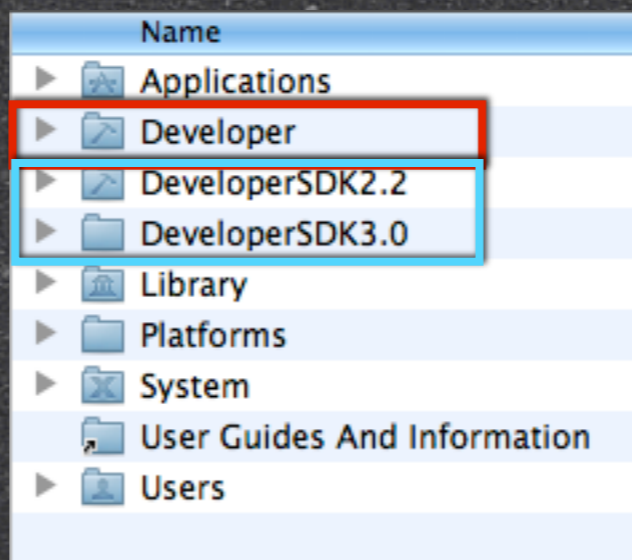




# Support < OS4.1

Default Install Directory: Developer

Custom Install Directory: DeveloperSDKX.X







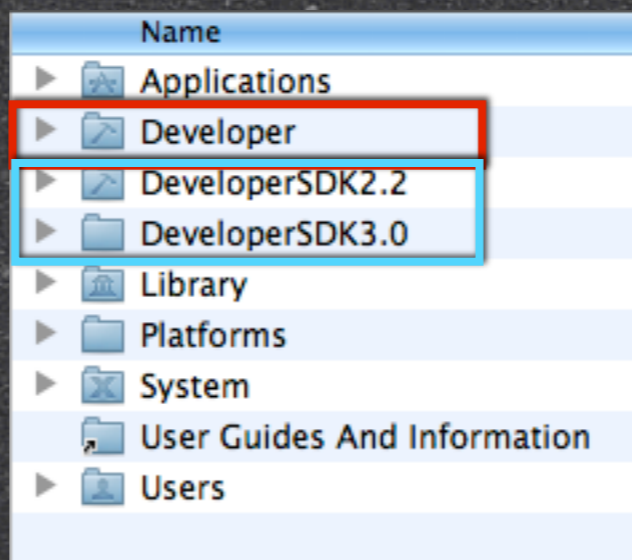
# Support < OS4.1

Default Install Directory

Custom Install Directory

One

Many







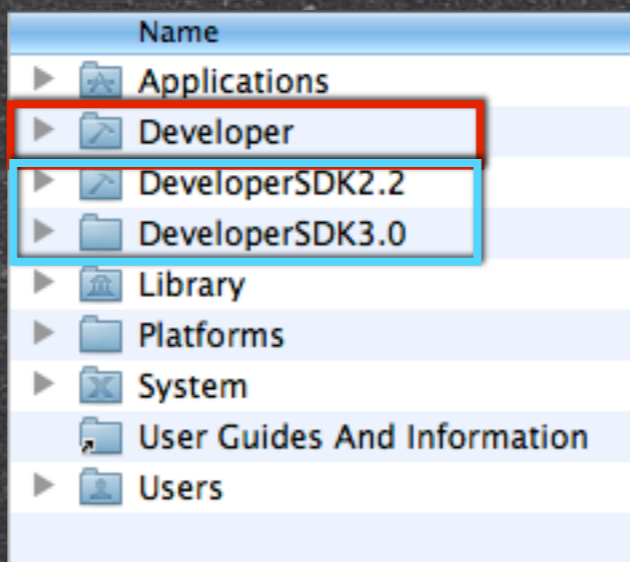
# Support < OS4.1

Default Install Directory

Custom Install Directory

Refactoring  
Required

Deprecated  
APIs





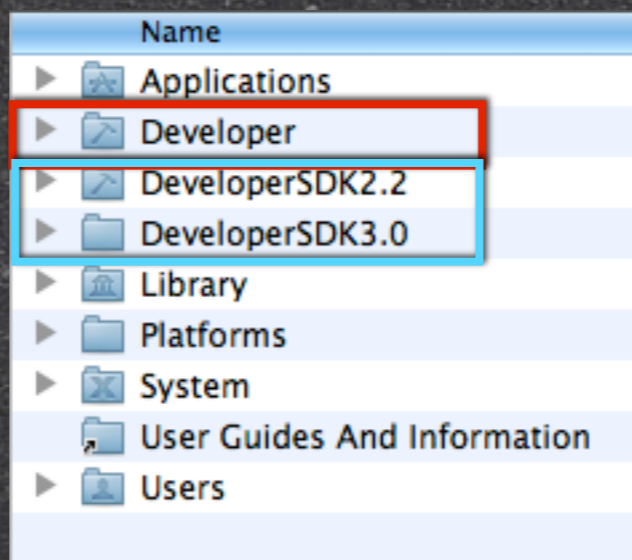


# Support < OS4.1

Default Install Directory

**Refactoring  
Required**

Build Xcode Projects  
that support older  
versions





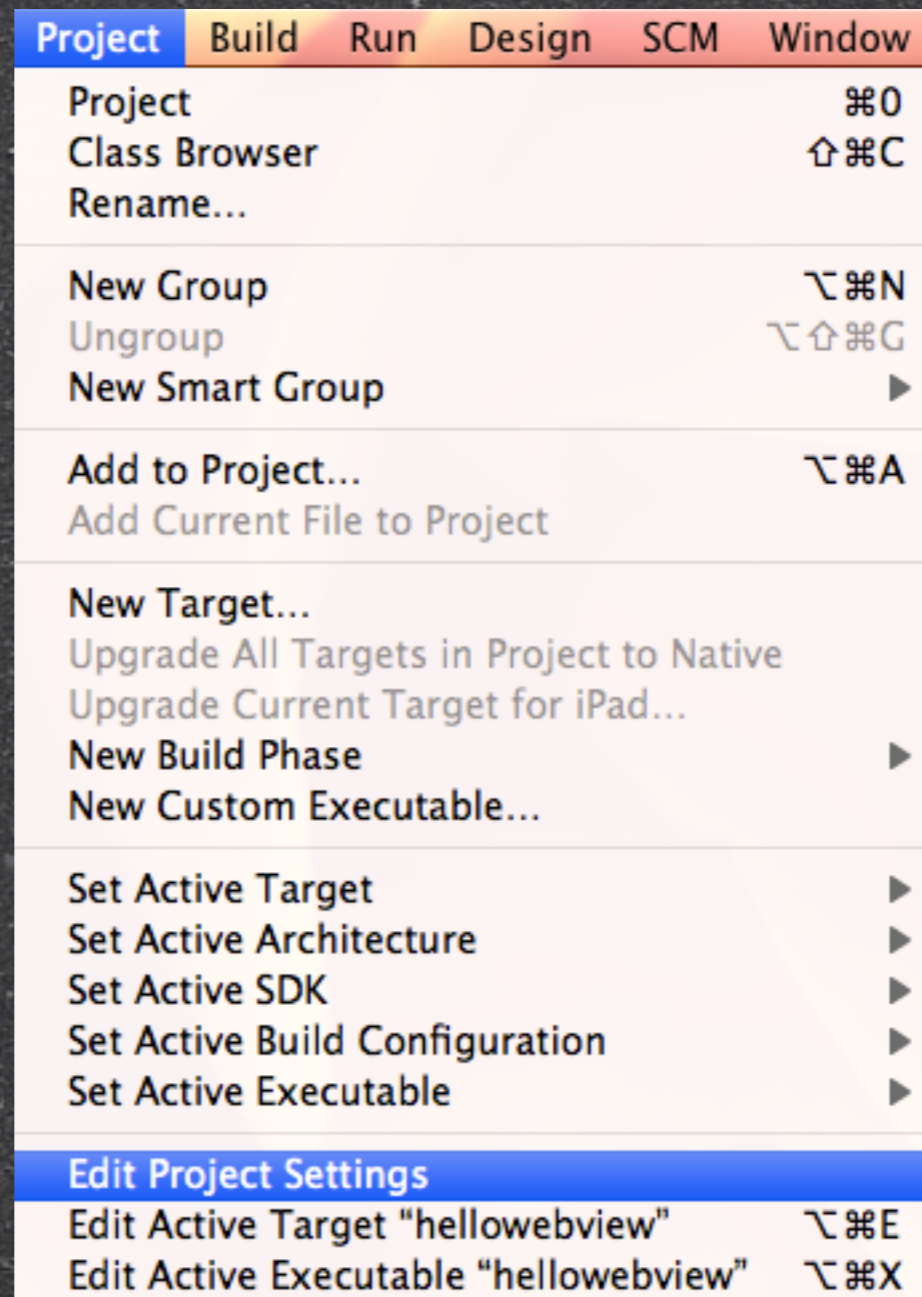


# Target Older SDK Version

1

Default compilation settings is to the latest version of SDK

XCode > Project > Edit Project Settings





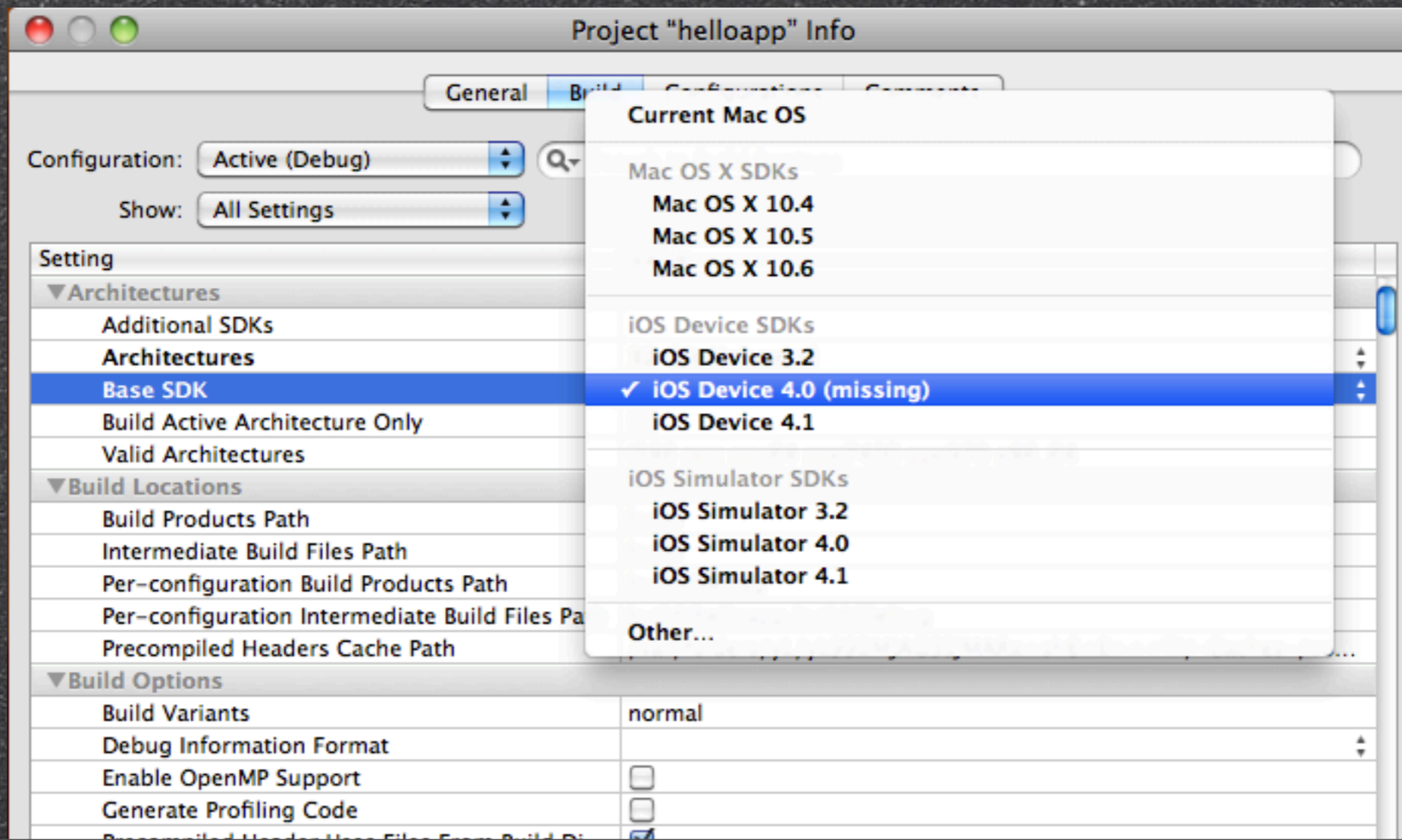


# Target Older SDK Version

2

In the Build tab, select the “Base SDK” to target version

Build > Base SDK > iPhone Device X.X.X





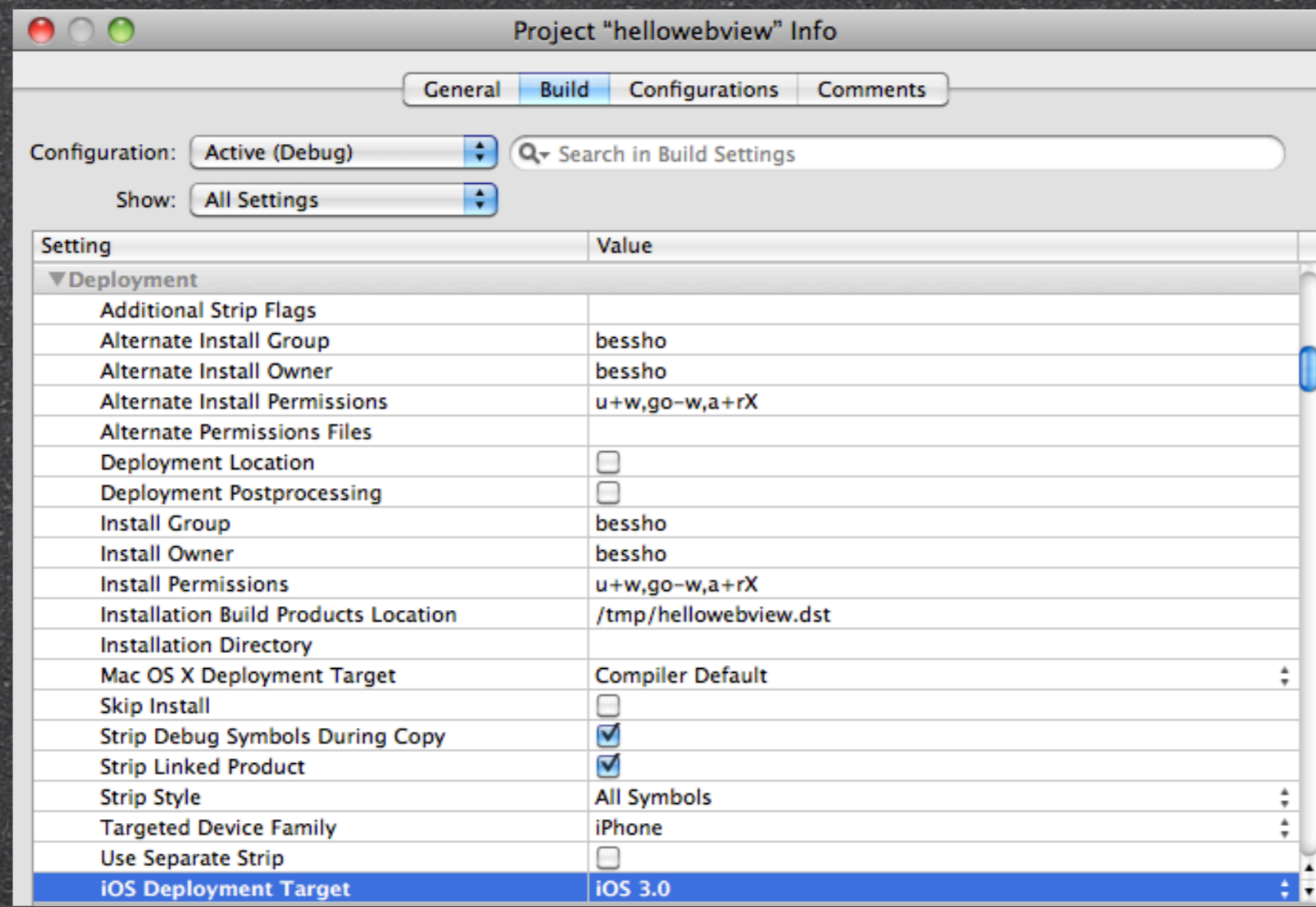


# Target Older SDK Version

3

In the Build tab, select the “iPhone OS Deployment Target” to target version

Build > iPhone OS Deployment Target > iPhone Device X.X.X





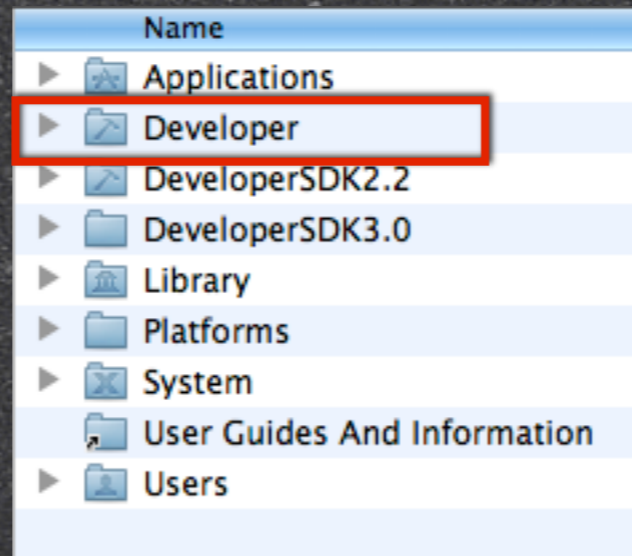


# Target Older SDK Version

4

Set Active SDK to target OS

Project > Set Active SDK > iPhone Device X.X.X



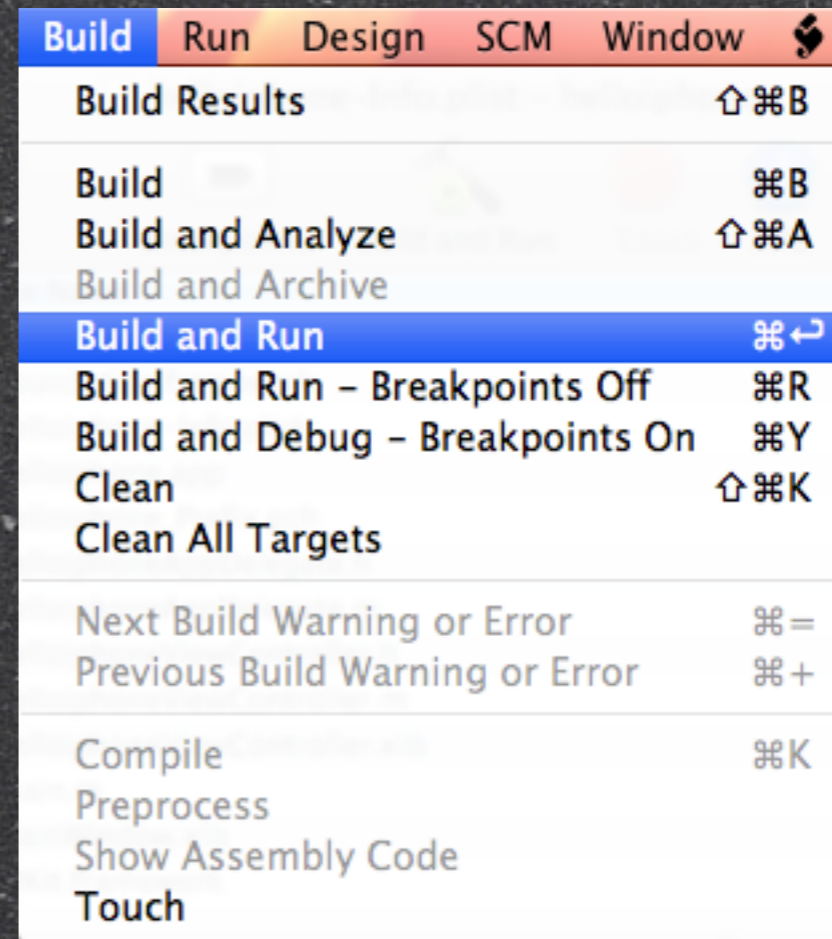
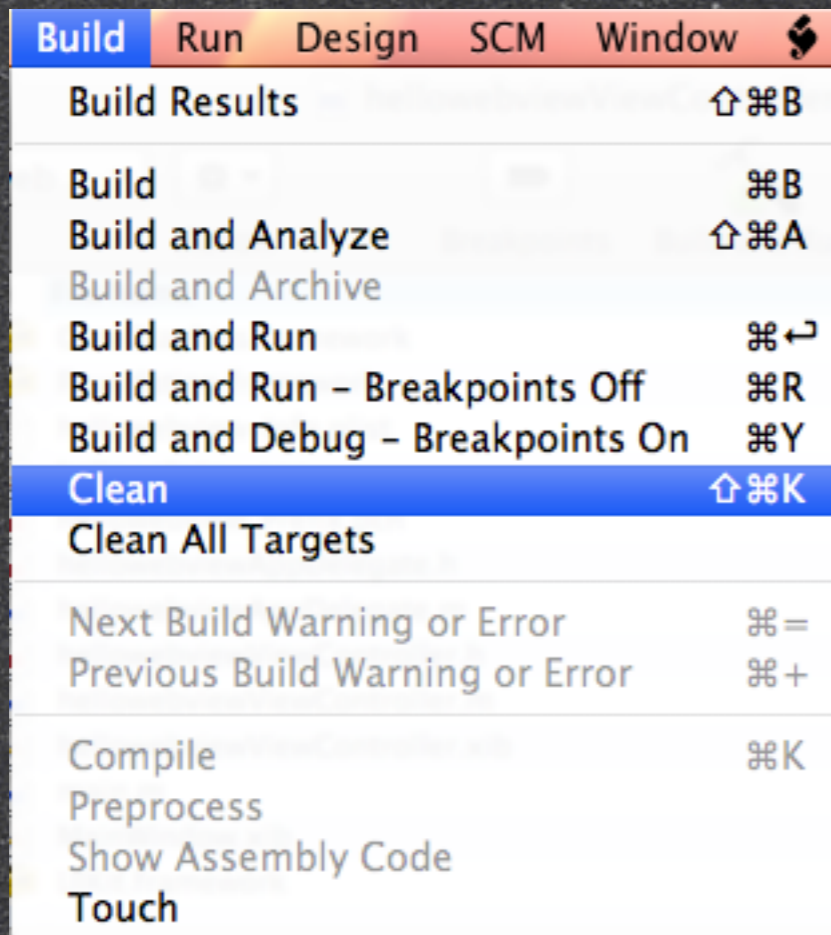




# Target Older SDK Version

5

Clean & Re-Build the project







# Target Older SDK Version

- 1 Default compilation settings is to the latest version of SDK
- 2 “Base SDK” to target version
- 3 “iPhone OS Deployment Target” to target version
- 4 Set Active SDK to target OS
- 5 Clean & Re-Build the project



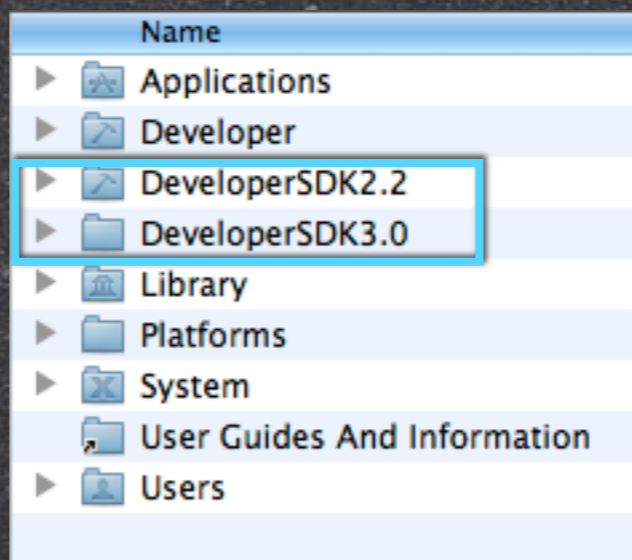


# Build & Run Older Xcode

Build & Run Older  
Xcode Projects

Custom Install Directory

Deprecated  
APIs







# Build & Run Older Xcode

Log into ADC Program

Custom Install Directory

Downloads > Developer Tools

Deprecated

APIs

<http://connect.apple.com>

Apple Developer Downloads & ADC Program Assets

Welcome, BESS HO | [Member Center](#) | [Log out](#)

## Developer Tools

**Warning:** Pre-release software is Apple confidential information. Your unauthorized distribution of pre-release software or disclosure of information relating to pre-release software (including the posting of screen shots) may subject you to both civil and criminal liability and result in immediate termination of your ADC Membership.

**Software Licensing for UDIF**  
Mac OS X has the ability to display a multi-lingual software license agreement (SLA) before mounting a disk image. The image will not be mounted unless the user indicates agreement with the license. This document explains how to add license agreements to Mac OS X-native disk images.

Download Name	File Size	Date Posted
<a href="#">SLAs for UDIF 1.0 (Disk Image)</a>	34 KB	26 Aug 2010

**Kernel Debug Kit 10.6.4 build 10F569**

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- ▶ Audio
- ▶ Developer Mailing
- ▶ Developer Tools
- ▶ Documentation
- ▶ FireWire
- ▶ Internationalization
- ▶ iPhone
- ▶ iTunes Producer

### Xcode Tools v1.5

The Xcode Tools 1.5 release is a full update of the Xcode development tools suite. It requires Mac OS X v10.3.x and is able to upgrade previous installations of Xcode Tools 1.0.x, 1.1, and 1.2. See the Read Me document for more information.

Download Name	File Size	Date Posted
<a href="#">Xcode Tools 1.5 - CD Image (MacBinary)</a>	372.4 MB	06 Aug 2004
<a href="#">Xcode Tools 1.5 Read Me-Updated (PDF)</a>	52 KB	09 Sep 2004

### Xcode Tools v1.2

The Xcode Tools 1.2 release is a full update of the Xcode development tools suite. It requires Mac OS X v10.3.x to install, and can be installed directly over an Xcode Tools 1.0.x and 1.1 installation. See the Read Me document for more information.

Download Name	File Size	Date Posted
<a href="#">Xcode Tools 1.2 CD (Disk Image)</a>	613.10 MB	27 Oct 2004
<a href="#">Xcode Tools 1.2 READ ME (PDF)</a>	69 KB	22 Apr 2004

### Xcode Tools v1.0

Xcode Tools version 1.0 include gcc 3.3, Interface Builder 2.3.4, AppleScript Studio, updated documentation, performance tools. NOTE: Requires Mac OS X v 10.3 or later.

Download Name	File Size	Date Posted
<a href="#">Xcode Tools v1.0 CD (Disk Image)</a>	584 MB	27 Oct 2004





# Submission & Approval

- 📌 Prepare for application submission
- 📌 iPhone Provisioning Portal
- 📌 Submit an iPhone application
- 📌 How to handle rejections
- 📌 Increase your acceptance on approval and updates
- 📌 15 min Q&A



# Assets & Materials

Everyone?





# Submission & Approval

- Prepare for application submission
- iPhone Provisioning Portal
- Submit an iPhone application
- How to handle rejections
- Increase your acceptance on approval and updates
- 15 min Q&A



# Login

iPhone Provisioning Portal

# Everyone?

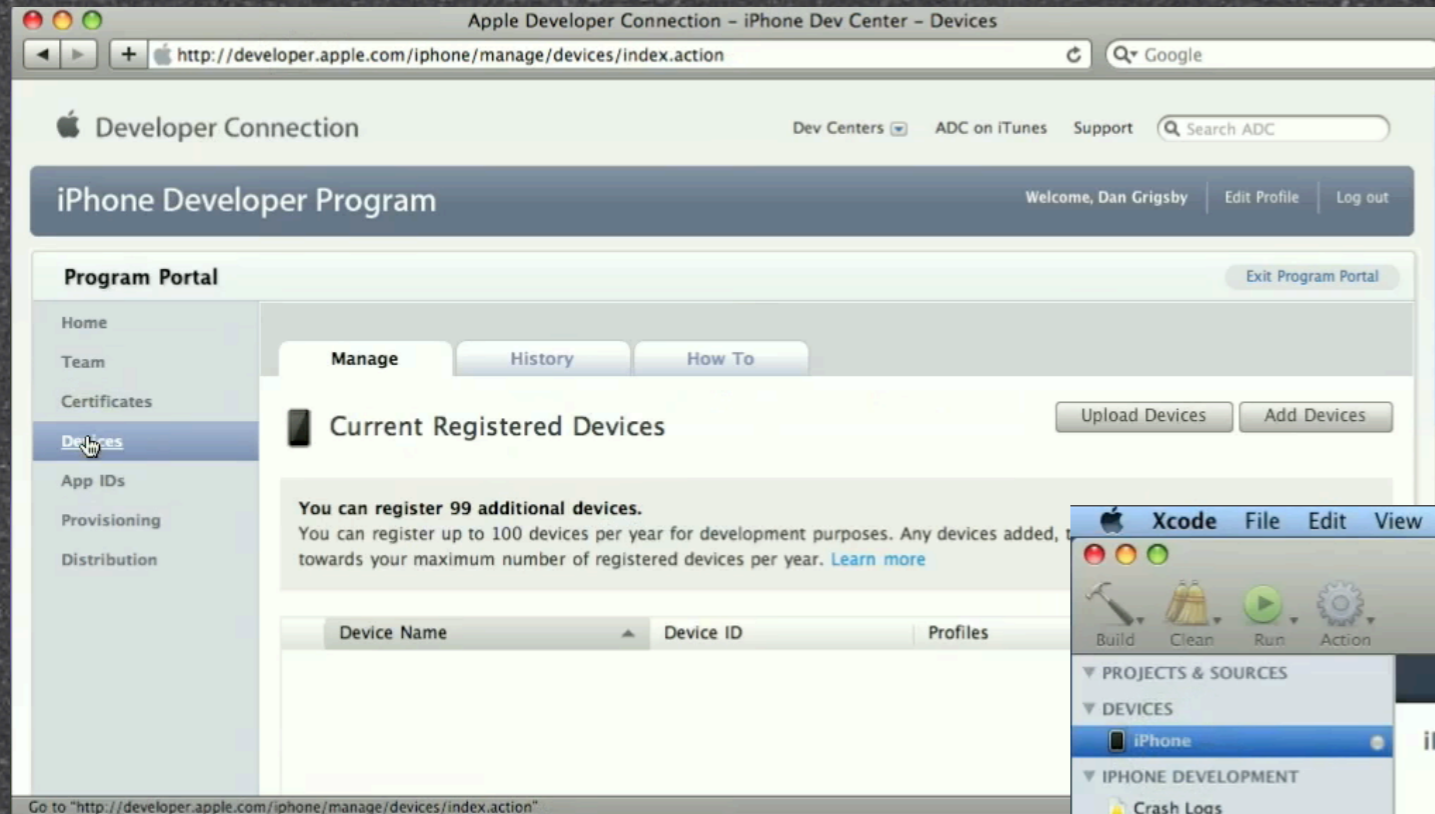




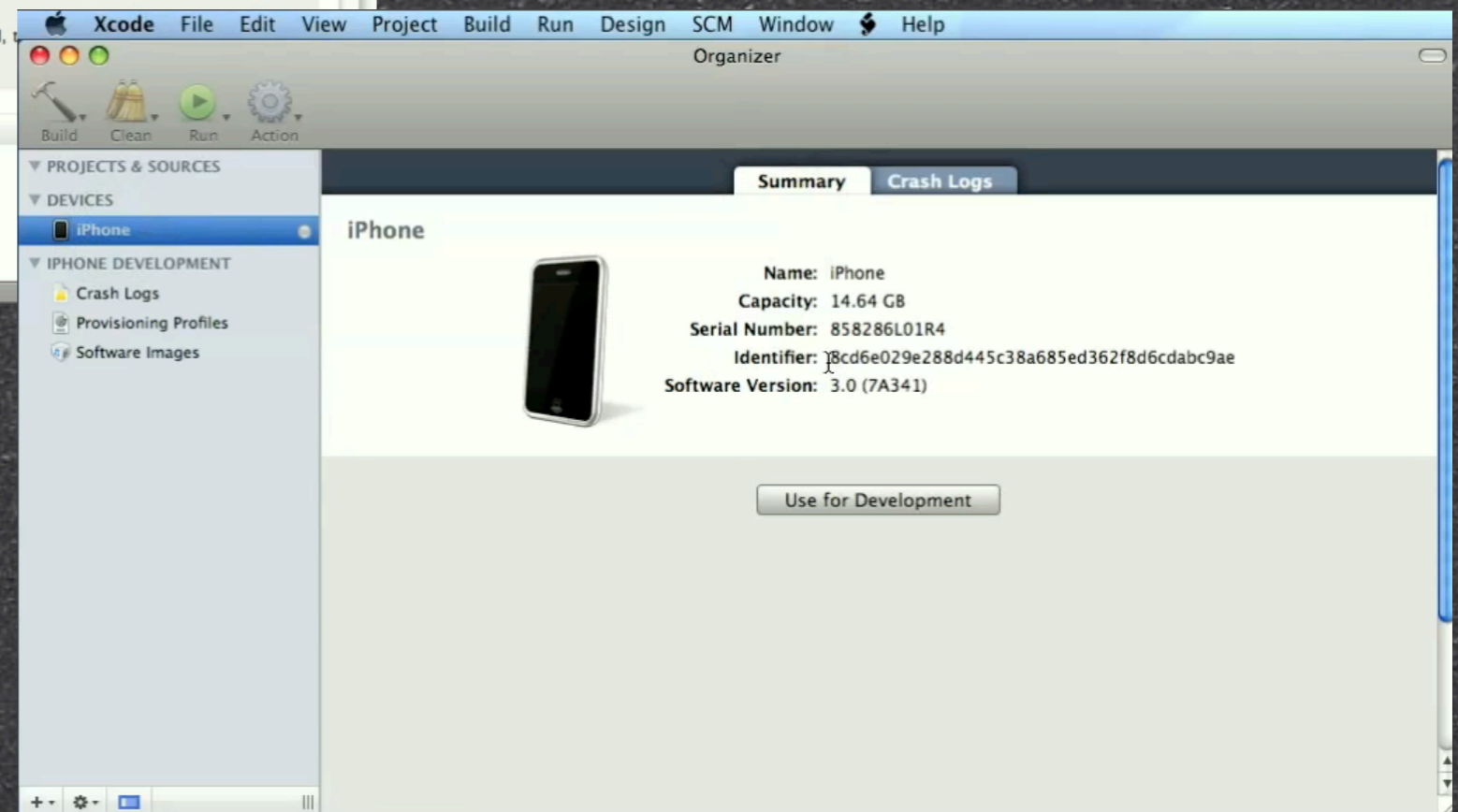
iPhone Provisioning Portal



# 1. Add Device



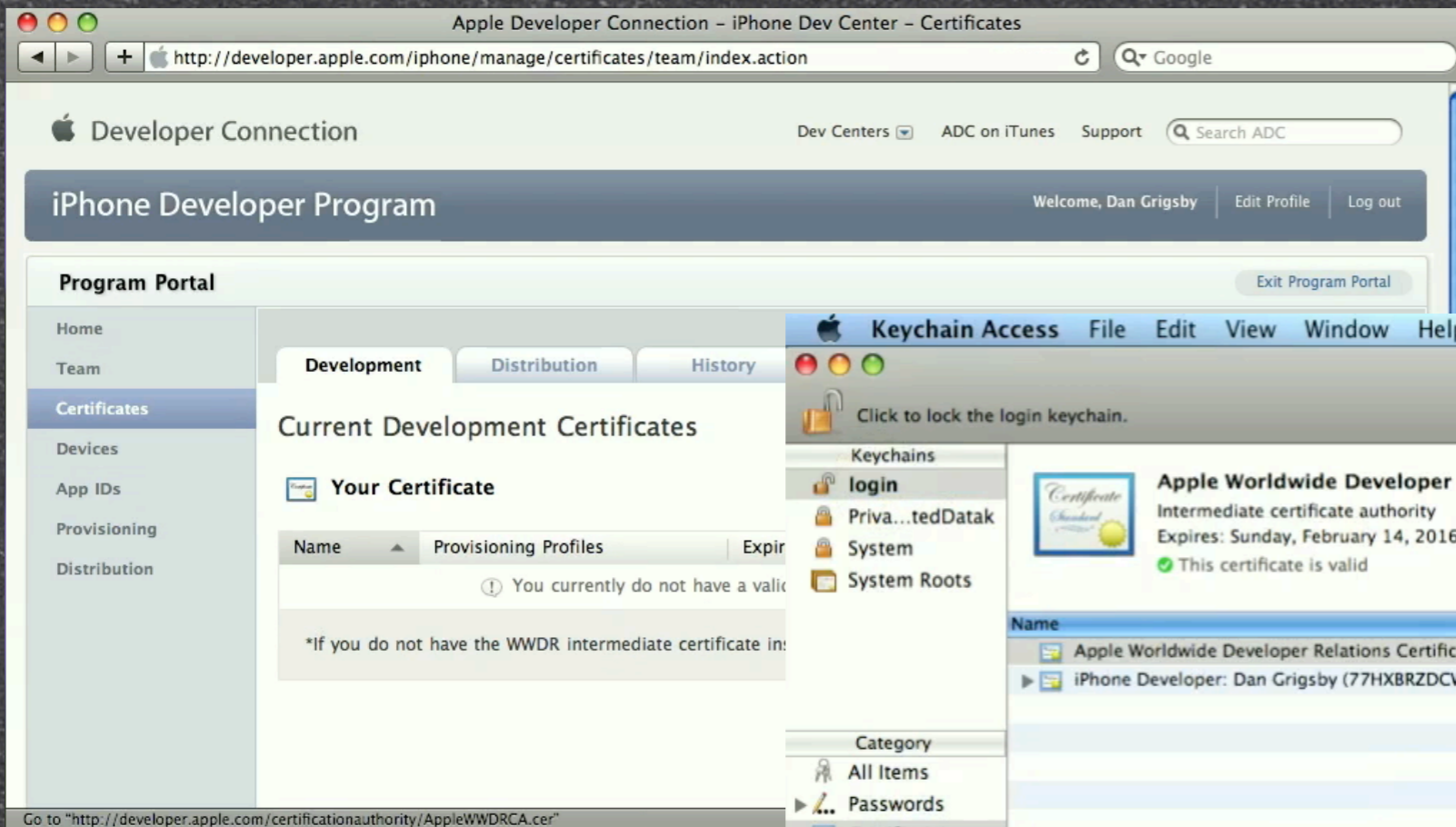
# 2. Xcode's Organizer



# Device Deployment



# 3. Create Developer Certificate



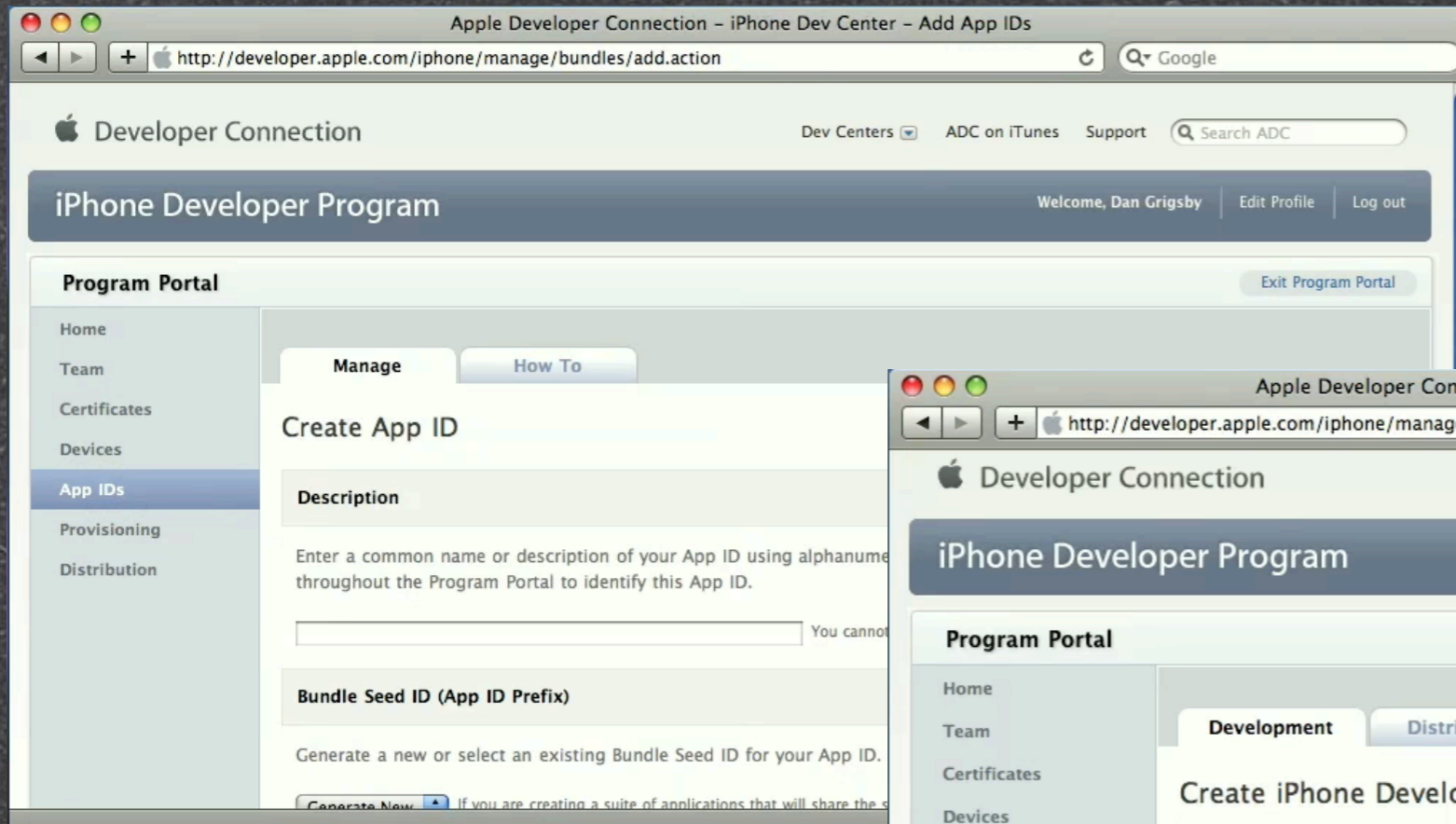
# 4. Add to Keychain



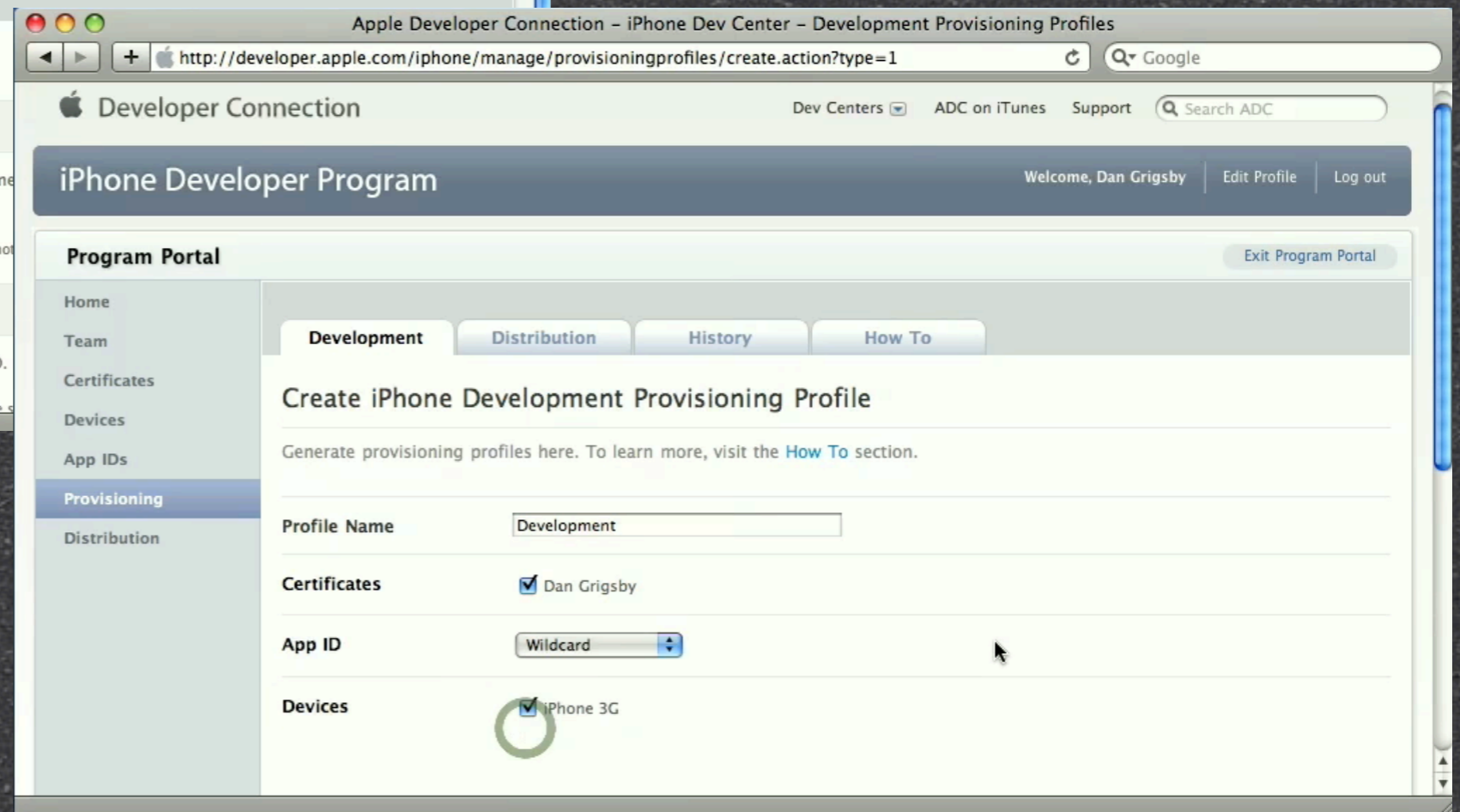
# Device Deployment



# 5. Create Apple ID



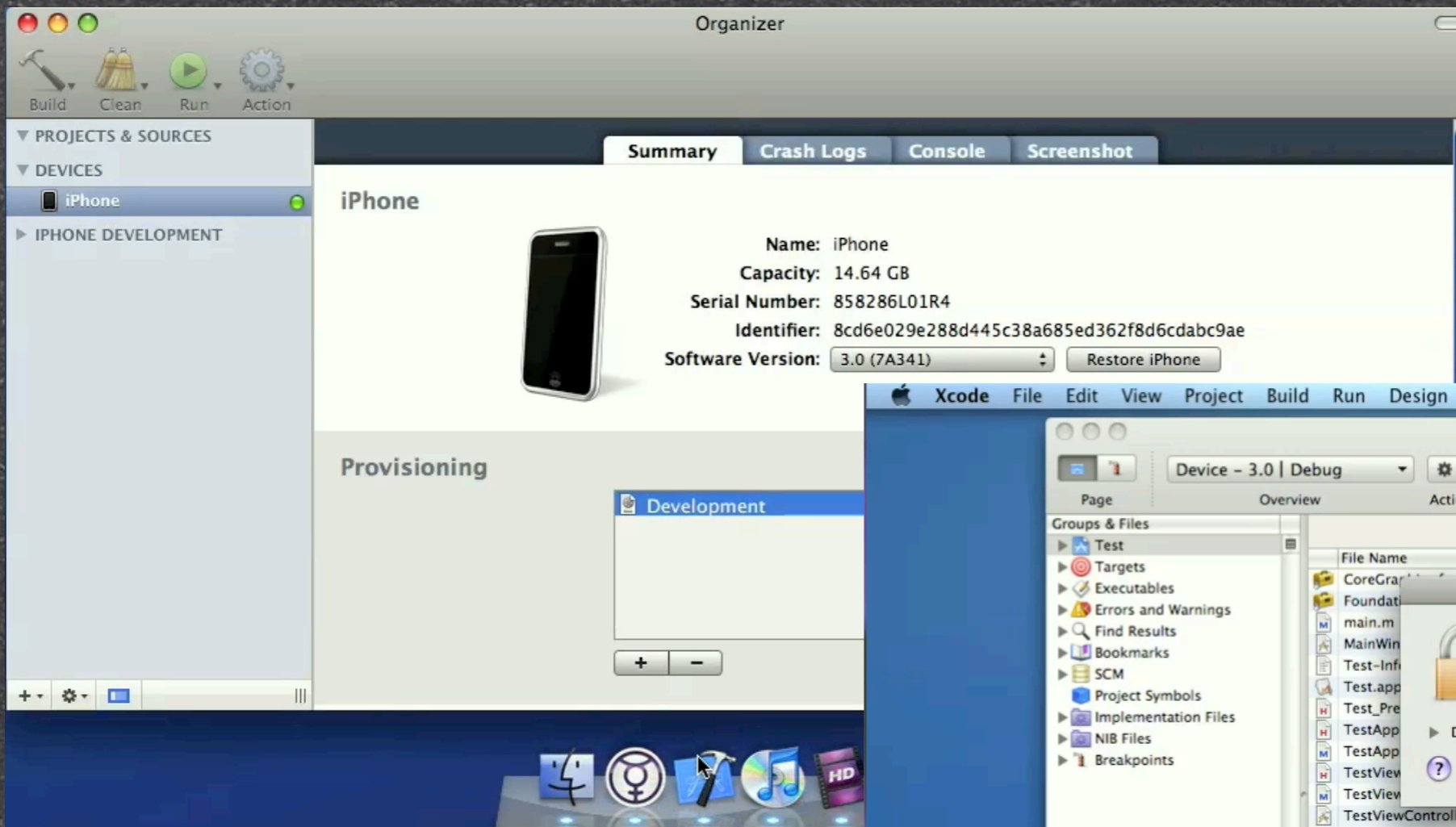
# 6. Create Provisioning Profile



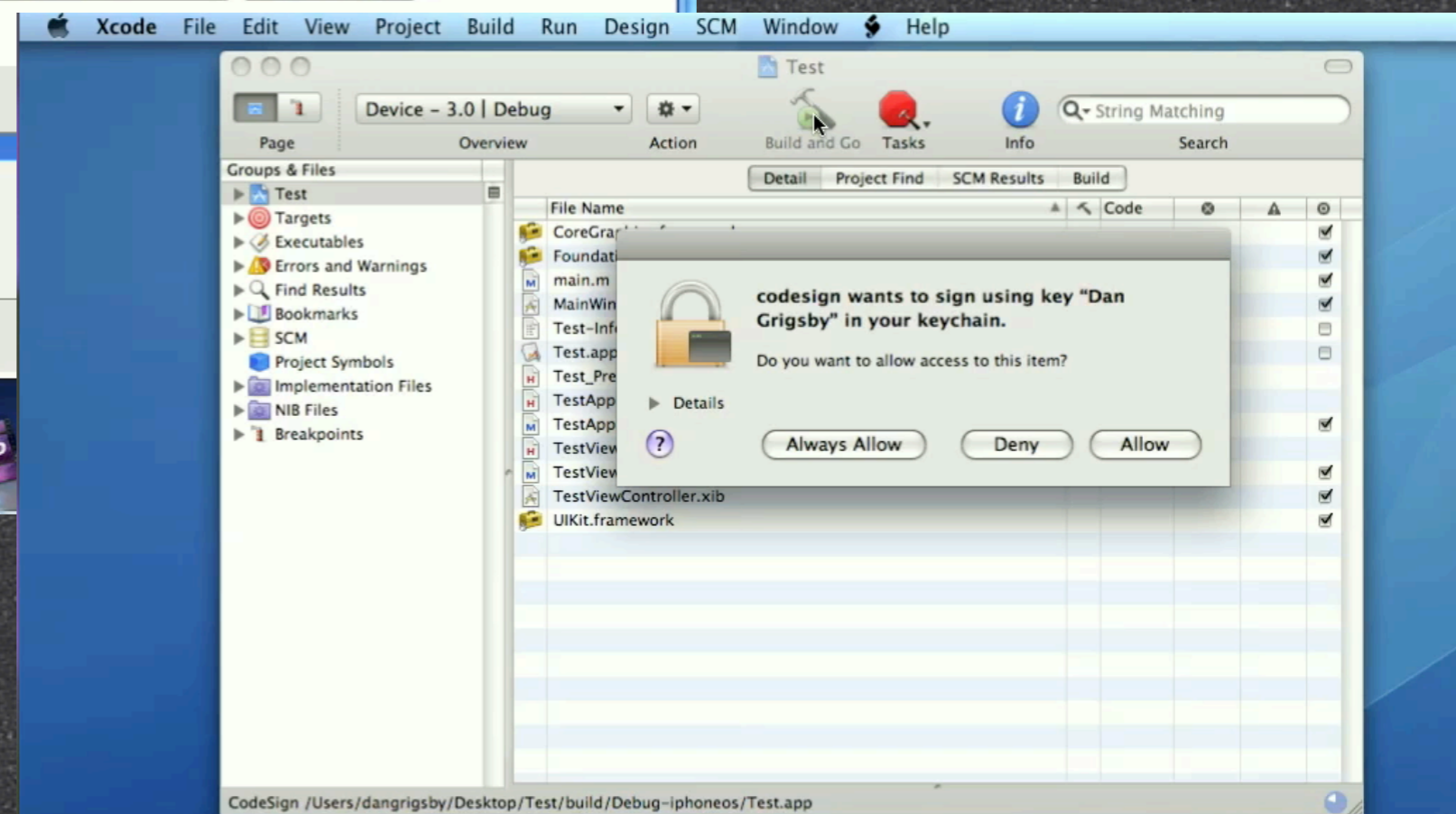
Device Deployment



# 7. Add Provisioning Profile to Xcode Organizer



# 8. Test Code



# Device Deployment



# Login

iTunes Connect

# Everyone?



# Add New Application

iTunes Connect

Everyone?





# Submission & Approval

- Prepare for application submission
- iPhone Provisioning Portal
- Submit an iPhone application
- How to handle rejections
- Increase your acceptance on approval and updates
- 15 min Q&A





# Waiting Period

Lucky 1-2 Days

Normal 7-10 Days

Usual 2-3 Weeks

> 1 Month

> 2 Months

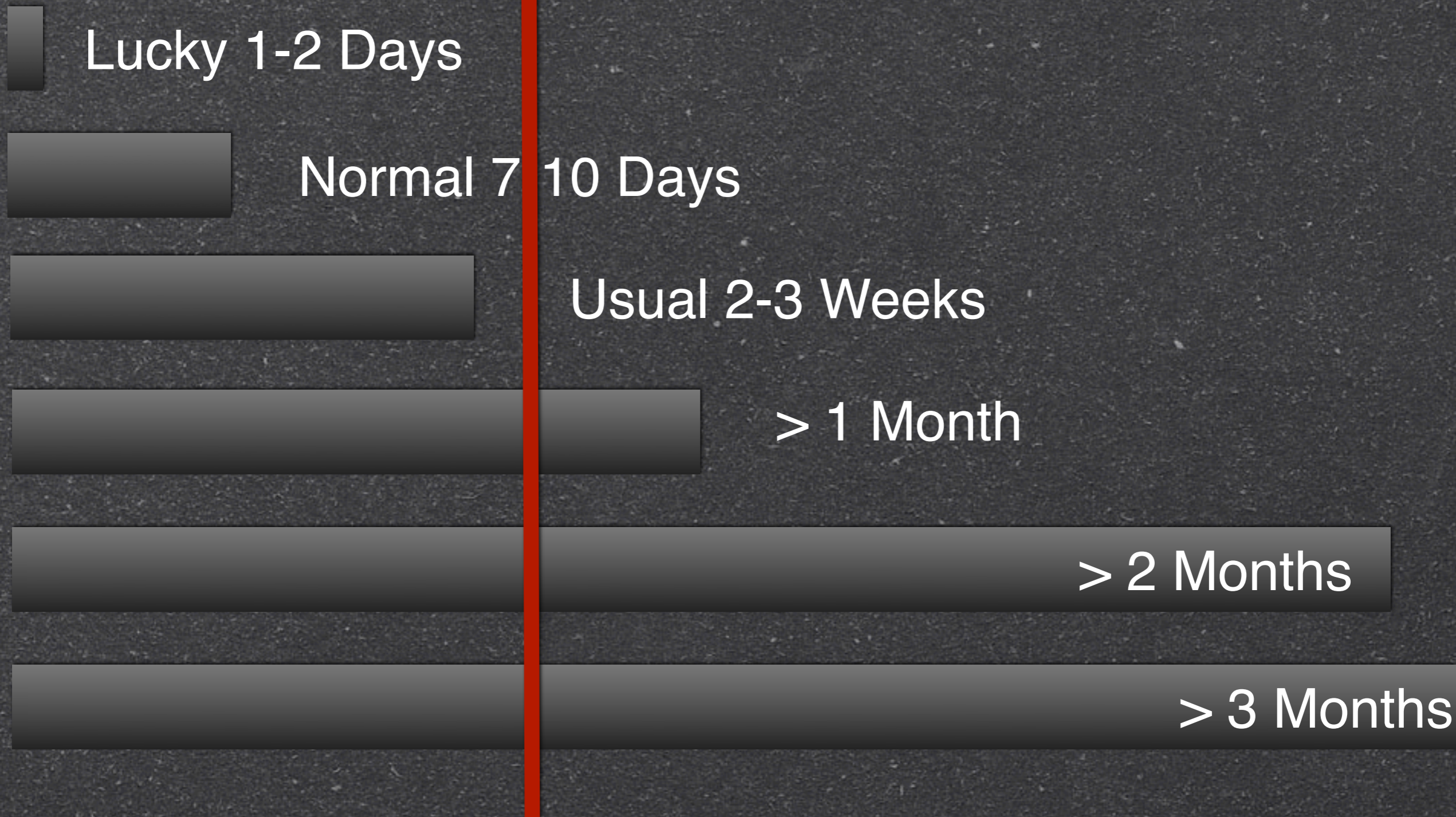
> 3 Months





# Publish Your 1st App

Inexperience





Technical  
Objections

Non-Technical  
Objections

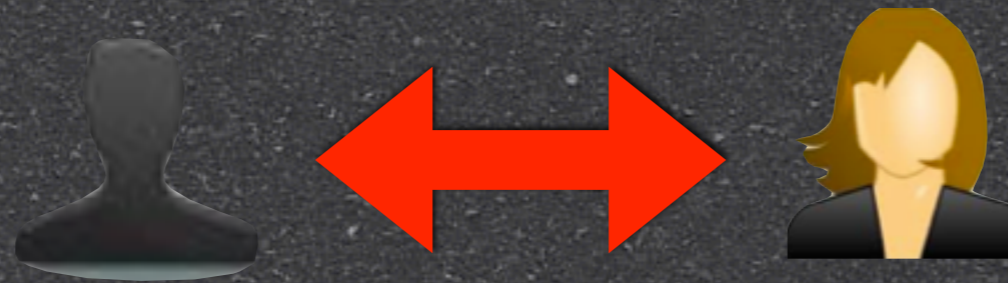
Easy & Fast

Slow





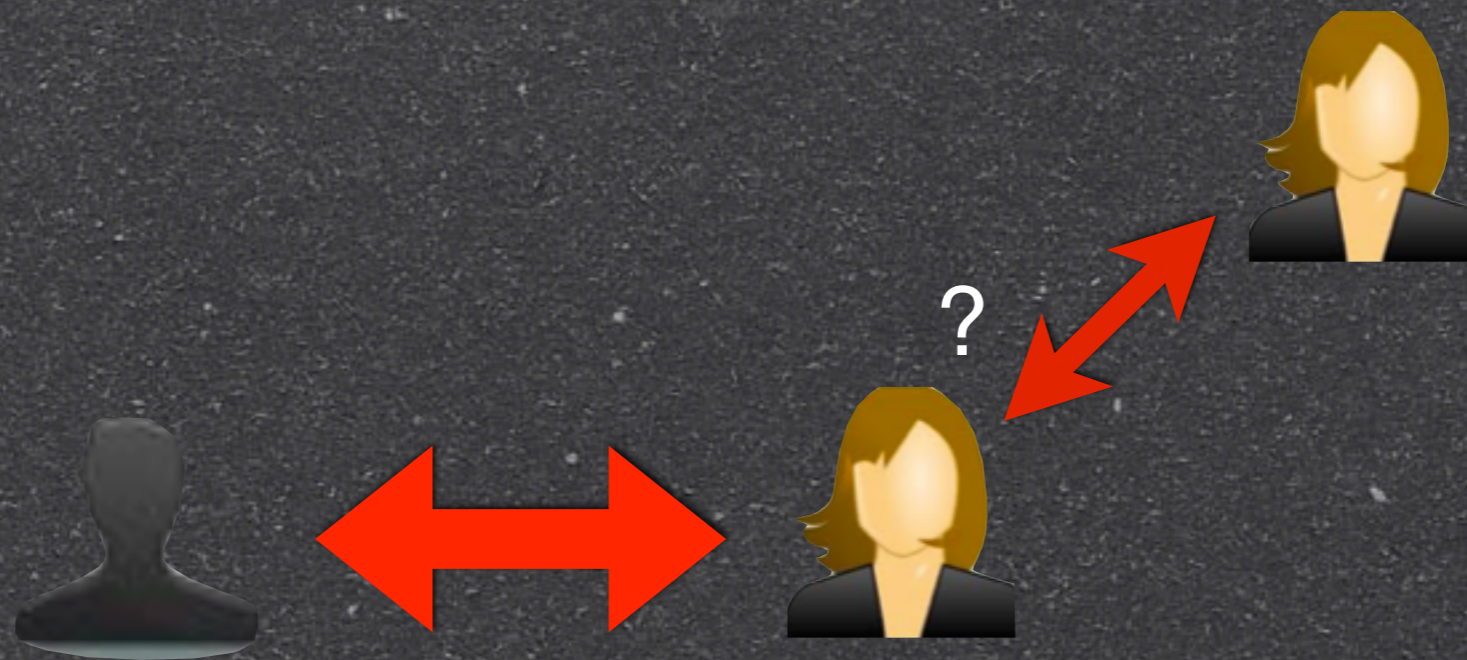
# Dating Rules







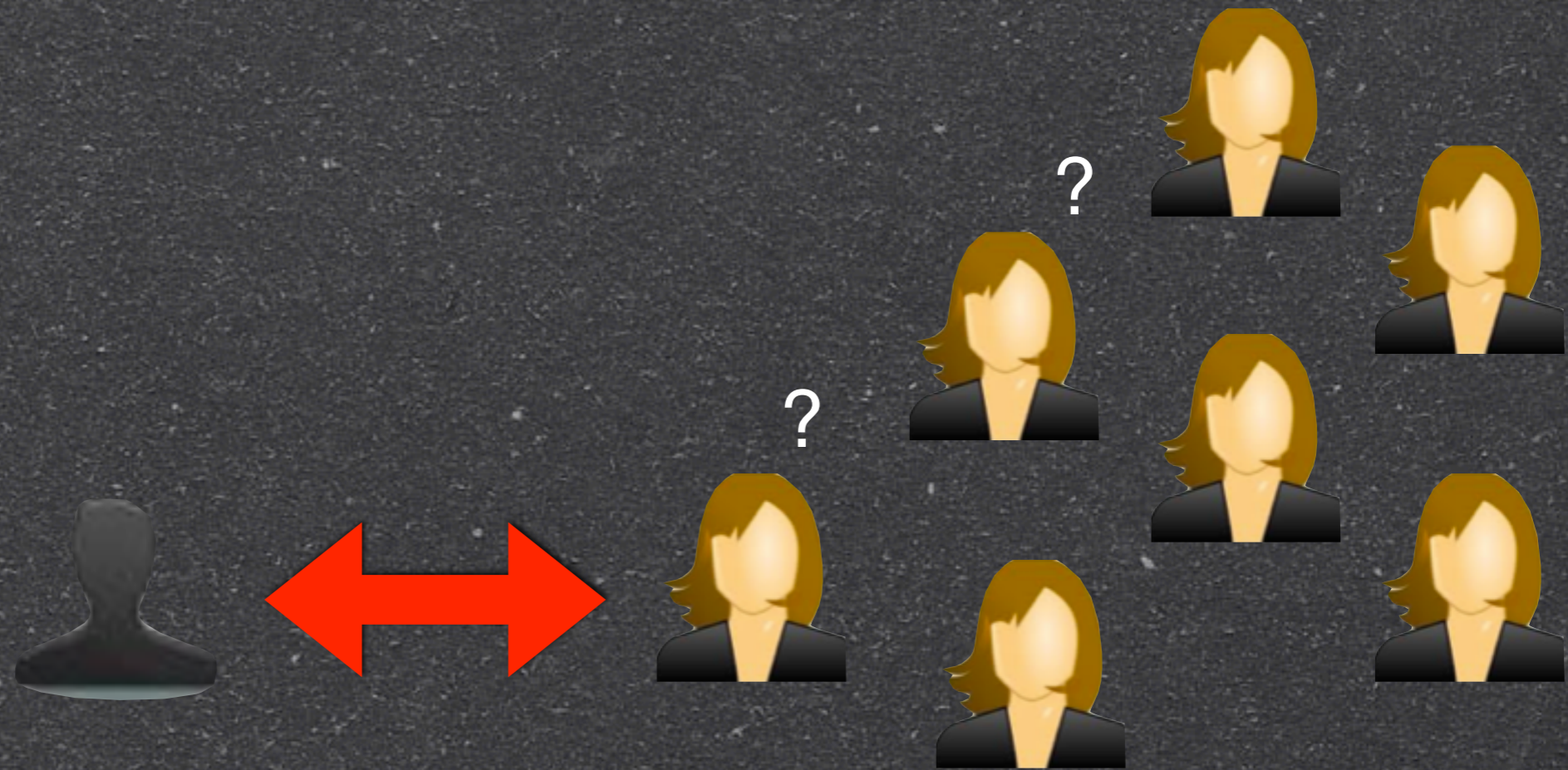
# Dating Rules







# Dating Rules







# Approval Process

- 📌 95% apps are approved within 14 days of submission
- 📌 Apple has 40 Full Time trained reviewers studying 8,500 new apps a week
- 📌 20% “not approved as original submitted” but sent back to developer for tweaks & changes

Based on filing to the US Federal Communication Commission (FCC) in 2009





# Controversial Apps

- “established an App Store executive board that determines procedures and sets policy for the review process, as well as reviews applications that are escalated to the board because they raise new or complex issues.”
- The board meets once a week.

Based on filing to the US Federal Communication Commission (FCC) in 2009



Icon Design

App Ideas

UI & UXP

Product Design

Business Model

Architecture

Release Plan

Technical  
Objections

~~Non-Technical  
Objections~~







Do Not Copy. Do Your Homework

# Technical Objections

deprecated APIs  
undocumented APIs  
warnings Website  
errors Forum  
Books Blog

# Non-Technical Objections

Content Audio  
UXP Video  
Image  
Icon





# Unwritten Rules

undocumented APIs  
deprecated APIs



1 Release

Many Update(s)



Release  $\neq$  Update(s)





# Errors & Warnings



No reason you can't eliminate errors and remove warnings





# Guidelines

- 📌 **DO NOT** use license materials unless you have written documents to prove your ownership
- 📌 **DO NOT** use any Brand or Trademark names
- 📌 **DO NOT** use any images too similar to device system icons
- 📌 **DO NOT** treat Apple Review Team as your QA





# Debug, Test & Audit

- 📌 Test your app in both Simulator & Device
- 📌 Test your app in both iPhone & iPod Touch



50% users are on iPod Touch





# Bible Standards

- 📌 Cocoa Fundamentals Guide
- 📌 iOS Application Programming Guide
- 📌 iPhone Human Interface Guidelines
- 📌 iPad Human Interface Guidelines
- 📌 iOS Development Guide





# Submission & Approval

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- Increase your acceptance on approval and updates
- 15 min Q&A





# Increase Your Acceptance

- Good Manner
- Positive Attitude
- Response promptly
- Be Prepare & Presentable
- Take correctible actions
- Build strong reputation
- Be flexible to adjust any plans





# Increase Your Acceptance

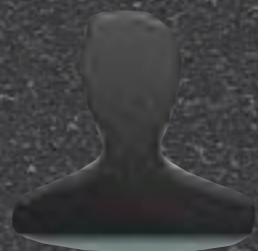
- Find & consult with your Master Yoda
- Sometimes their Domain Expertise will save your life
- Just can't fight the darkness alone by yourself







# Submission Approved







# Release Date



Release  $\neq$  Update(s)



# Paid

# Free

AT&T 3G 10:31 PM

Top Paid Top Free Top Grossing

-  Chillingo Ltd  
**1. Cut the Rope** \$0.99 >  
★★★★★ 25158 Ratings
-  Matt Rix  
**2. Trainyard** \$0.99 >  
★★★★★ 1057 Ratings
-  Clickgamer.com  
**3. Angry Birds** \$0.99 >  
★★★★★ 19204 Ratings
-  Ludia  
**4. Family Feud™** \$0.99 >  
★★★★★ 277 Ratings
-  PopCap Games, Inc.  
**5. Bejeweled 2 + Blitz** \$0.99 >  
★★★★★ 1527 Ratings

Featured Categories **Top 25** Search Updates <sup>65</sup>

AT&T 3G 10:32 PM

Top Paid Top Free Top Grossing

-  Chillingo Ltd  
**1. Cut the Rope Lite** FREE >  
★★★★★ 24150 Ratings
-  Matt Rix  
**2. Trainyard Express** FREE >  
★★★★★ 930 Ratings
-  Freeze Tag, Inc.  
**3. Etch A Sketch** FREE >  
★★★★★ 438 Ratings
-  Sunstorm Interactive  
**4. Real Trophy Hunt...** FREE >  
★★★★★ 1095 Ratings
-  ngmoco, Inc.  
**5. GodFinger All Stars** FREE >  
★★★★★ 739 Ratings

Featured Categories **Top 25** Search Updates <sup>65</sup>



# Paid Free Gross

AT&T 3G 10:31 PM

Top Paid Top Free Top Grossing

- Chillingo Ltd  
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★★★★★ 1057 Ratings
- Clickgamer.com  
**3. Angry Birds** \$0.99 >  
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AT&T 3G 10:32 PM

Top Paid Top Free Top Grossing

- Chillingo Ltd  
**1. Cut the Rope Lite** FREE >  
★★★★★ 24150 Ratings
- Matt Rix  
**2. Trainyard Express** FREE >  
★★★★★ 930 Ratings
- Freeze Tag, Inc.  
**3. Etch A Sketch** FREE >  
★★★★★ 438 Ratings
- Sunstorm Interactive  
**4. Real Trophy Hunt...** FREE >  
★★★★★ 1095 Ratings
- ngmoco, Inc.  
**5. GodFinger All Stars** FREE >  
★★★★★ 739 Ratings

Featured Categories **Top 25** Search Updates <sup>65</sup>

AT&T 3G 10:32 PM

Top Paid Top Free Top Grossing

- Chillingo Ltd  
**1. Cut the Rope** \$0.99 >  
★★★★★ 25158 Ratings
- Gameloft  
**2. Modern Combat...** \$6.99 >  
★★★★★ 1889 Ratings
- Matt Rix  
**3. Trainyard** \$0.99 >  
★★★★★ 1069 Ratings
- Clickgamer.com  
**4. Angry Birds** \$0.99 >  
★★★★★ 19204 Ratings
- SEGA  
**5. Sonic The Hedge...** \$9.99 >  
★★★★★ 627 Ratings

Featured Categories **Top 25** Search Updates <sup>65</sup>



# Paid

Top 10

Top 25

Top 50

Top 100

# Free

Top 10

Top 25

Top 50

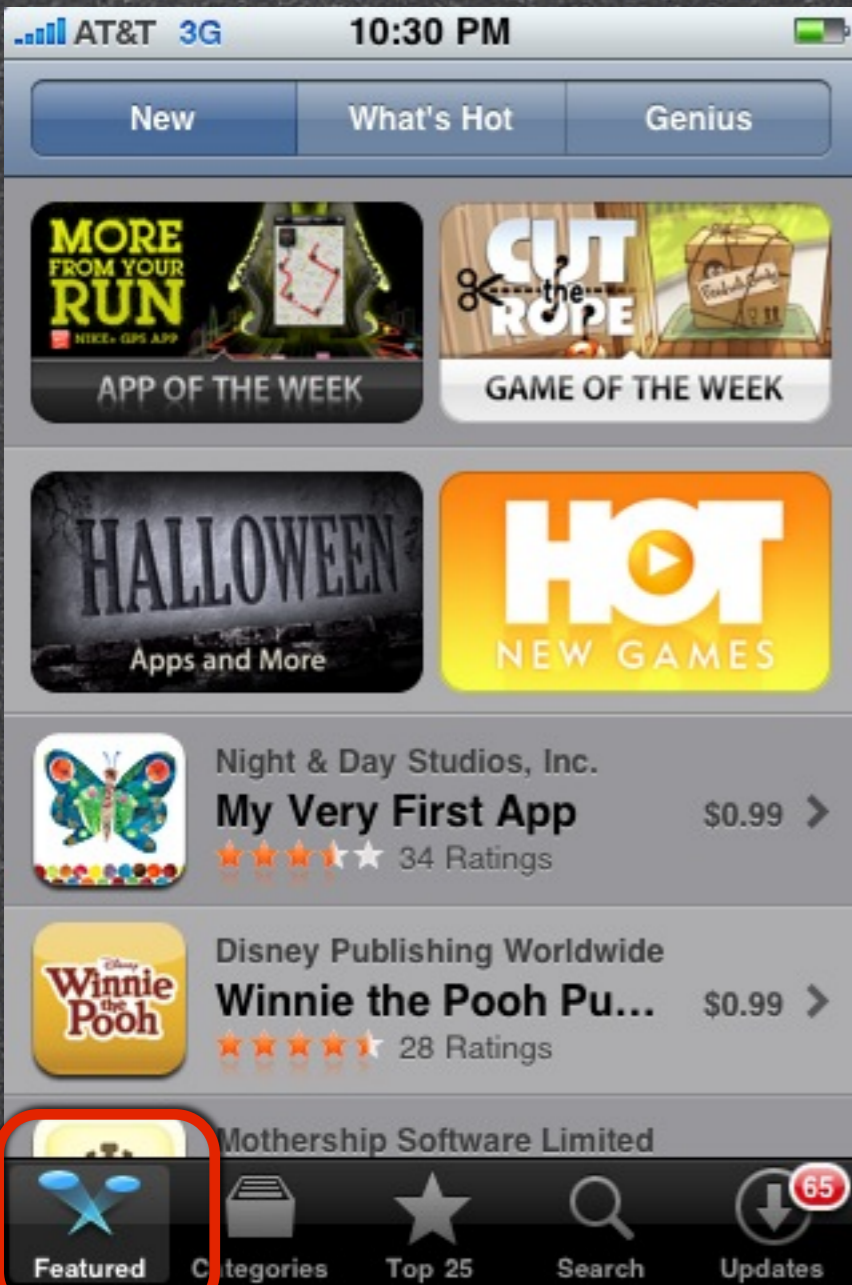
Top 100



# New

# Hot

# Genius





# Category



1. Games
2. Entertainment
3. Utilities
4. Social Networking
5. Music
6. Productivity
7. Lifestyle
8. Reference
9. Travel
10. Sports
11. Navigation
12. Healthcare & Fitness
13. News
14. Photography
15. Finance
16. Business
17. Education
18. Weather
19. Books
20. Medical





# New Rules

$N = 1$

1 Release

$N \geq 1$

Many Update(s)



Release  $\neq$  Update(s)





# Is Freemium Good Idea?

Law of Total Probability

FREE 1 Release

+

Many Update(s)

PREMIUM 1 Release

Double  $P(E)$

Dual Channels



Release  $\neq$  Update(s)



# Return to Instructor

USB Keys



15 Min Q&A



# END of Class

Thank you

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