



# iPhone Tech Talk World Tour 2009

## North America and Europe Agenda

### Registration

8:00 AM - 9:00 AM

### iPhone Tech Talk Kickoff

9:00 AM - 10:00 AM | Room A

The iPhone Tech Talks provide you with guidance, insight, and advice on how to take your app to the next level. Kick off the day with key recommendations for your development and learn about the powerful technologies you'll use to create great iPhone applications.

### Effective iPhone App Development - Part 1

10:15 AM - 11:15 AM | Room A

Whether your iPhone app is currently in development or already on the App Store, strong code architecture is essential. Learn the most effective techniques for data modeling, communication between view controllers, and when to use delegates and notifications. Find out how to make important decisions about memory usage, performance, and a responsive UI. Developers of all skill levels can benefit from this thorough examination of iPhone SDK best practices.

### Audio Development Tips for iPhone

10:15 AM - 11:15 AM | Room B

iPhone features a state-of-the-art audio engine, enabling innovative mobile music and audio applications. Understand how to provide an audio experience that behaves exactly the way your users expect. Learn the recommended practices for Audio Session management, handling interruptions, responding to user actions, and playing multiple sounds simultaneously.

## **iPhone User Interface Design Essentials**

10:15 AM - 11:15 AM | Room C

iPhone presents a revolutionary user interface and interaction model to developers and provides an inspiring environment for designing innovative mobile applications. Gain key insights into what it takes to deliver a phenomenal user experience in your iPhone app, and learn the best practices and design techniques that will set your app apart.

## **Effective iPhone App Development - Part 2**

11:30 AM - 12:30 PM | Room A

Whether your iPhone app is currently in development or already on the App Store, strong code architecture is essential. Learn the most effective techniques for data modeling, communication between view controllers, and when to use delegates and notifications. Find out how to make important decisions about memory usage, performance, and a responsive UI. Developers of all skill levels can benefit from this thorough examination of iPhone SDK best practices.

## **Preparing and Delivering Video for iPhone**

11:30 AM - 12:30 PM | Room B

Displaying video on the iPhone is easy, but there is more to video than just putting images on the screen. Learn the best practices for preprocessing video. Get expert tips about encoding and scaling. Learn how to deliver video in multiple variants so your users get the best viewing experience possible.

## **Adding In App Purchase to your App**

11:30 AM - 12:30 PM | Room C

With iPhone 3.0 SDK you can request payment for subscriptions, additional game levels, or other content from within your applications. This session covers the entire purchase life cycle for in-app payments, including use of the Store Kit APIs, the product submission process, proper product presentation, purchase authentication, and transaction validation.

## **Working with Core Data**

1:30 PM - 2:30 PM | Room A

Core Data is a powerful, efficient framework for data management and persistence on Mac and iPhone. Learn how to structure your data efficiently, use Core Data across multiple threads, and discover best practices for working with Core Data and UIKit. Explore the key components of the Core Data architecture and discover how Core Data can accelerate your iPhone application development.

## Mastering OpenGL ES for iPhone - Part 1

1:30 PM -2:30 PM | Room B

OpenGL ES provides access to the stunning graphics power of iPhone and iPod touch. Learn how your application can create incredible visuals while maintaining high frame rates using the programmable pipeline enabled by OpenGL ES 2.0. Get specific recommendations for maximizing OpenGL ES performance and understand the best practices to keep your application on the fast path. This two-part session is essential for developers utilizing interactive graphics for games and other mobile 3D applications.

## Integrating Web Content into iPhone Apps

1:30 PM -2:30 PM | Room C

The iPhone SDK makes the WebKit engine that powers Safari available to every iPhone application. See how to use UIWebView to display web content in your iPhone application, and learn how to communicate between JavaScript and Objective-C code. Learn to optimize web content for native iPhone applications and see how to leverage the latest web standards such as CSS 3 and HTML 5 to add hardware-accelerated graphics and local data storage to your application.

## Testing and Debugging Your iPhone Application

2:45 PM -3:45 PM | Room A

Efficient, well-tested code is a hallmark of great iPhone applications. Learn how you can write better applications by writing unit tests, find bugs early using static analysis, effectively run beta tests to find bugs before your customers do, and discover how to find and fix crashes in your applications.

## Mastering OpenGL ES for iPhone - Part 2

2:45 PM - 3:45 PM | Room B

OpenGL ES provides access to the stunning graphics power of iPhone and iPod touch. Learn how your application can create incredible visuals while maintaining high frame rates using the programmable pipeline enabled by OpenGL ES 2.0. Get specific recommendations for maximizing OpenGL ES performance and understand the best practices to keep your application on the fast path. This two-part session is essential for developers utilizing interactive graphics for games and other mobile 3D applications.

## Finding Your Way with Location and Maps

2:45 PM - 3:45 PM | Room C

Whether they're taking a picture, searching for nearby restaurants, or just looking on a map, there are many ways to leverage your user's location in your iPhone application. Learn to use Core Location to tailor information based on your user's whereabouts, and see how to use MapKit to embed maps with annotated views and reverse-geocoded location information. Get the best practices for accuracy, performance, and battery life, and learn how to report information to your users in an efficient and elegant manner.

## **Maximizing iPhone App Performance**

4:00 PM - 5:00 PM | Room A

To create an optimal iPhone experience for your customers, your app needs to respond instantly to user input, start up quickly, and use power efficiently. Learn the techniques that optimize CPU usage to minimize power drain, make efficient use of available memory, and give your table views the smooth scrolling users expect. Discover this and a wealth of other best practices for making your iPhone applications perform at their best.

## **Networking: From Sockets to GameKit**

4:00 PM - 5:00 PM | Room B

Networking on mobile devices presents interesting challenges. You can never be sure a network connection will succeed or stay live while your app is running. Bandwidth is sometimes limited, latency is high and security is a common concern. Learn how to deal with these issues, from accessing the web to building a multiplayer game.

## **Implementing Push Notification**

4:00PM - 5:00 PM | Room C

The Apple Push Notification service provides a way to alert your users to new information, even when your application isn't running. Send text notifications, trigger audible alerts, or add a numbered badge to your application icon. Learn what's required to create notifications and understand the recommended practices for optimal performance, consistency, and user experience.

## **Technical Q&A**

10:15 AM - 5:00 PM | Lab

Meet with Apple engineers and evangelists to get valuable programming tips, receive coding, troubleshooting, and interface design advice, and discuss the technologies and tools you've learned about during the day. Be sure to bring your code, your laptop, your iPhone, and your questions.

## **Wine & Cheese Reception**

5:00 PM - 6:00PM