



iPhone Tech Talk World Tour 2008

North America Agenda

Registration

8:00 AM - 9:00 AM | Room D

iPhone Development Overview

9:00 AM - 10:30 AM | Room A

Building a successful iPhone application requires an innovative idea, a focus on design, and a solid understanding of the iPhone SDK. Whether you're new to iPhone development or a seasoned professional, you'll learn the right approach to take to ensure your ideas are well defined and innovative. You'll see examples of what other iPhone developers have done to be successful. You'll become familiar with key technologies in iPhone OS and how you can use these to build applications that have phenomenal new, differentiating capabilities.

Introduction to Objective-C and Cocoa Touch

10:45 AM - 12:00 PM | Room A

The iPhone SDK puts the power and elegance of iPhone directly in your hands, allowing you to build amazing applications that a user can download directly to their iPhone or iPod touch. In this session, get an introduction to the technologies and methodologies essential to iPhone application development. Learn everything you need to know about Objective-C, the dynamic, object-oriented programming language that powers frameworks and applications on both iPhone OS and Mac OS X. Gain a solid understanding of the rich frameworks behind Cocoa Touch, as well as the design patterns that are critical to effective iPhone development. Start working with Xcode and Interface Builder, the two main tools used to build iPhone apps, as you quickly come up to speed on this exciting new platform. This comprehensive introduction to iPhone programming fundamentals will have you well on your way to creating truly great iPhone applications.

iPhone User Interface Design

10:45 AM - 12:00 PM | Room B

iPhone presents a revolutionary user interface and interaction model to developers, and provides an inspiring environment for designing innovative mobile applications. Learn best practices, design techniques and key insights into what it takes to deliver a phenomenal user experience in your iPhone application.

Getting Started with iPhone Web Applications

10:45 AM - 12:00 PM | Room C

Safari on iPhone has changed the way people interact with web content on mobile devices, and its underlying technologies have created an opportunity for web developers to leverage their existing skill set in iPhone applications. Begin by learning the fundamentals behind Safari on iPhone's interaction paradigm, and how to tailor your web content to take advantage of this unique interface. After establishing a solid foundation and getting an overview of the available iPhone web technologies, we'll dive into Dashcode, Apple's cutting-edge integrated development environment for creating iPhone web applications. You'll learn how to use Dashcode's intuitive drag-and-drop interface for creating iPhone web applications, extend the basic templates through customization, and diagnose unexpected behavior using Dashcode's powerful JavaScript debugger. Get up and running quickly building iPhone web applications that look and feel like native, built-in applications.

iPhone Development Tools Overview

1:00 PM - 2:15 PM | Room A

From coding to interface design to performance analysis, the Xcode tools have everything you need to create great iPhone applications. Walk through the complete development process and see how to use the Xcode tools and other development resources. Discover how to prepare your iPhone for testing, develop your application in Xcode, rapidly design your user interface with Interface Builder, and analyze your application with Instruments for the best possible performance. See and understand the development cycle from end to end so you can jump-start your own development.

iPhone Game Development Technologies, part 1: Graphics & Video

1:00 PM - 2:15 PM | Room B

The iPhone SDK delivers an amazing lineup of graphics, media, and mobile technologies for developing media-rich applications and cutting-edge handheld games. Learn the insider techniques to harness iPhone graphics & video capabilities in the most efficient and sophisticated way possible. Understand the iPhone OS display architecture and frameworks for 2D & 3D graphics and animation. Dive deep into OpenGL ES capabilities, best practices, and specific performance optimizations. Learn how to integrate your game loop with the technologies of the iPhone SDK. See how to play video clips for an intro sequence or in-game cut-scenes. This two-part session is essential for everyone utilizing interactive graphics and media technology on iPhone.

Using Advanced Web Technologies on iPhone

1:00 PM - 2:15 PM | Room C

Safari on iPhone exposes a wealth of functionality to web applications that has - until now - typically only been associated with native applications. In this session you'll learn about the most advanced technologies and sophisticated techniques for taking your iPhone web application to the next level. We'll begin with the basics of making your iPhone web application feel built-in. Learn how to define and customize your web interface for iPhone, create a home screen icon, run

your application in full-screen mode, and even detect orientation changes. Next we'll dive into the details of extending and enhancing your user interface by using features such as 3-D hardware accelerated CSS animations and DOM touch events. Afterwards we'll move onto the internal structure, enhancing your iPhone web application to store data locally and even fully function offline. Even with all of this advanced functionality, there may still be a native application feature that your iPhone web application just can't do without. We'll go over the basics of leveraging your existing web content in a native application on iPhone, and we'll cover techniques that will enable you to execute JavaScript from native code.

Developing iPhone Applications with UIKit

2:15 PM - 3:30 PM | Room A

The Cocoa Touch frameworks included in the iPhone SDK allow you to create powerful and compelling applications in no time. Learn about the classes and patterns behind UIKit, the framework you use to create an iPhone application's user interface. Find out how to properly configure and initialize your iPhone app as it launches, runs, and quits. Familiarize yourself with UIKit's rich library of controls and inputs, and learn how to easily display images, lists, and even web content inside your iPhone application. You'll also gain a solid understanding of the design patterns that are essential to managing an intelligent user interface on iPhone's 3.5 inch screen. This session gives you everything you need to start writing fully-functional iPhone applications.

iPhone Game Development Technologies, part 2: Audio, Touch Input, Accelerometer, and Multiplayer

2:15 PM - 3:30 PM | Room B

The iPhone SDK leverages powerful capabilities for audio, a revolutionary touch interface, and built-in device capabilities including the accelerometer, networking, location detection, and more. Learn how to make the most of these technologies in your game or other media-rich mobile application. Experience the iPhone audio frameworks and discover how to mix the user's music with in-game audio. Learn how touches and gestures are represented and how to incorporate them for an intuitive user experience. Master the accelerometer and get expert advice about filtering and calibration. See how to incorporate iPhone OS networking and location services for multi-player titles and social networks.

Integrating iPhone with IT

2:15 PM - 3:30 PM | Room C

The revolutionary iPhone is quickly becoming a leading choice of mobile professionals. Find out about configuring and deploying iPhone in your organization, learn tools and techniques for configuration and deployment of native and web-based iPhone applications and discover how server-side technologies integrate with iPhone—all from the IT professional's perspective.

Advanced UIKit and Device Features

3:45 PM - 5:00 PM | Room A

With the essentials of UIKit under your belt, learn more about the special patterns and features that power iPhone OS and its applications. Understand the details of text input on iPhone, and see how easily you can add animation to your user interface. Add personal touches to your

iPhone applications by tapping into the Address Book, camera, and Photo Library. Learn to keep users informed of their whereabouts with Core Location. And see how you can use URL schemes to communicate with other applications on the system. Finally, discover an amazing new way to control applications and games with iPhone's multi-touch interface and built-in accelerometer. These final details will help your iPhone apps stand out from the crowd.

Maximizing Your Application's Performance on iPhone

3:45 PM - 5:00 PM | Room B

Great performance is a critical part of the user experience for all iPhone applications. In this session you'll get an introduction to the tools and best practices for fully optimizing your application to get the most out of iPhone. Learn the ins-and-outs of iPhone development to make your application perform its best, from proper memory management of view controllers and images to responsibly using Core Location. Discover how Instruments can help you gain a complete understanding of your application's behavior on iPhone and pinpoint areas that need improvement. Take a real world look at several performance problems and see how to best deal with them. Learn about using memory efficiently, optimizing drawing and scrolling operations, maximizing battery life, and using iPhone Simulator to its fullest.

In-house Application Development for iPhone

3:45 PM - 5:00 PM | Room C

iPhone 2.0 and the iPhone SDK provide in-house developers a compelling platform for the creation and deployment of mission critical business applications. Come learn the networking, security and web services frameworks most relevant to an in-house developer and tips and techniques useful for creating web and native applications that leverage existing IT resources.

Submitting to the App Store using iTunes Connect

5:00 PM - 5:30 PM | Room A

Understand how to publish your finished application on the App Store to reach every iPhone and iPod touch user. The App Store handles hosting, payment processing and automatic software updates. Learn how to setup your iTunes Connect account, provide details about your application, setup price and availability, and upload your application and localization information.

Technical Q&A

12:00 PM - 5:00 PM | Room D

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. This is also your chance to get your questions answered about using iTunes Connect and the iPhone certificate and provisioning process. Be sure to bring your code, your laptop, your iPhone, and your questions.

Wine & Cheese Reception

5:30 PM