

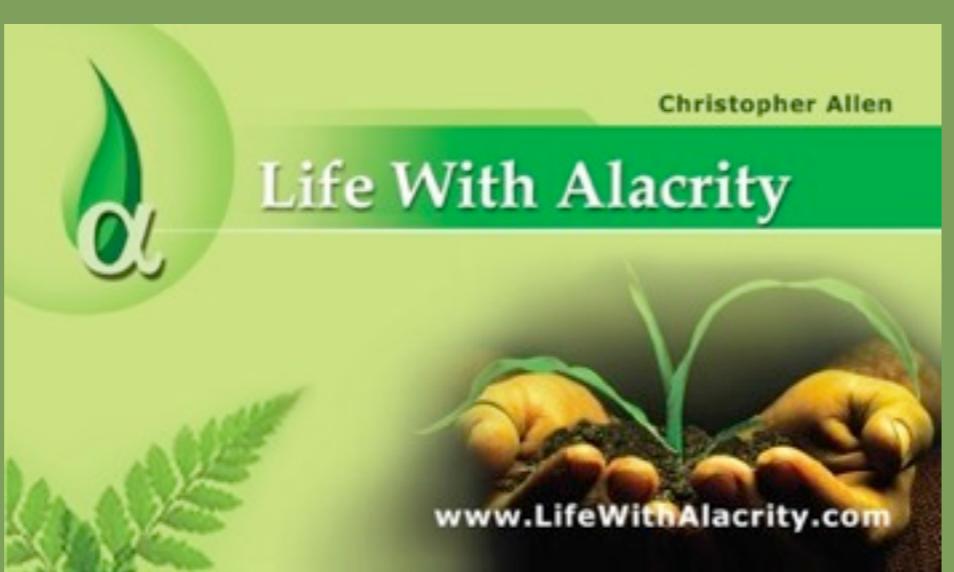
March 2009

iPhone in Action:

Web Development or SDK?

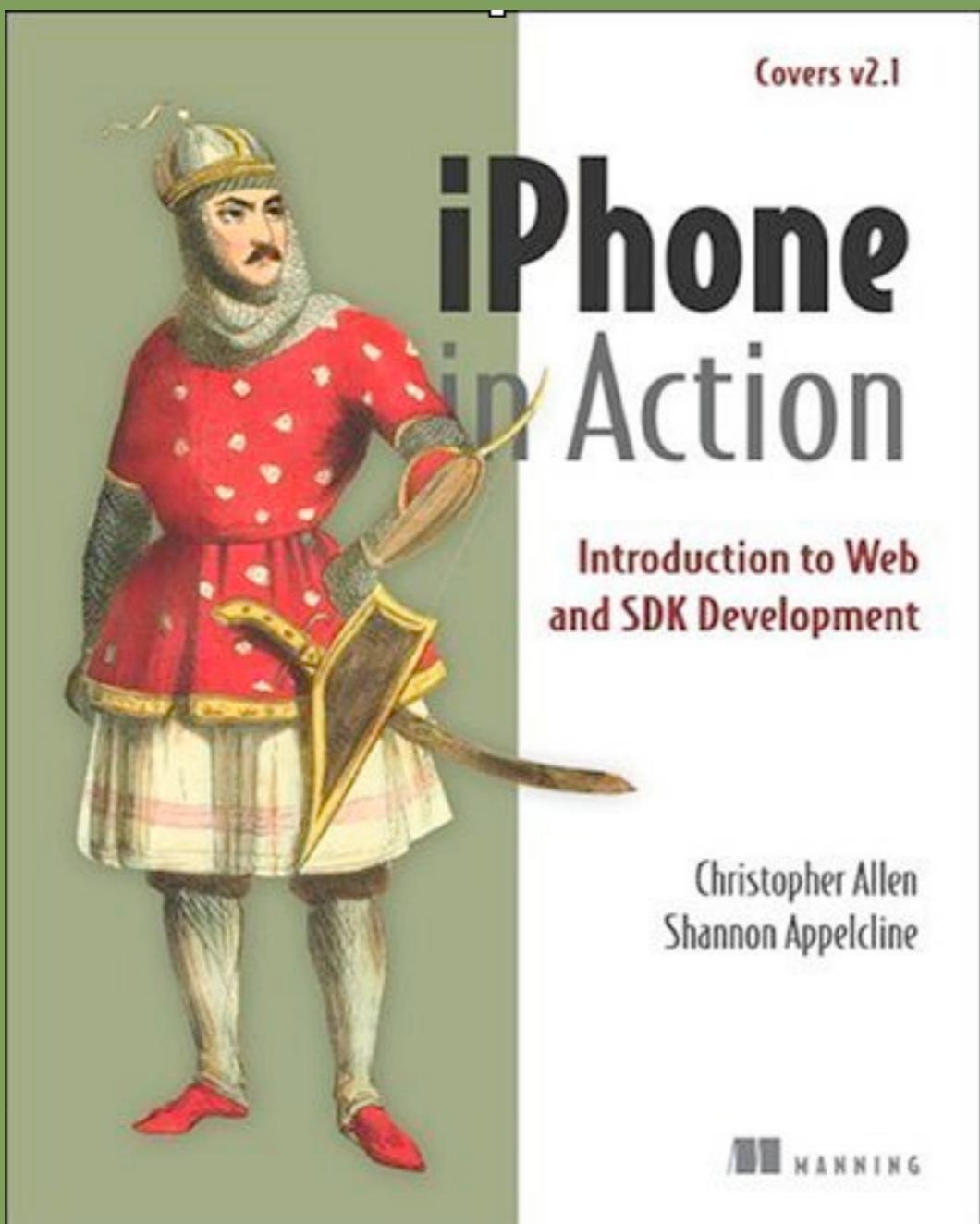
Christopher Allen





Christopher Allen





manning.com/callen



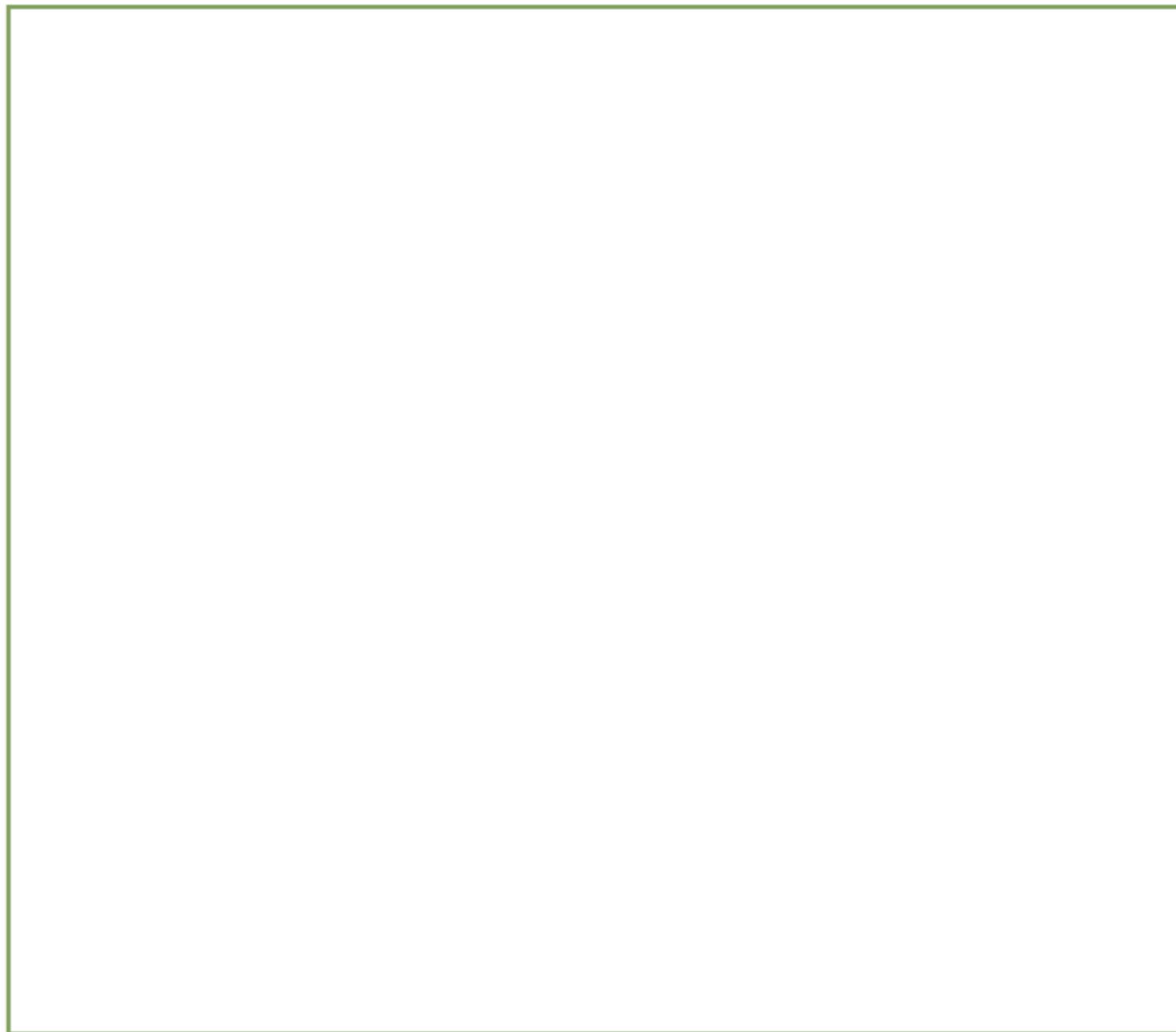


iPhone in Action: Web Development or SDK?



iPhone in Action:

Web Development or SDK?



iPhone in Action:

Web Development or SDK?



- ▶ There are two ways that you can program for the iPhone, using web development tools and using the SDK



iPhone in Action:

Web Development or SDK?



- ▶ There are two ways that you can program for the iPhone, using web development tools and using the SDK
- ▶ Web development leverages internet technologies



iPhone in Action:

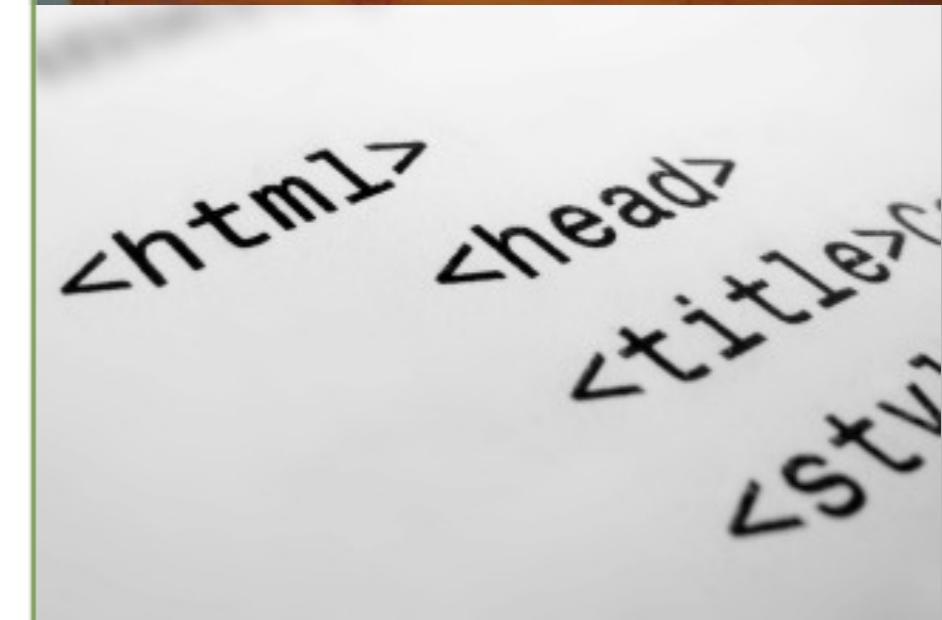
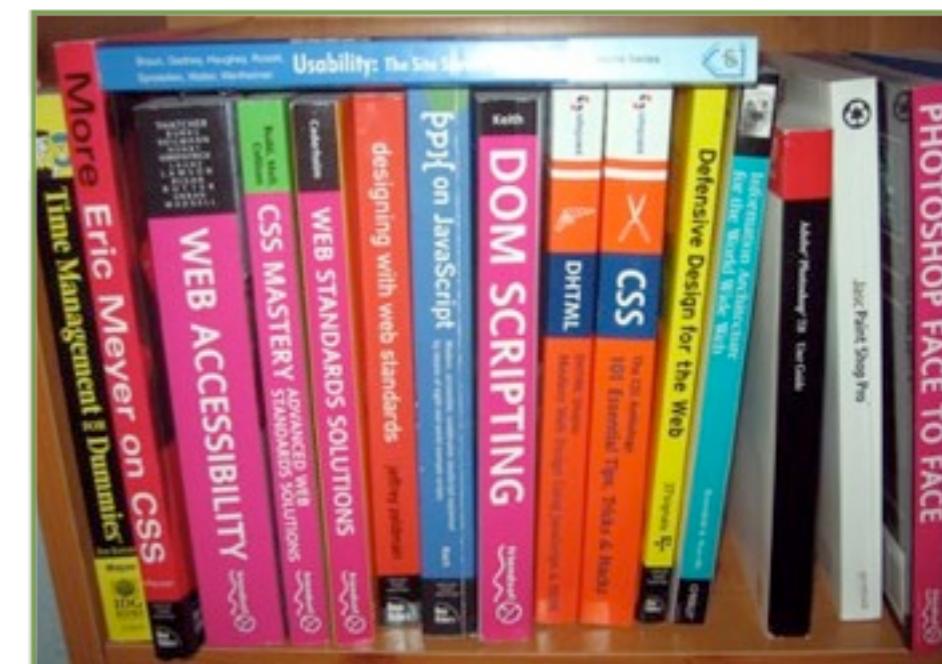
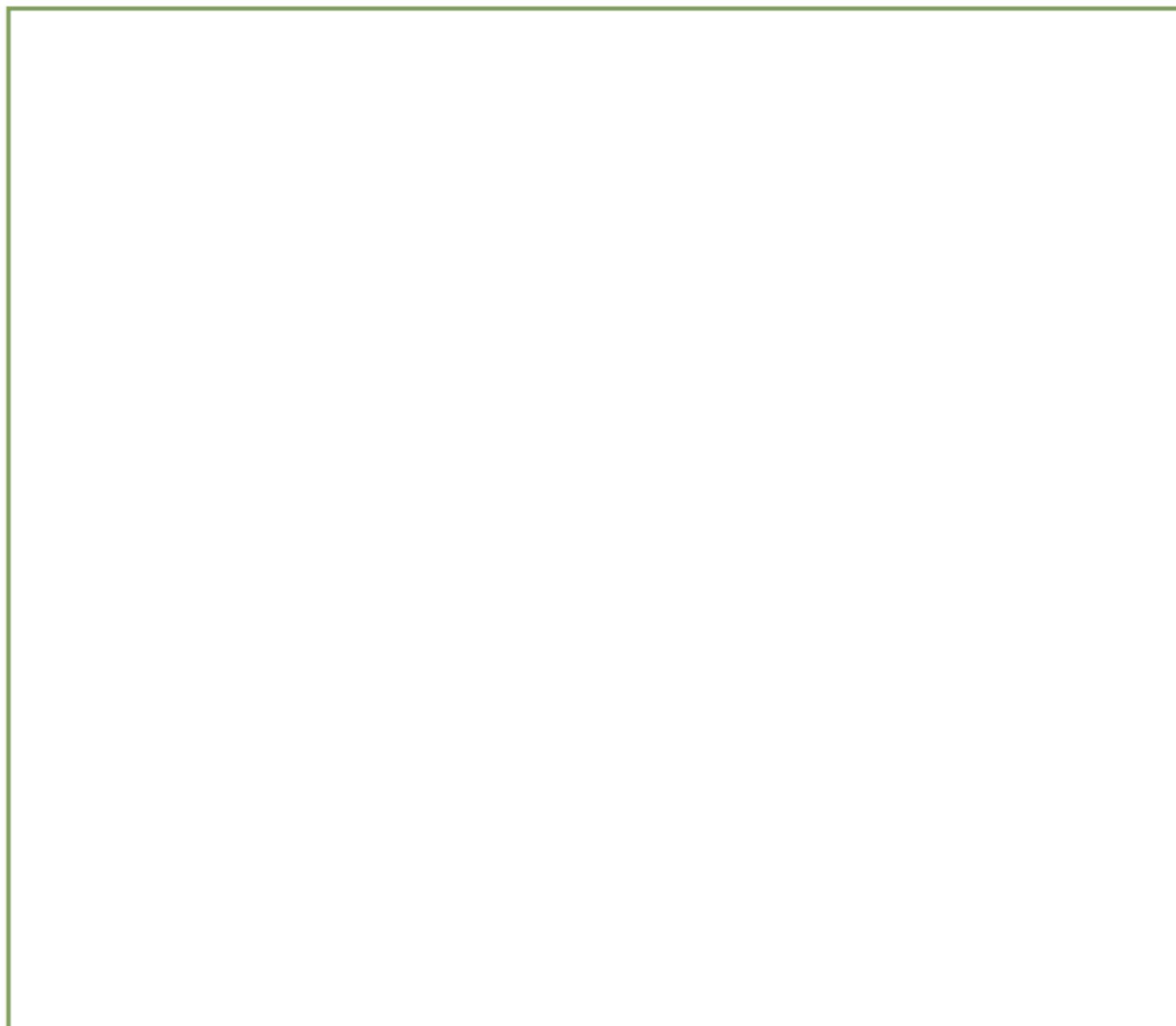
Web Development or SDK?



- ▶ There are two ways that you can program for the iPhone, using web development tools and using the SDK
- ▶ Web development leverages internet technologies
- ▶ The iPhone SDK leverage the full power of the iPhone and years of Apple's development experience



iPhone in Action: Web Development or SDK?

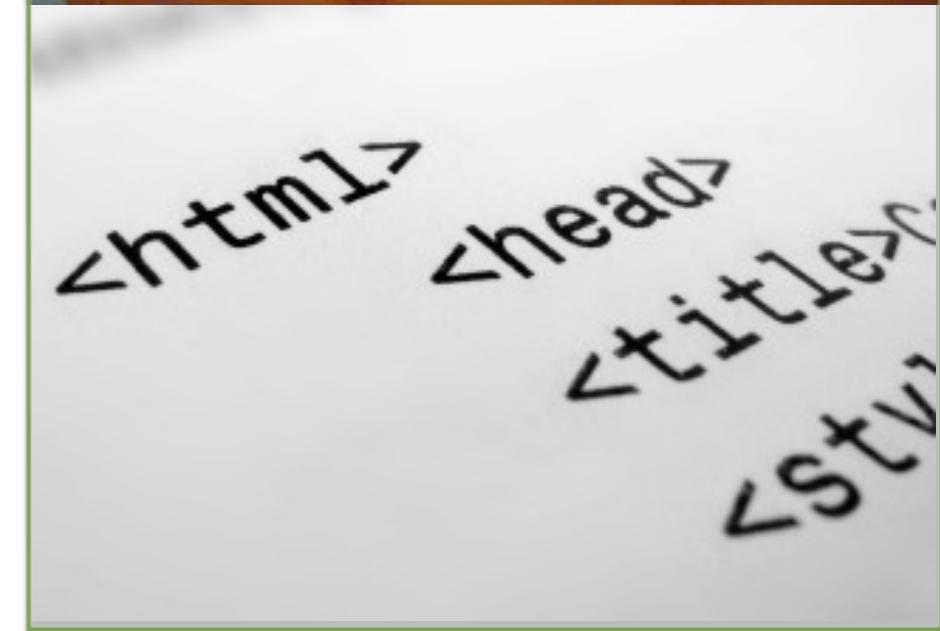
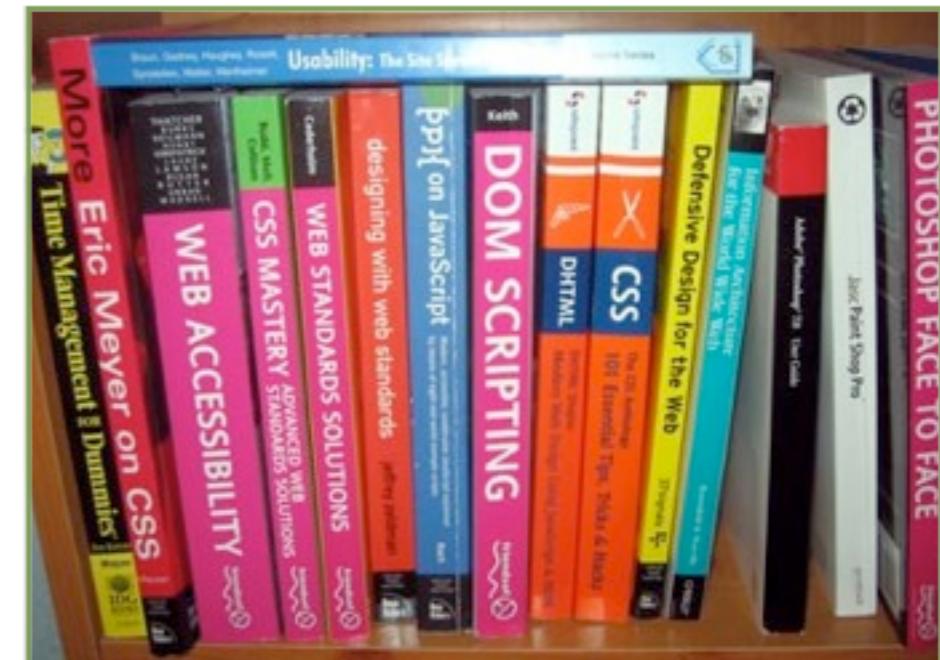


iPhone in Action:

Web Development or SDK?



- ▶ The iPhone's Mobile Safari features:
 - ▶ HTML 4.01 and XHTML 1.0
 - ▶ CSS 2.1 and some CSS 3
 - ▶ Full DOM
 - ▶ Javascript 1.4
 - ▶ XMLHttpRequest
 - ▶ thus support for AJAX
 - ▶ Canvas
 - ▶ PDF & Quicktime
 - ▶ Up to 8 “tabs”
 - ▶ Many custom WebKit functions



iPhone in Action:

Web Development or SDK?



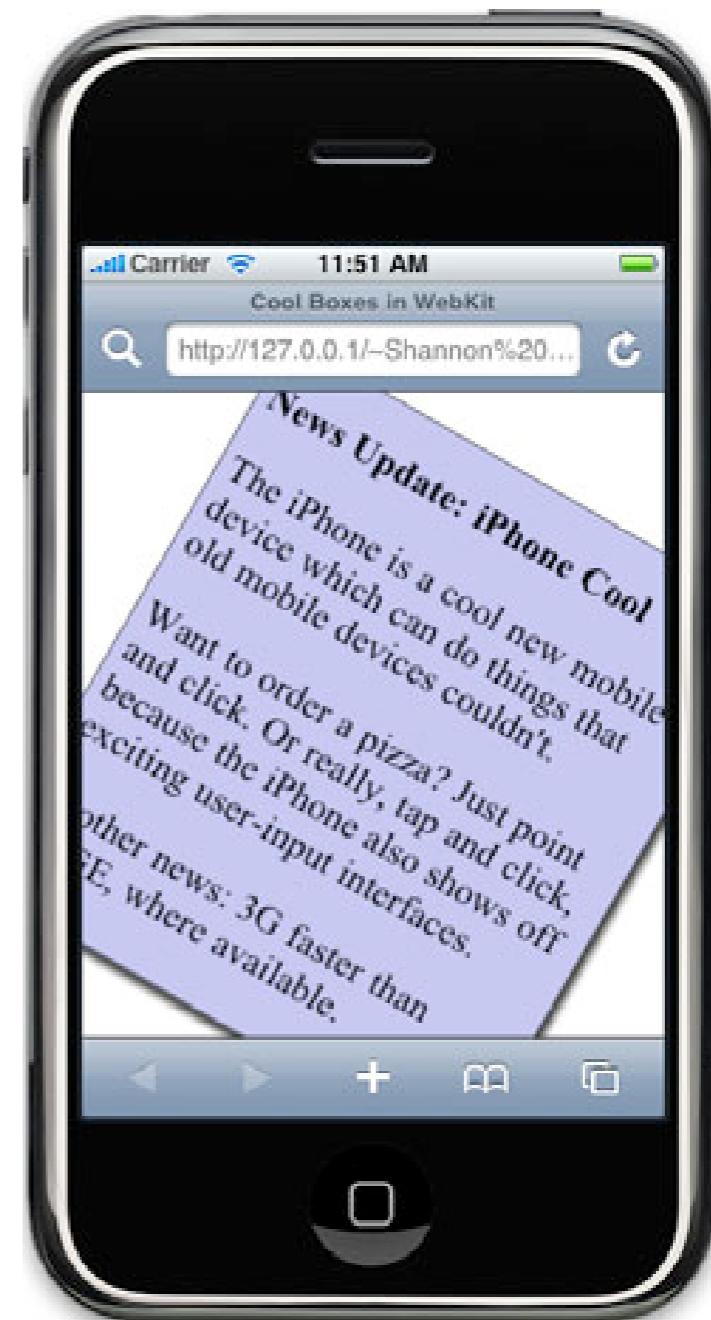
- ▶ Additional Mobile Safari features:

iPhone in Action:

Web Development or SDK?



- ▶ Additional Mobile Safari features:
 - ▶ Webkit CSS Transforms



iPhone in Action:

Web Development or SDK?



- ▶ Additional Mobile Safari features:
 - ▶ Webkit CSS Transforms
 - ▶ Canvas - Scalable Vector Graphics

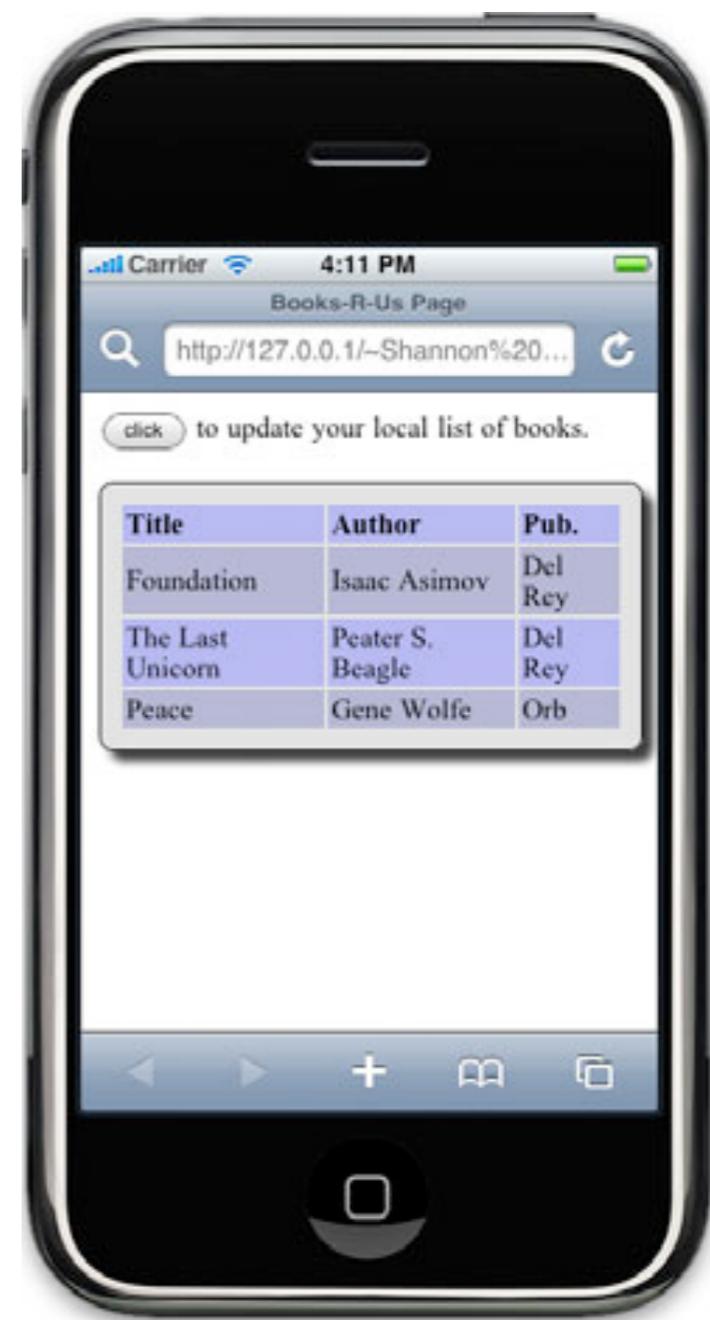


iPhone in Action:

Web Development or SDK?



- ▶ Additional Mobile Safari features:
 - ▶ Webkit CSS Transforms
 - ▶ Canvas - Scalable Vector Graphics
 - ▶ Database - Local SQLite Storage



iPhone in Action:

Web Development or SDK?



- ▶ Additional Mobile Safari features:
 - ▶ Webkit CSS Transforms
 - ▶ Canvas - Scalable Vector Graphics
 - ▶ Database - Local SQLite Storage
 - ▶ Touch Events

touchStart
touchMove
touchEnd
touchCancel
gestureStart
gestureChange
gestureEnd
changedTouches
targetTouches
touches
orientation
rotation
scale

iPhone in Action:

Web Development or SDK?



- ▶ Additional Mobile Safari features:
 - ▶ Webkit CSS Transforms
 - ▶ Canvas - Scalable Vector Graphics
 - ▶ Database - Local SQLite Storage
 - ▶ Touch Events
 - ▶ Hide Mobile Safari's Chrome

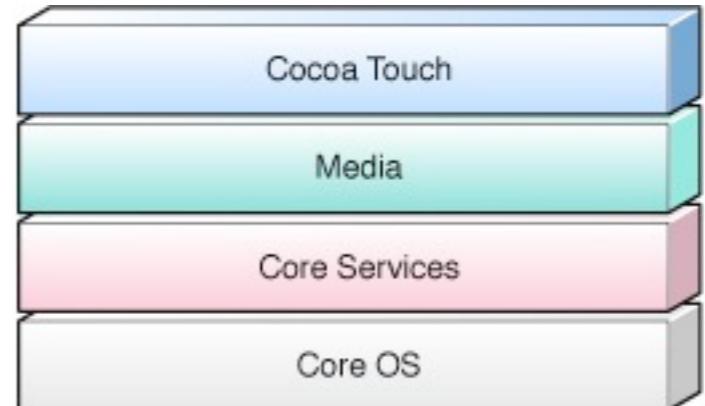


iPhone in Action:

Web Development or SDK?



- ▶ The iPhone SDK features:
 - ▶ Same Mach kernel and Core OS as Macintosh

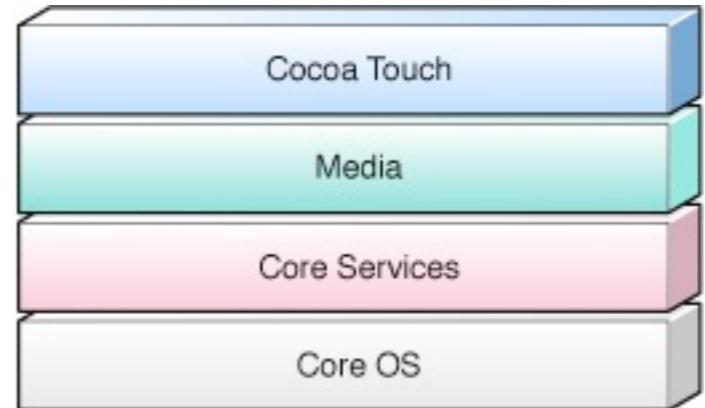


iPhone in Action:

Web Development or SDK?



- ▶ The iPhone SDK features:
 - ▶ Same Mach kernel and Core OS as Macintosh
 - ▶ Most of the same Core Services as Macintosh

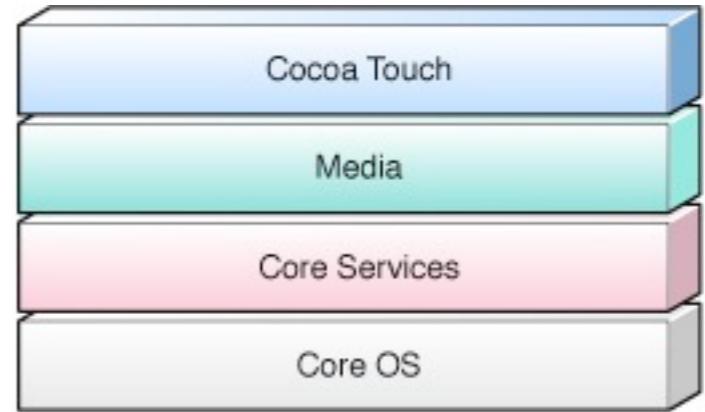


iPhone in Action:

Web Development or SDK?



- ▶ The iPhone SDK features:
 - ▶ Same Mach kernel and Core OS as Macintosh
 - ▶ Most of the same Core Services as Macintosh
 - ▶ Most of functionality available to Apple's iPhone apps

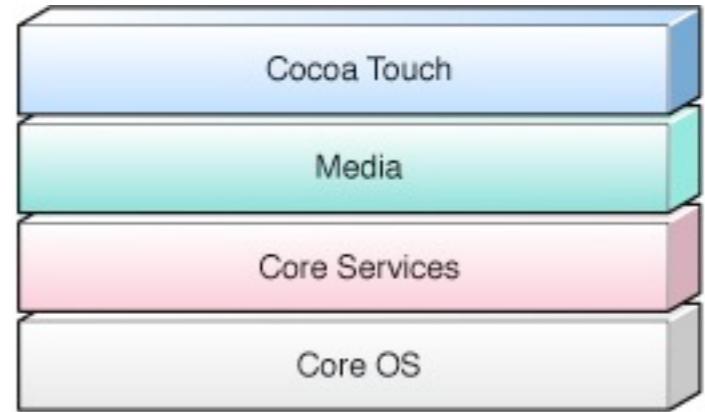


iPhone in Action:

Web Development or SDK?



- ▶ The iPhone SDK features:
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 - ▶ Cocoa Touch with UIKit

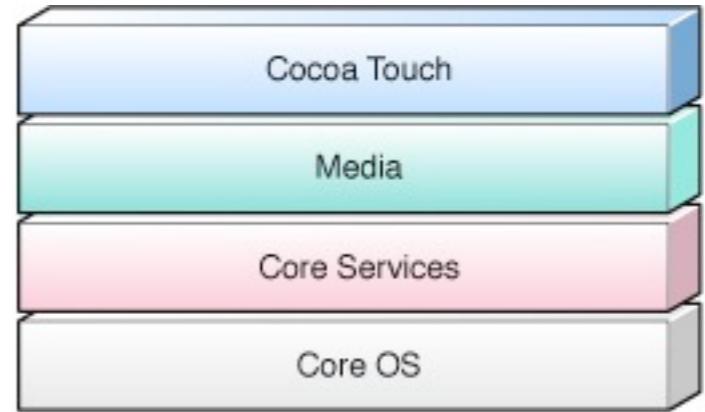


iPhone in Action:

Web Development or SDK?



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 - ▶ Objective C and C++ compiler

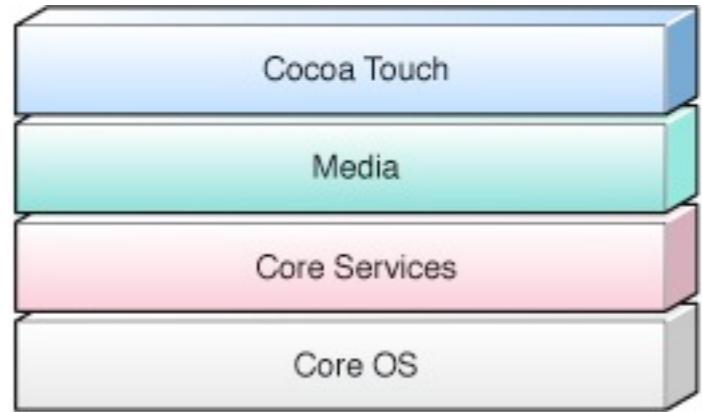


iPhone in Action:

Web Development or SDK?



- ▶ The iPhone SDK features:
 - ▶ Same Mach kernel and Core OS as Macintosh
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 - ▶ Most of functionality available to Apple's iPhone apps
 - ▶ Cocoa Touch with UIKit
 - ▶ Objective C and C++ compiler
 - ▶ Interface Builder with UIKit templates

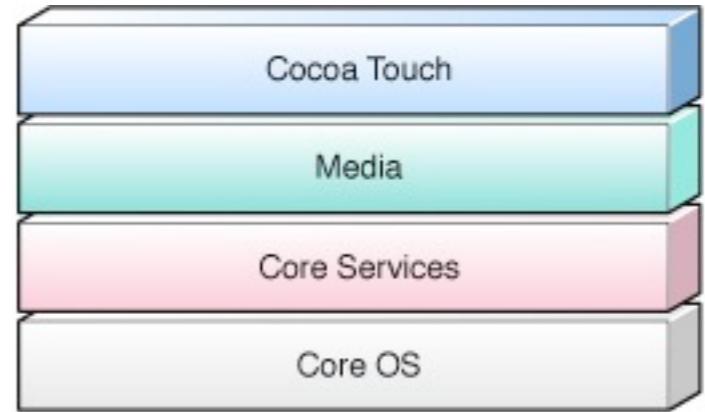


iPhone in Action:

Web Development or SDK?



- ▶ The iPhone SDK features:
 - ▶ Same Mach kernel and Core OS as Macintosh
 - ▶ Most of the same Core Services as Macintosh
 - ▶ Most of functionality available to Apple's iPhone apps
 - ▶ Cocoa Touch with UIKit
 - ▶ Objective C and C++ compiler
 - ▶ Interface Builder with UIKit templates
 - ▶ Great debugging and profiling



iPhone in Action:

Web Development or SDK?



iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages





iPhone in Action: Web Development or SDK?

A large image of Steve Jobs speaking on stage at an iPhone launch event. He is wearing a red long-sleeved shirt and light-colored trousers. To his right, a large screen displays several features of the iPhone's web development capabilities.

- Web 2.0 + AJAX
- Integrate with iPhone services
- Instant distribution
- Easy to update
- Secure - same as transactions with Amazon or a bank
- Sandboxed on iPhone

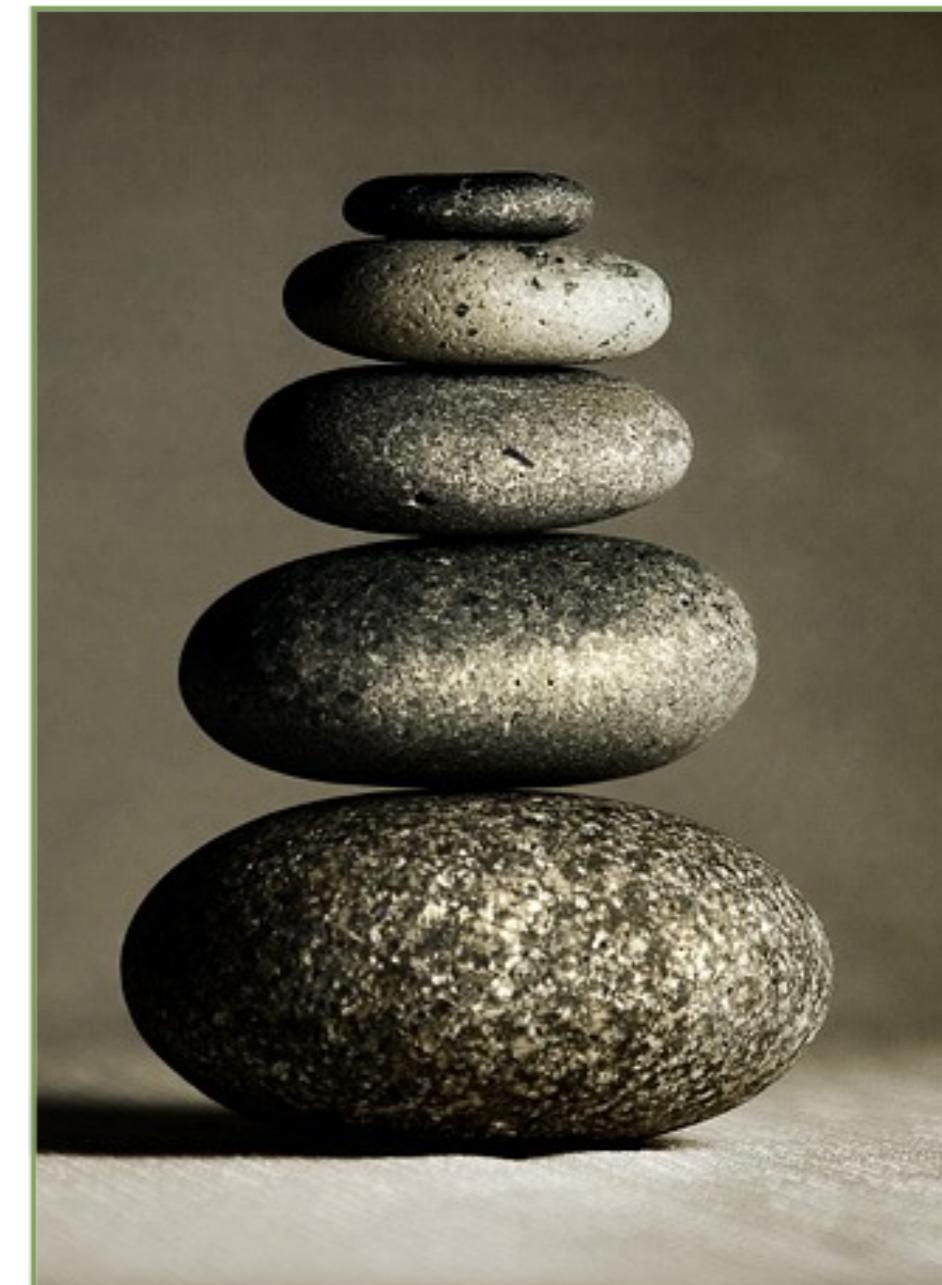
Same Advantages as in 2007

iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
- ▶ Simplicity

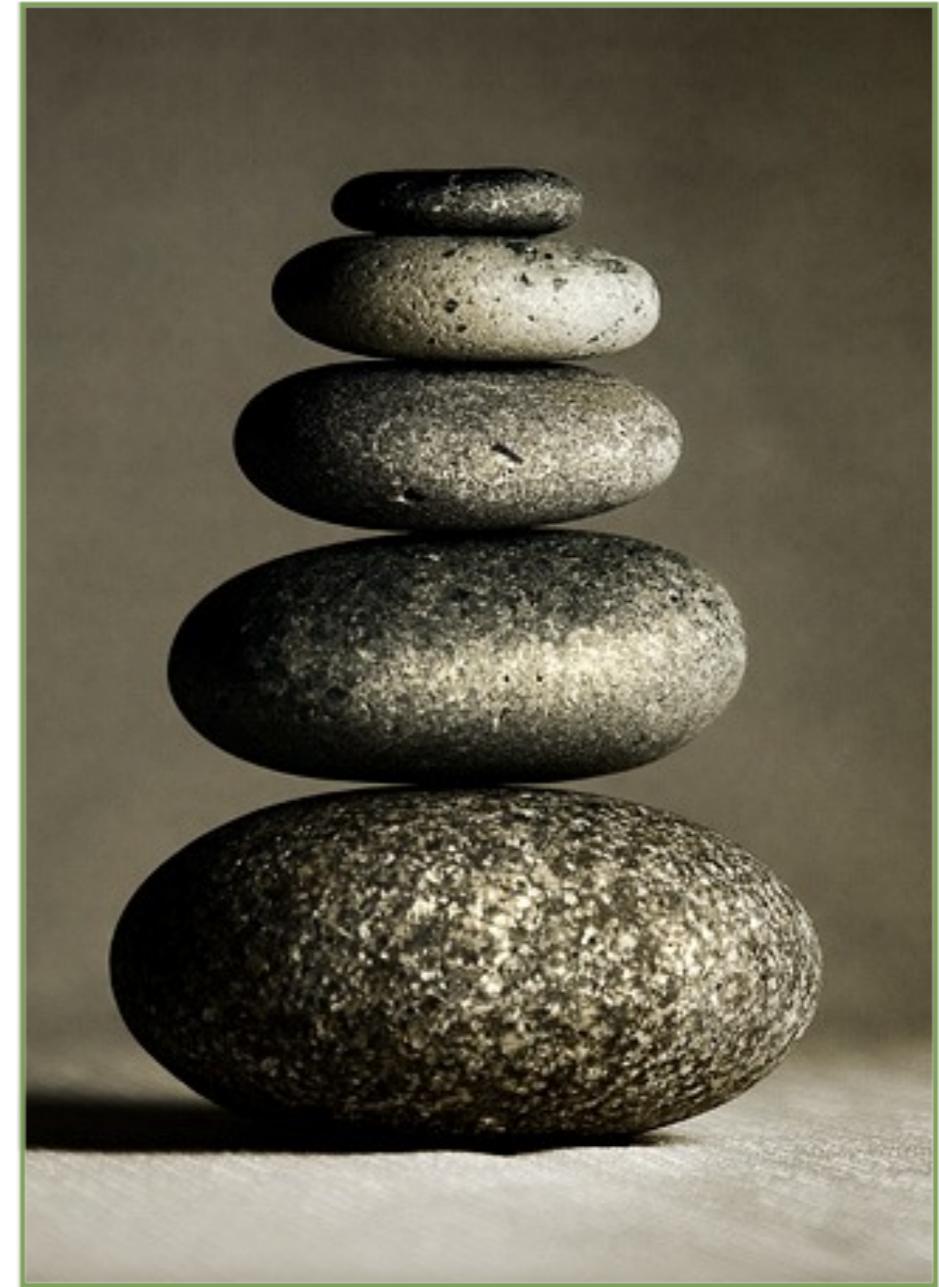


iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
- ▶ Simplicity
- ▶ Easier than using low-level C

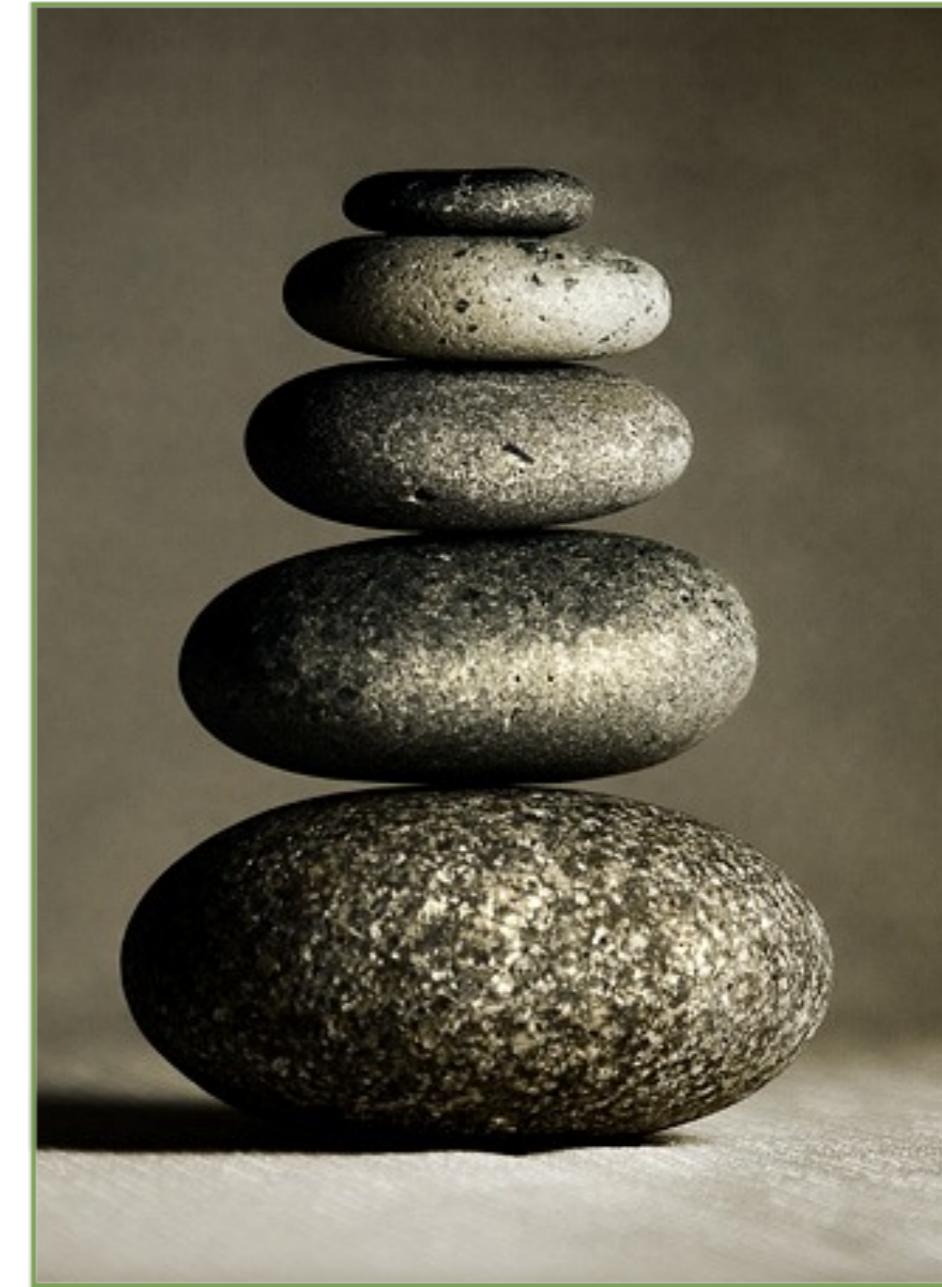


iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Easier than using low-level C
 - ▶ Languages are dynamic

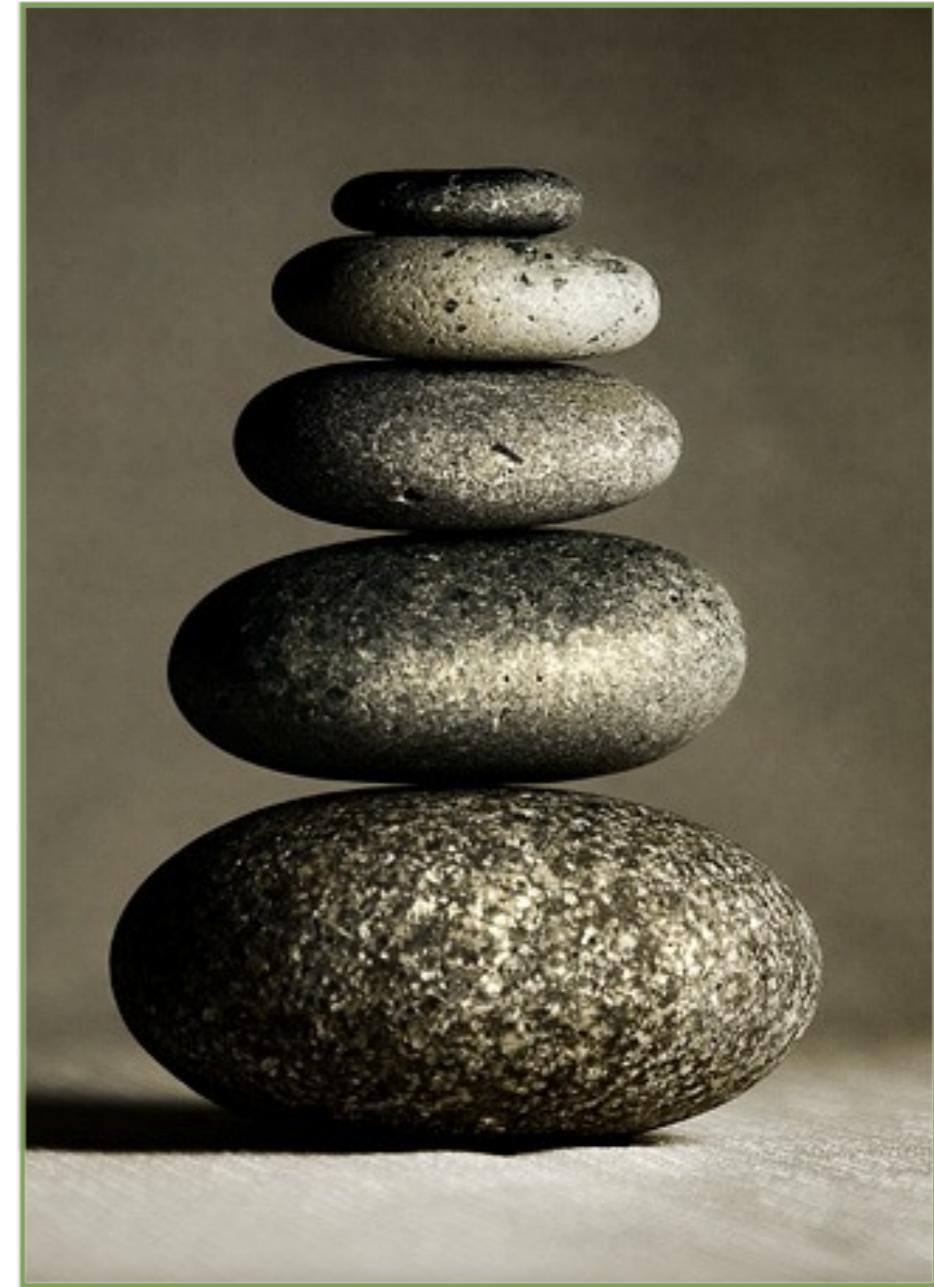


iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Easier than using low-level C
 - ▶ Languages are dynamic
 - ▶ No memory management

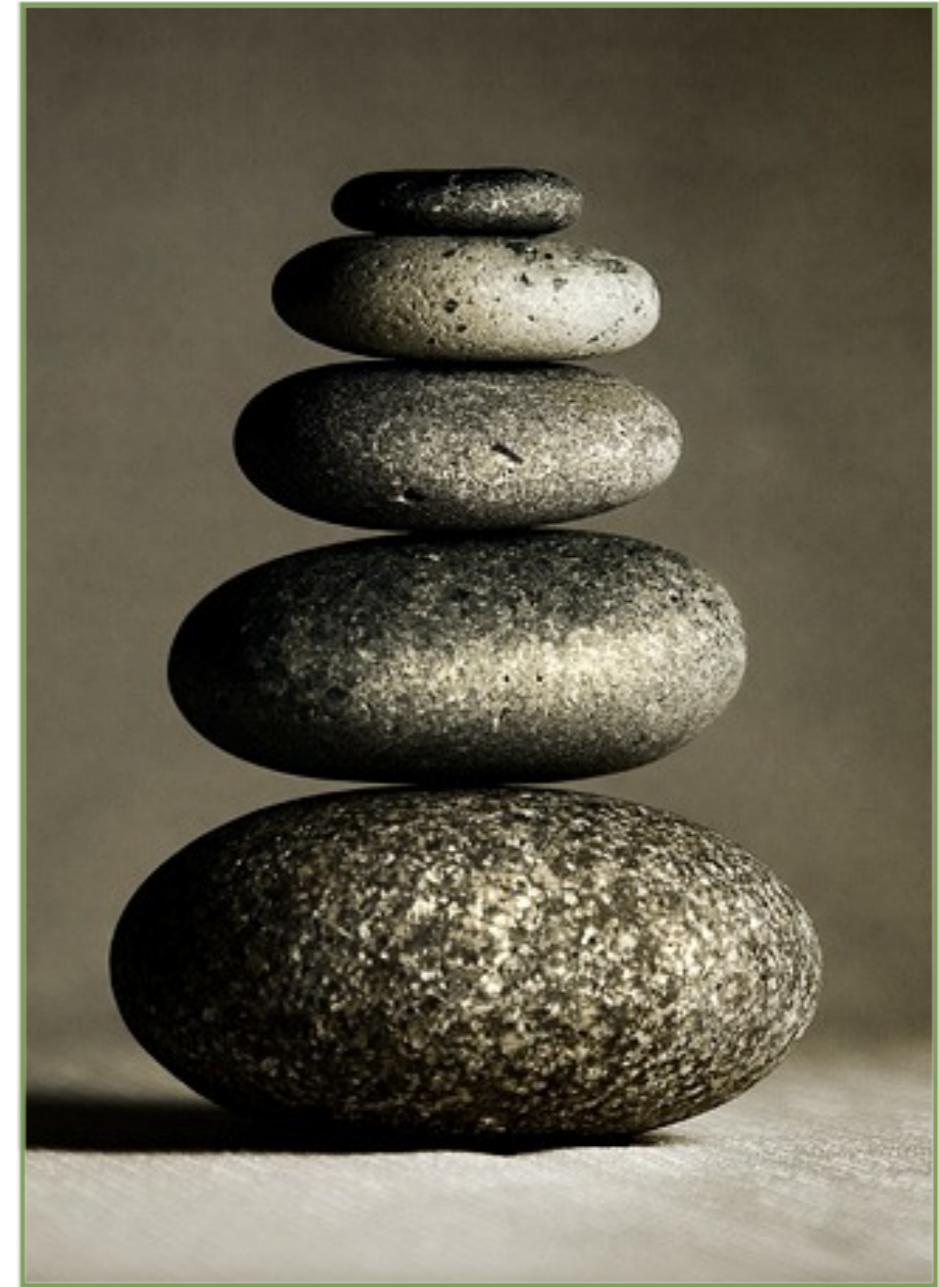


iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Easier than using low-level C
 - ▶ Languages are dynamic
 - ▶ No memory management
 - ▶ Display of data is easy

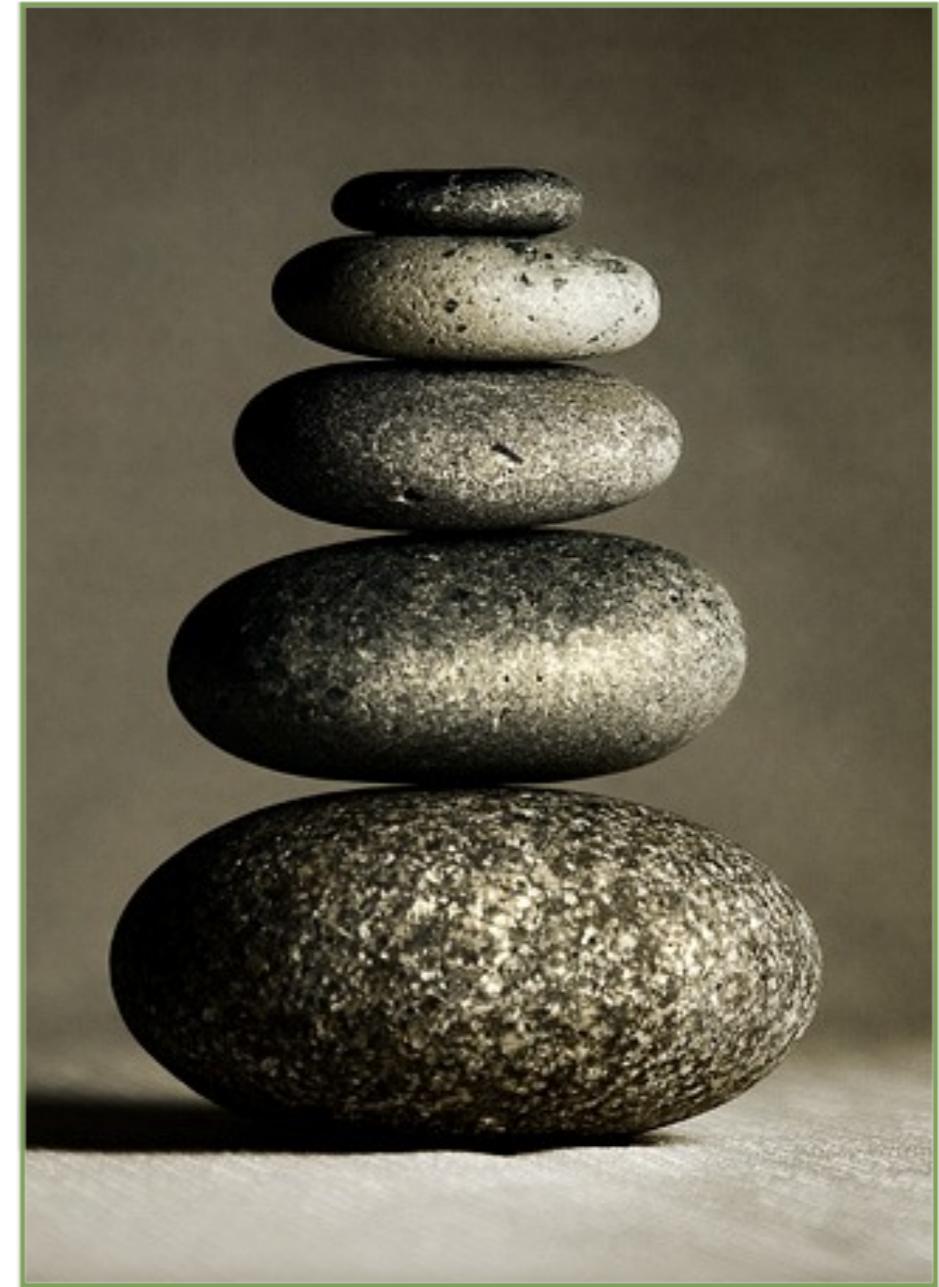


iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Easier than using low-level C
 - ▶ Languages are dynamic
 - ▶ No memory management
 - ▶ Display of data is easy
 - ▶ Deployment is an upload

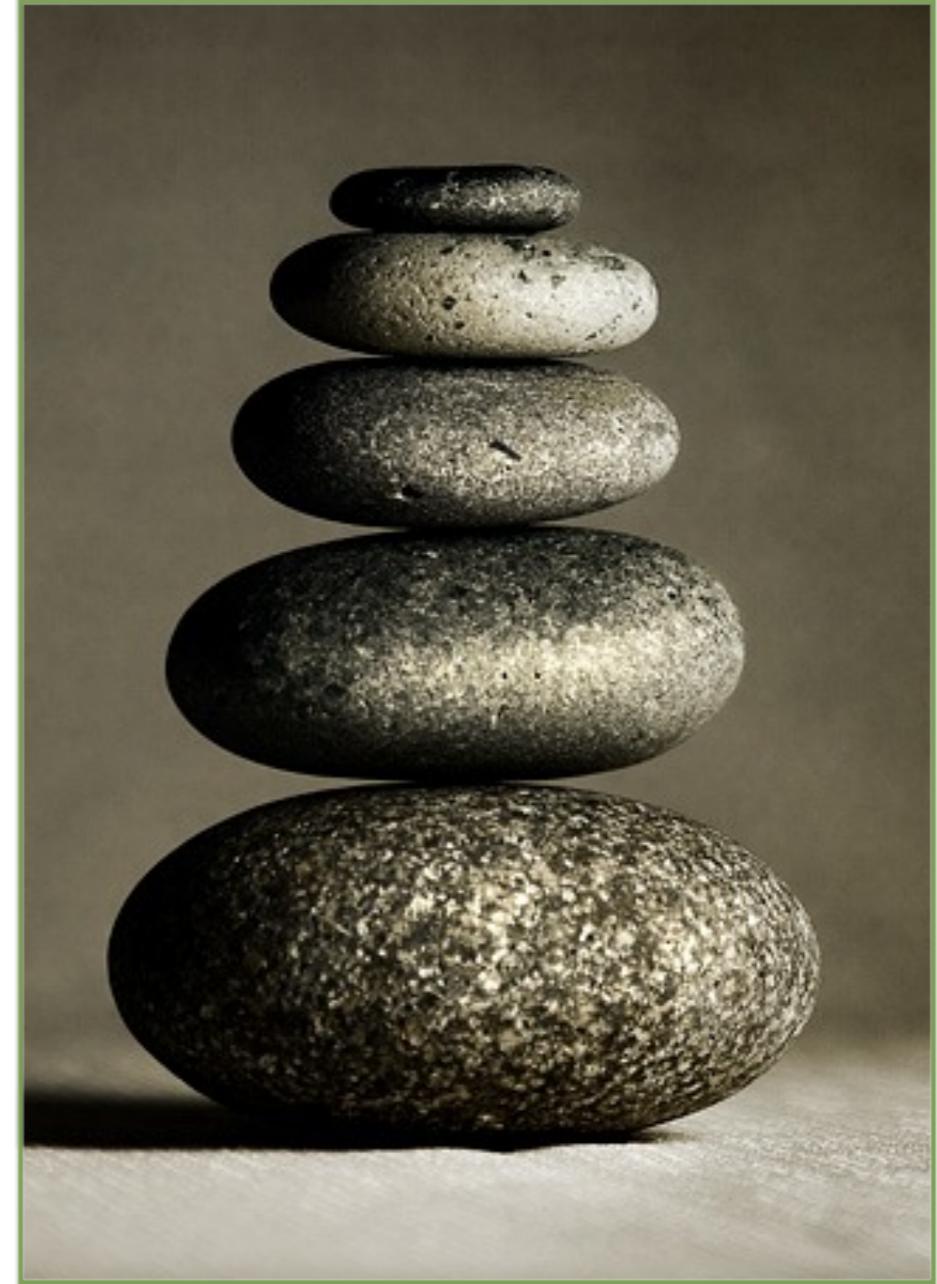


iPhone in Action:

Web Development or SDK?



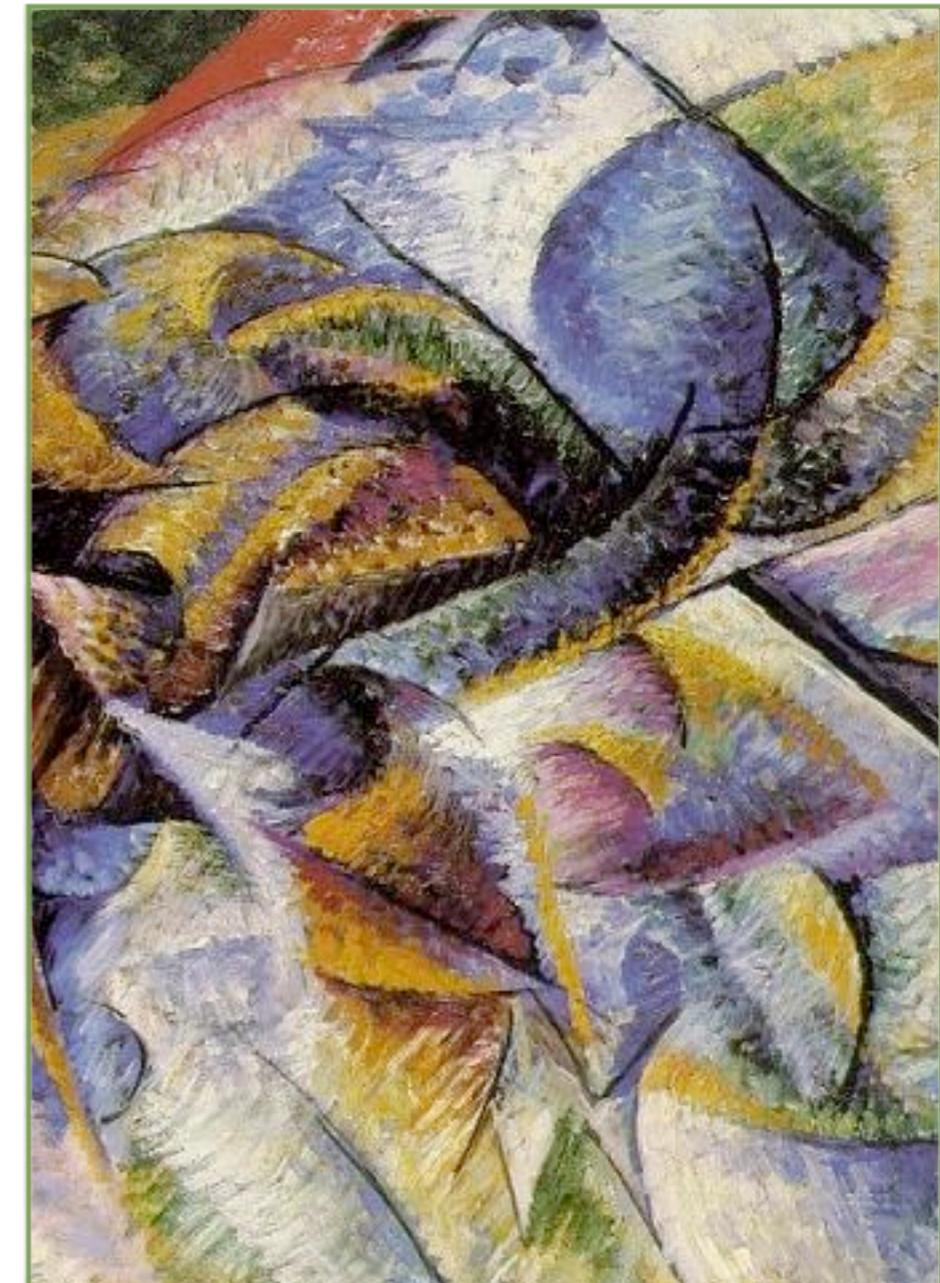
- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Easier than using low-level C
 - ▶ Languages are dynamic
 - ▶ No memory management
 - ▶ Display of data is easy
 - ▶ Deployment is an upload
 - ▶ Easy to use



iPhone in Action: Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism

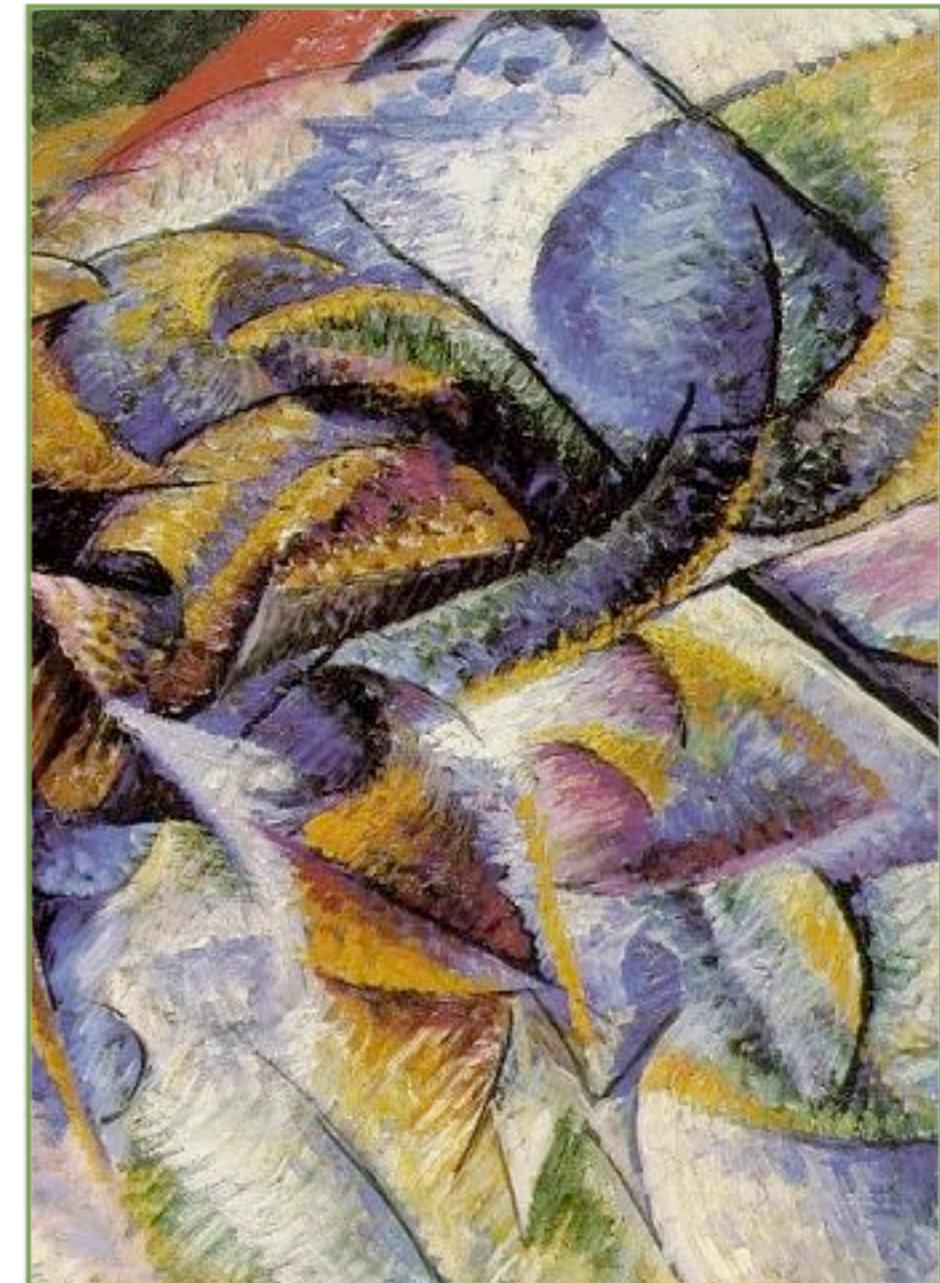


iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism
 - ▶ Update functionality anytime

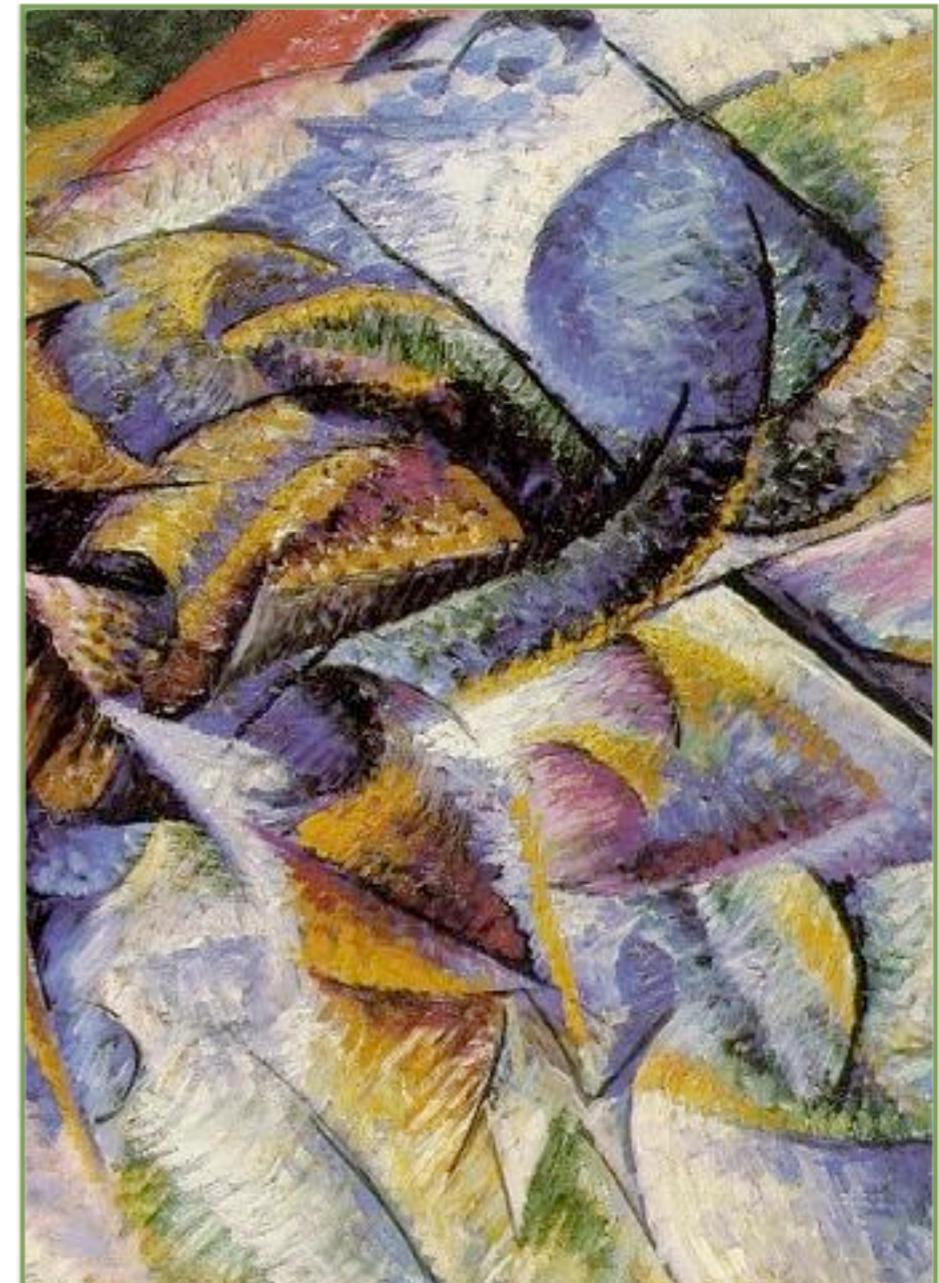


iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism
 - ▶ Update functionality anytime
 - ▶ Easy to fix bugs



iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism
 - ▶ Update functionality anytime
 - ▶ Easy to fix bugs
 - ▶ Give users the latest data



iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism
 - ▶ Globalized



iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism
 - ▶ Globalized
 - ▶ Part of global network



iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism
 - ▶ Globalized
 - ▶ Part of global network
 - ▶ One program for iPhone and desktop



iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism
 - ▶ Globalized
 - ▶ Part of global network
 - ▶ One program for iPhone and desktop
 - ▶ Access to rest of web



iPhone in Action:

Web Development or SDK?



- ▶ Web Development Advantages
 - ▶ Simplicity
 - ▶ Dynamism
 - ▶ Globalized
 - ▶ Part of global network
 - ▶ One program for iPhone and desktop
 - ▶ Access to rest of web
 - ▶ Connected to everyone





iPhone in Action: Web Development or SDK?



Multiple Platforms

iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
- ▶ Sophistication



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Great depth of functionality



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Great depth of functionality
 - ▶ Superior development environment



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Great depth of functionality
 - ▶ Superior development environment
 - ▶ Deeper access to internals



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Great depth of functionality
 - ▶ Superior development environment
 - ▶ Deeper access to internals
 - ▶ Camera, accelerometers, GPS, gestures, contacts, photos



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Great depth of functionality
 - ▶ Superior development environment
 - ▶ Deeper access to internals
 - ▶ Camera, accelerometers, GPS, gestures, contacts, photos
 - ▶ Better graphics and 3D



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility
 - ▶ Always available



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility
 - ▶ Always available
 - ▶ Functions without net



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility
 - ▶ Always available
 - ▶ Functions without net
 - ▶ Cache data



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility
 - ▶ Always available
 - ▶ Functions without net
 - ▶ Cache data
 - ▶ Native speed



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility
 - ▶ Always available
 - ▶ Functions without net
 - ▶ Cache data
 - ▶ Native speed
 - ▶ Private



iPhone in Action: Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility
 - ▶ Monetization



iPhone in Action:

Web Development or SDK?



- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility
 - ▶ Monetization
 - ▶ Easy to sell through App Store



iPhone in Action:

Web Development or SDK?

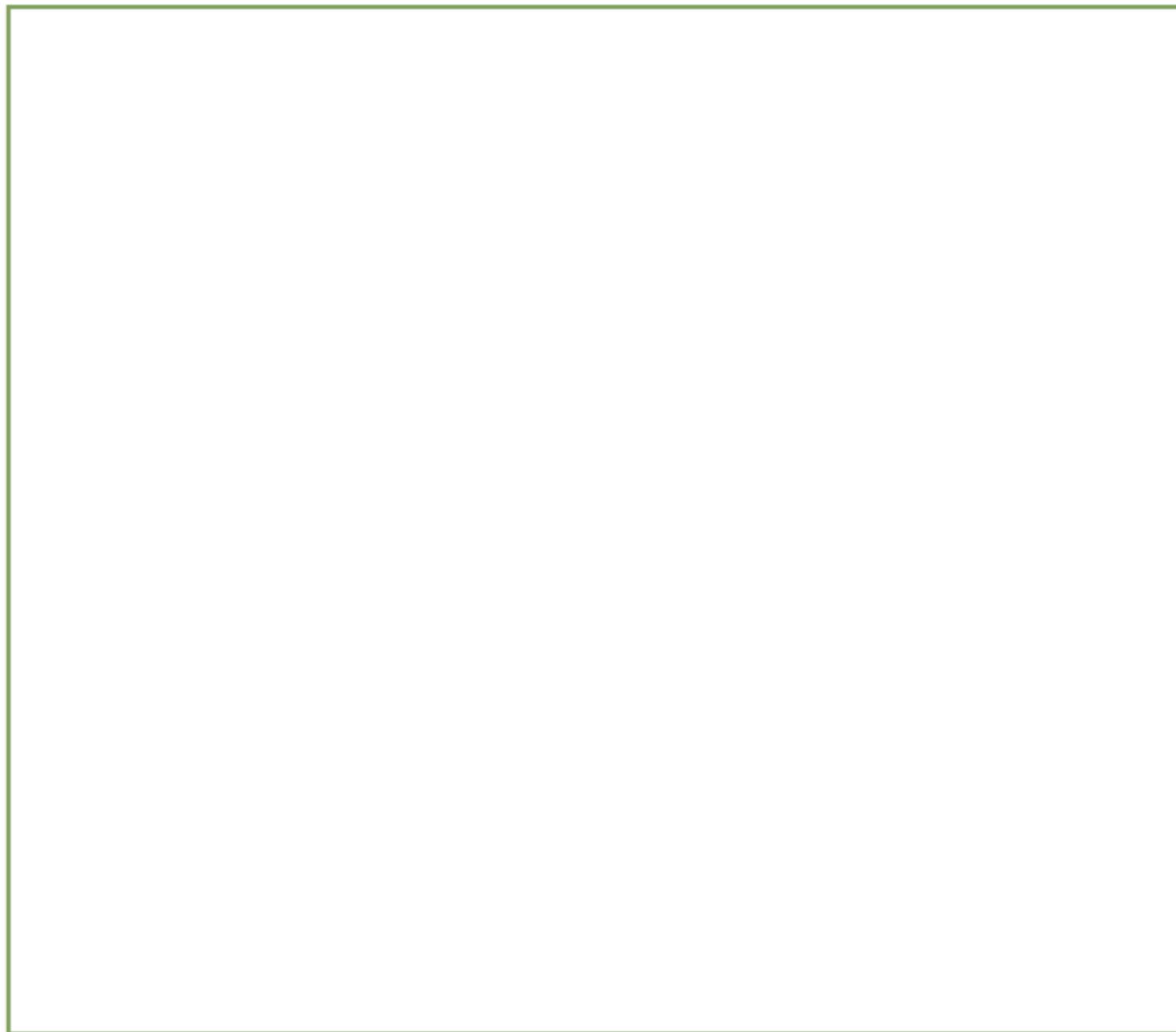


- ▶ SDK Development Advantages
 - ▶ Sophistication
 - ▶ Accessibility
 - ▶ Monetization
 - ▶ Easy to sell through App Store
 - ▶ Does not depend on advertisements or subscriptions



iPhone in Action:

Web Development or SDK?



iPhone in Action:

Web Development or SDK?



- ▶ Both development approaches have their advantages.



iPhone in Action:

Web Development or SDK?



- ▶ Both development approaches have their advantages.
- ▶ You want to take advantage of each programming methods strengths and use it when appropriate.



iPhone in Action:

Web Development or SDK?



- ▶ Both development approaches have their advantages.
- ▶ You want to take advantage of each programming methods strengths and use it when appropriate.
- ▶ Don't blindly just use the SDK or the Web because you're more comfortable with it.



iPhone in Action:

Web Development or SDK?



iPhone in Action:

Web Development or SDK?



- ▶ There are options to combine both approaches and thus play to their strengths



iPhone in Action:

Web Development or SDK?



- ▶ There are options to combine both approaches and thus play to their strengths
- ▶ Mirrored Development



iPhone in Action:

Web Development or SDK?



- ▶ There are options to combine both approaches and thus play to their strengths
 - ▶ Mirrored Development
 - ▶ Mixed Development



iPhone in Action:

Web Development or SDK?



- ▶ There are options to combine both approaches and thus play to their strengths
 - ▶ Mirrored Development
 - ▶ Mixed Development
 - ▶ Client-Server Development



iPhone in Action:

Web Development or SDK?



iPhone in Action:

Web Development or SDK?



- ▶ Mirrored Development
 - ▶ Write a free web version as well a more fully featured SDK version





iPhone in Action: Action: Web Development or SDK?

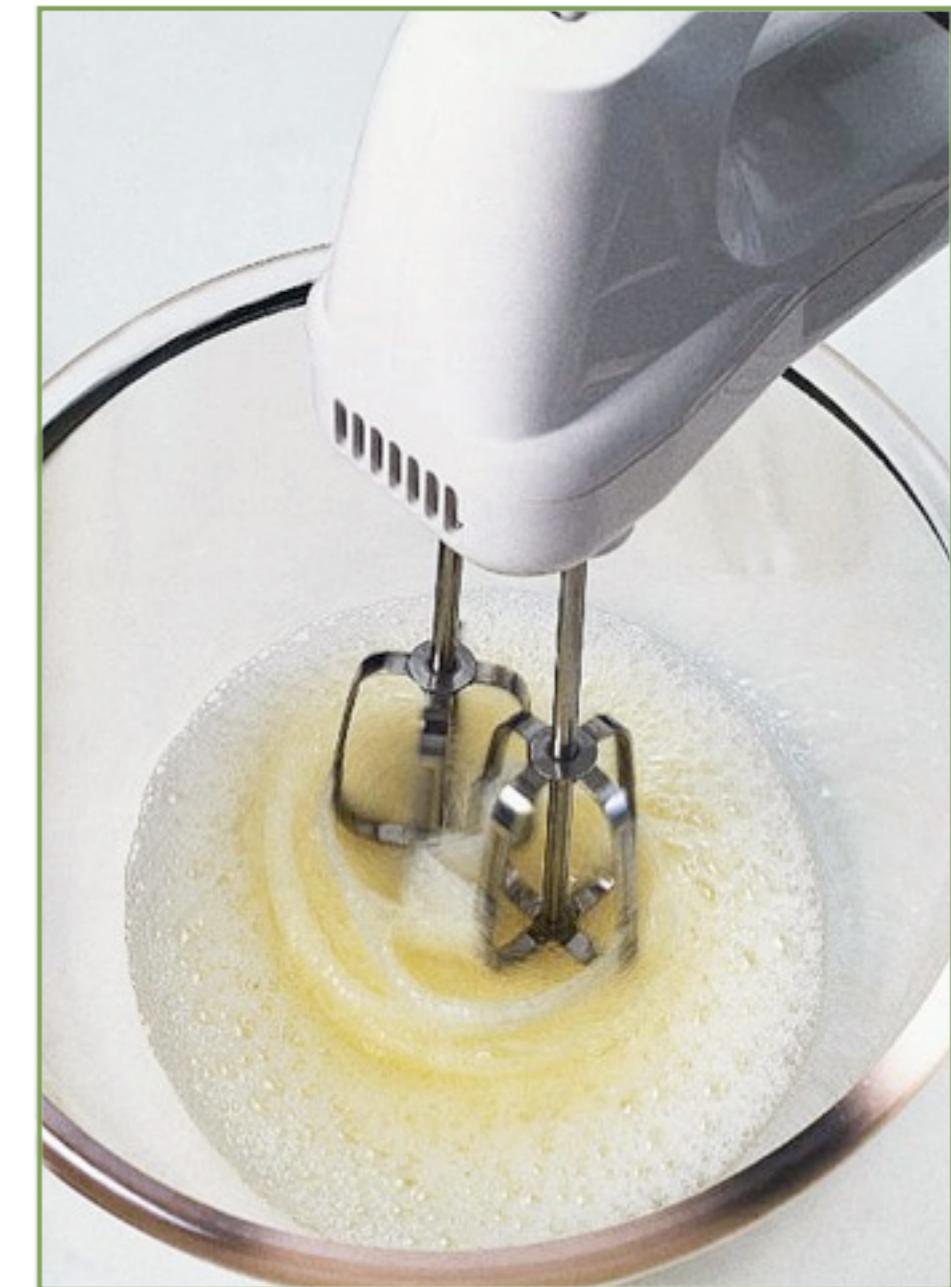
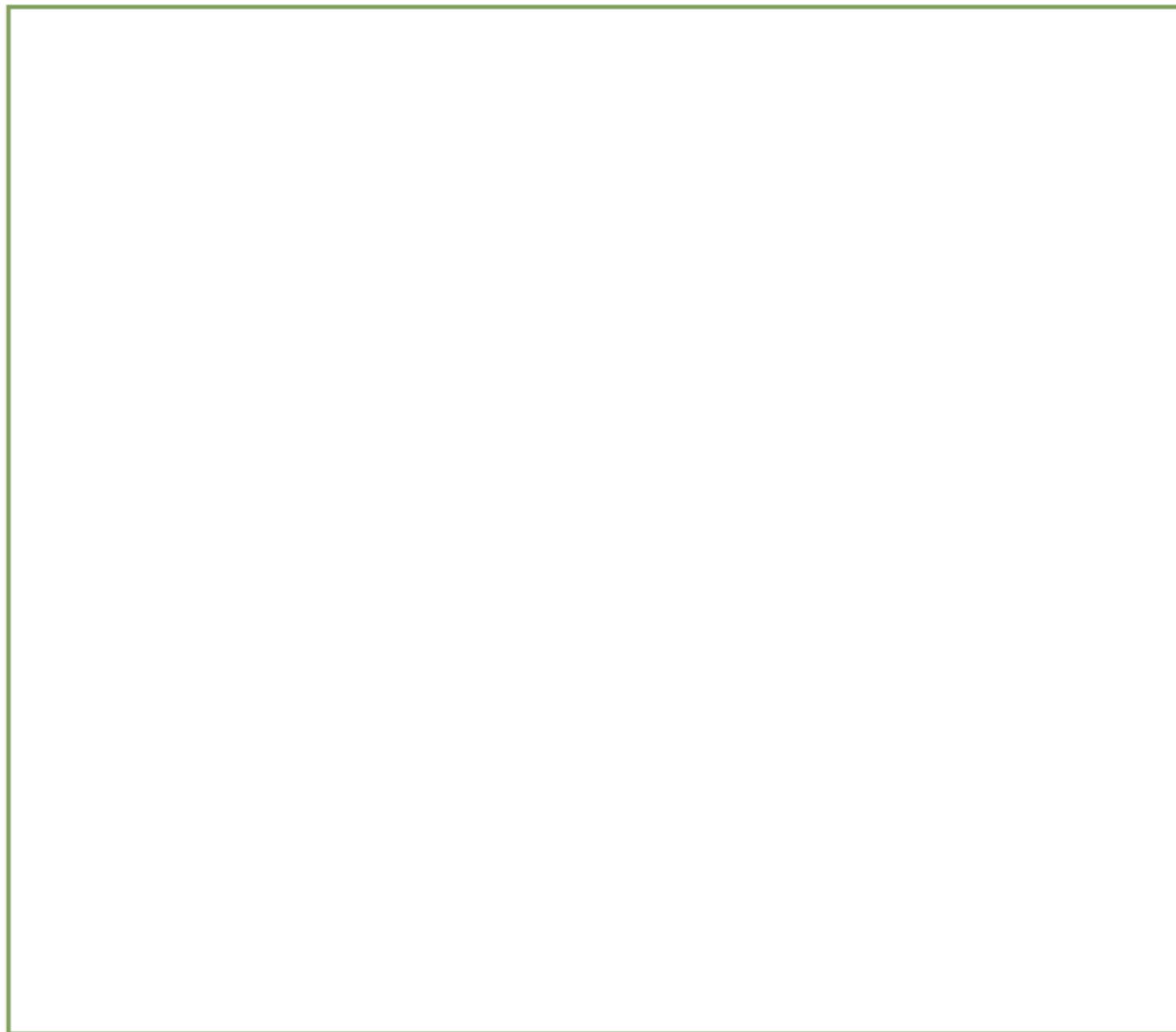
The image shows two side-by-side screenshots of mobile news applications running on an iPod touch.

Left Screenshot: The screen displays a news application interface. At the top, there are navigation icons for Home, Search, Local News, Categories, and Settings. Below this is a banner for "Election 08" with a sub-banner for "Clinton, Obama talks held without aides present". A large advertisement for "Get premium election coverage at elections.apnews.com" follows. The main content area is titled "Top Stories" and lists two articles: "Most Asian markets advance; SKorea up on bank plan" (54 minutes ago) and "Fashion critic Mr. Blackwell dies in Los Angeles" (19 minutes ago). There is a "More Top Stories >" link. Below this is a "Local News" section with a "Set Local News Preferences >" link. At the bottom is a toolbar with icons for back, forward, search, and other functions.

Right Screenshot: The screen displays a news application interface titled "Showbiz". At the top, there are navigation icons for Local News, Categories, and Settings. Below this is a banner for "Showbiz". The main content area is titled "Showbiz Celebrity" and features two thumbnail images: "Today in Photos" showing a man with a beard and "Today in Video" showing a close-up of a person's face. Below these are several news items with thumbnails: "McCain, Obama to get the comic book treatment" (1 Hour ago), "Cheech and Chong reunite as feud goes up in smoke" (1 Hour ago), and "Fergie 'thrilled' to play a prostitute in 'Nine'" (2 Hours ago). At the bottom is a toolbar with icons for Top News, Local, Sports, Showbiz, and More.

Mirrored Development
apnews.com & Mobile News App

iPhone in Action: Web Development or SDK?

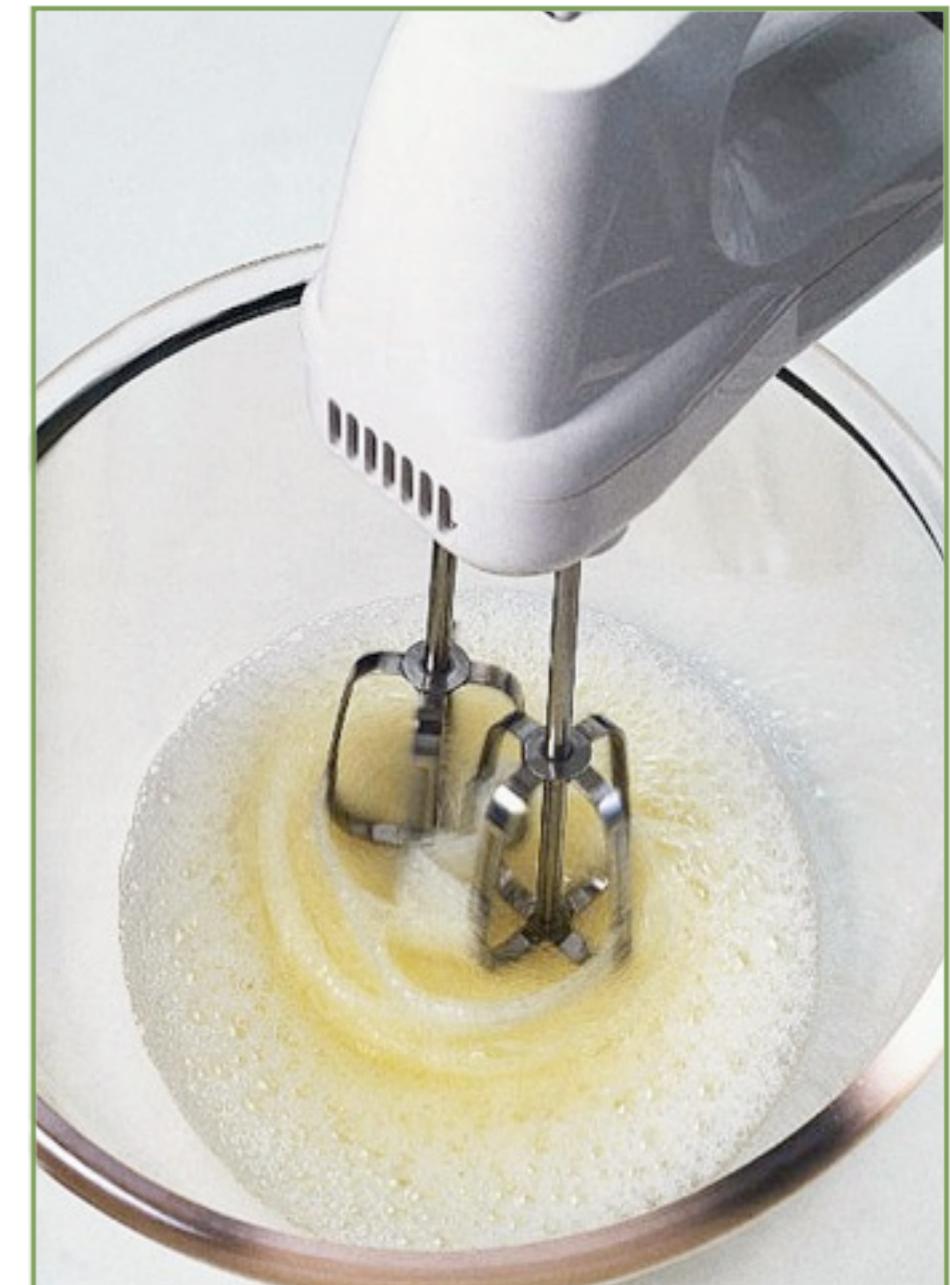


iPhone in Action:

Web Development or SDK?

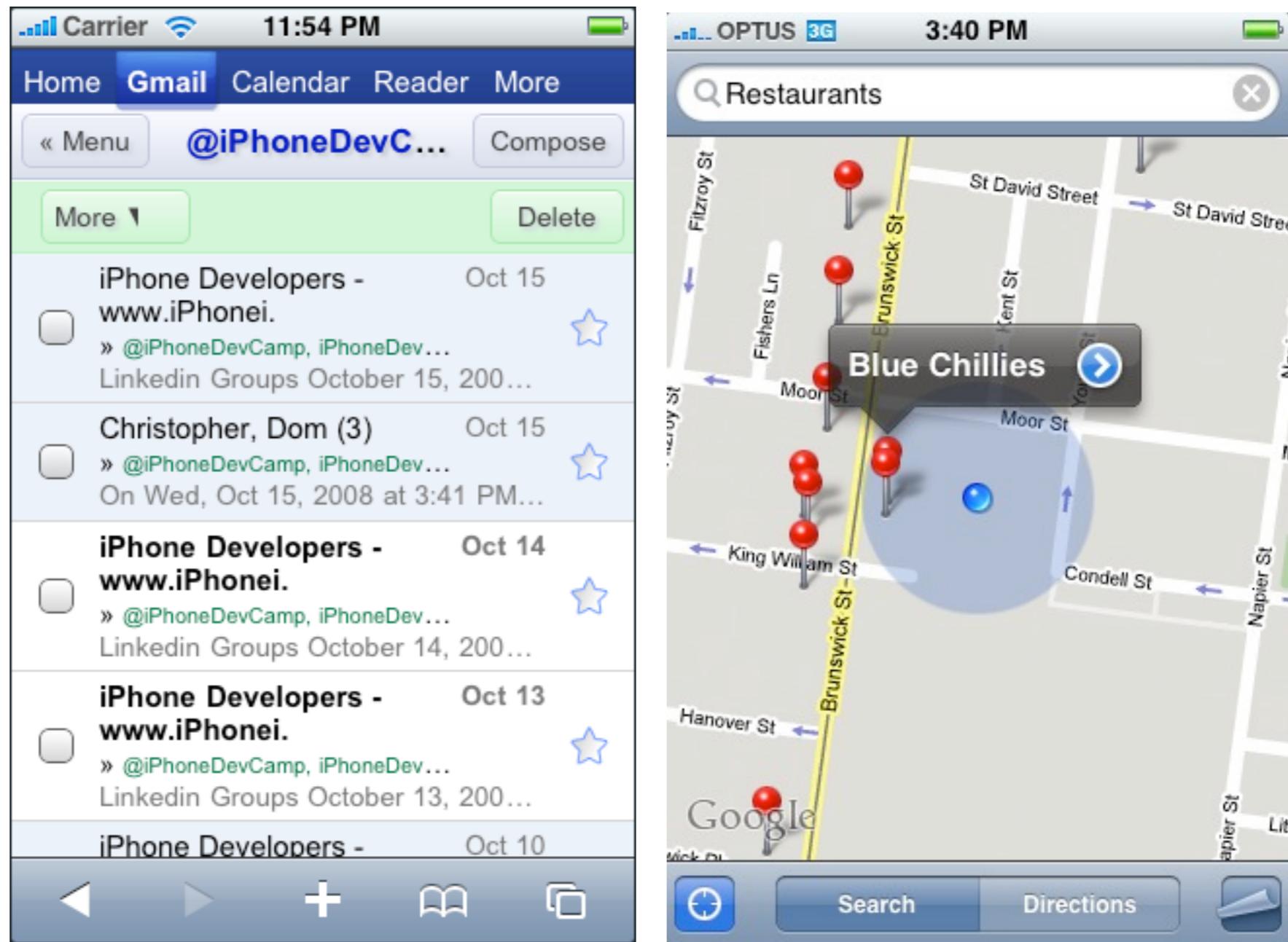


- ▶ Mixed Development
 - ▶ Write different parts of a program suite via different means





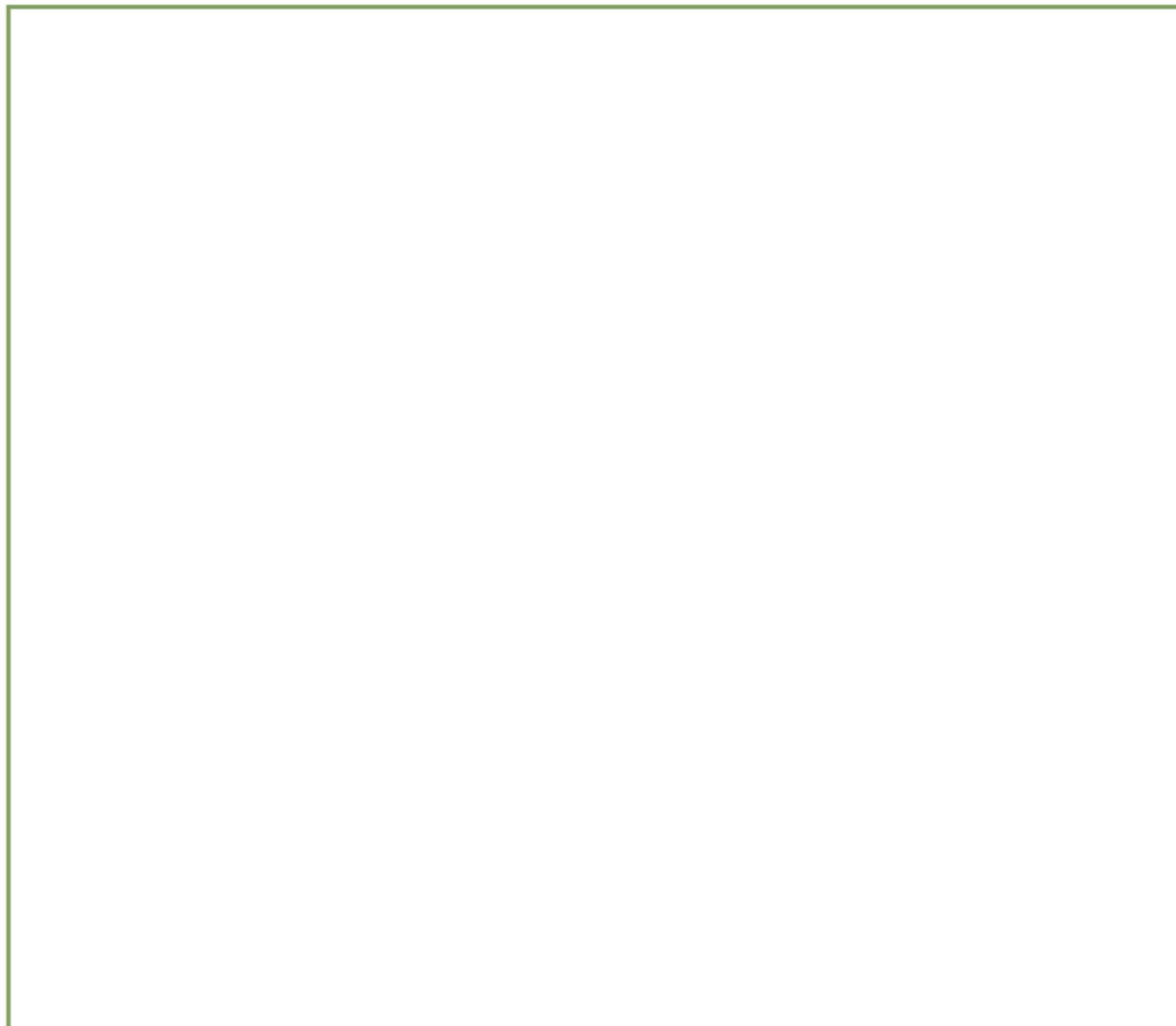
iPhone in Action: Web Development or SDK?



Mixed Development
google.com/reader & Maps App

iPhone in Action:

Web Development or SDK?



iPhone in Action:

Web Development or SDK?



- ▶ Client-Server Development
- ▶ Link in to web software through the SDK





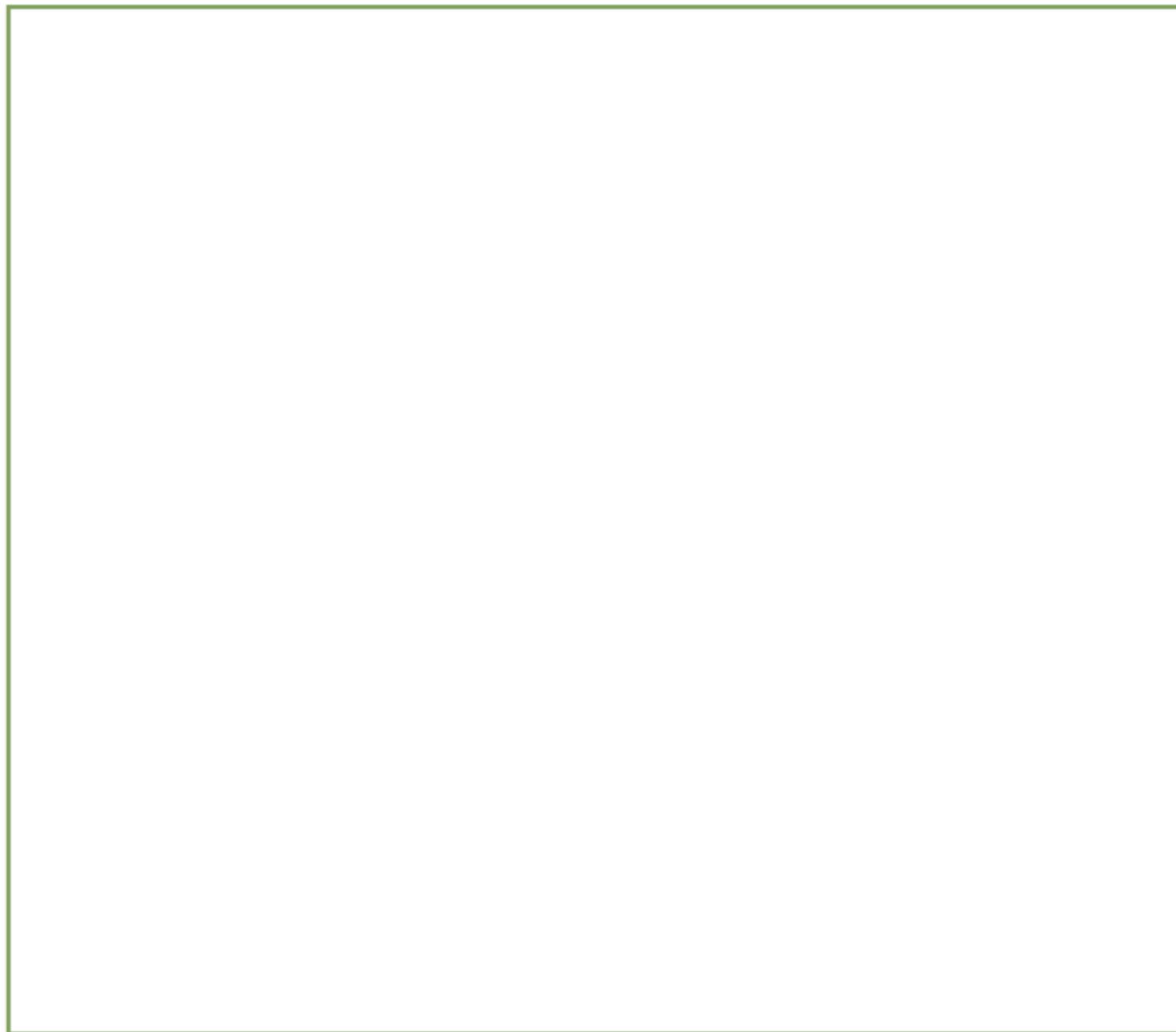
iPhone in Action: Web Development or SDK?

The image displays two screenshots of iPhone applications. The left screenshot shows the 'Showtimes' app interface. At the top, it says 'Today' with navigation arrows. Below is a purple header with a movie reel icon and the word 'Showtimes'. It lists 'AMC Cupertino Square 16' at '10123 N. Wolfe Road, Cupertino, CA, USA' with a distance of '1.09 mi'. It shows movie details for 'The Dark Knight' (PG-13, 2hr 30min), 'The Mummy: Tomb of the Dragon Emperor' (PG-13, 1hr 54min), and 'Step Brothers'. The right screenshot shows the 'Gifts' app interface. It has a blue header with 'Back', 'Gifts', and 'About' buttons. It lists categories: 'Flowers' (with a flower icon), 'Movies, Music, and Books' (with a clapperboard icon), 'Jewelry' (with a jewelry box icon), 'Gift Baskets' (with a gift basket icon), and 'Teddy Bears' (with a teddy bear icon). Each category has a right-pointing arrow.

Mirrored Development
Showtimes App & Gifts App

iPhone in Action:

Web Development or SDK?



iPhone in Action:

Web Development or SDK?



- ▶ Seven kinds of iPhone development



iPhone in Action:

Web Development or SDK?



- ▶ Seven kinds of iPhone development
 - ▶ iPhone Compatible Web



iPhone in Action:

Web Development or SDK?



- ▶ Seven kinds of iPhone development
 - ▶ iPhone Compatible Web
 - ▶ iPhone Friendly Web



iPhone in Action:

Web Development or SDK?



- ▶ Seven kinds of iPhone development
 - ▶ iPhone Compatible Web
 - ▶ iPhone Friendly Web
 - ▶ iPhone Optimized Web



iPhone in Action:

Web Development or SDK?



- ▶ Seven kinds of iPhone development
 - ▶ iPhone Compatible Web
 - ▶ iPhone Friendly Web
 - ▶ iPhone Optimized Web
 - ▶ iPhone Web Apps



iPhone in Action:

Web Development or SDK?



- ▶ Seven kinds of iPhone development
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 - ▶ iPhone Friendly Web
 - ▶ iPhone Optimized Web
 - ▶ iPhone Web Apps
 - ▶ Dashcode Web



iPhone in Action:

Web Development or SDK?



- ▶ Seven kinds of iPhone development
 - ▶ iPhone Compatible Web
 - ▶ iPhone Friendly Web
 - ▶ iPhone Optimized Web
 - ▶ iPhone Web Apps
 - ▶ Dashcode Web
 - ▶ Native Apps SDK



iPhone in Action:

Web Development or SDK?



- ▶ Seven kinds of iPhone development
 - ▶ iPhone Compatible Web
 - ▶ iPhone Friendly Web
 - ▶ iPhone Optimized Web
 - ▶ iPhone Web Apps
 - ▶ Dashcode Web
 - ▶ Native Apps SDK
 - ▶ SDK Client App w/Web Server





iPhone in Action: Web Development or SDK?

Carrier 11:10 PM

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★ **VIDEO: Apple posts the GREATEST "Get a Mac" Ads yet!** - Apple Gazette
I've always been a big fan of the "Get a Mac" a...

★ **'V Word'** - Daring Fireball
Apple's new "V Word" commercial is rather inter...

★ **Vista Vista Vista Vista Vista** - 9 to 5 Mac
- Apple Intelligence

★ **Apple fires back at Microsoft Windows campaign** - 9 to 5 Mac - Apple Intelligence
They raise a pretty good point... ...

◀ ▶ + ☰ ☱

Carrier 11:10 PM

★ VIDEO: Apple posts the GREATEST "Get a Mac" Ads yet! - Apple Gazette
Michael Oct 19, 2008 10:37 PM

I've always been a big fan of the "Get a Mac" ads - and sometimes I gripe about them focusing on Vista's problems, but after Microsoft's recent advertising "attack" on John Hodgman's "PC" - I was curious as to how they would respond...and they did it in the best possible way....

[[YouTube Video](#)]

and...

[[YouTube Video](#)]

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google.com/reader



iPhone in Action: Web Development or SDK?

The image contains two screenshots of the Facebook mobile website (<http://m.facebook.com>) displayed on an iPhone. The top screenshot, taken at 11:13 PM, shows the home page with notifications for new messages and friend requests, and a status update from Christopher. The bottom screenshot, taken at 11:16 PM, shows a conversation in the inbox with messages from Neil Harris and Ryan Lackey.

Facebook | Home
11:13 PM

[http://m.facebook.com/home.php...](http://m.facebook.com/home.php)

facebook

Home • Profile • Friends • Inbox (9)

You have 9 new messages.

You have 55 friend requests.

You were poked by Michelle Lamar.
(poke back | remove)

You were poked by Maxx Simon.
(poke back | remove)

Status Updates

Christopher Working on my presentation for Tuesday's AjaxWorld/iPhone Developer Summit "Web Development or SDK?"
<http://tinyurl.com/web-or-sdk>. (4 hours ago)
Christopher

Pär Winzell gnapp gnapp. (28 minutes ago)

11:16 PM

iPhone Game Programming
Neil Harris
August 1 at 11:46am
Hi Christopher, We're looking for an wh...
[Reply](#) | [Mark Unread](#) | [Delete](#)

Dinner party on Saturday
Wine, food, friends & games
July 25 at 12:26am
Hi all, This Saturday I'm having anot...
[Mark Read](#) | [Delete](#)

re: hi
Ryan Lackey
July 10 at 1:53pm
Looks like we're doing a slightly diff...
[Reply](#) | [Mark Read](#) | [Delete](#)

re: Hi Chris

Web App Exemplars
iphone.facebook.com



Web App Exemplars
hahlo.com



iPhone in Action: Web Development or SDK?

The screenshots show the AP News mobile website on an iPhone. The top navigation bar includes Home, Search, Local News, Categories, and Settings. A banner at the top says 'Election 08' with '151 days until election'. Below it is an advertisement for 'elections.apnews.com' featuring a photo of Clinton and Obama. The main content area displays 'Top Stories' with two articles: 'Most Asian markets advance; SKorea up on bank plan' (published 54 minutes ago) and 'Fashion critic Mr. Blackwell dies in Los Angeles' (published 19 minutes ago). There are links for 'More Top Stories >' and 'Set Local News Preferences >'. The bottom navigation bar has icons for back, forward, search, and other functions.

Top Stories

**Most Asian markets advance;
SKorea up on bank plan**
54 minutes ago

**Fashion critic Mr. Blackwell
dies in Los Angeles**
19 minutes ago

More Top Stories >

Local News

Set Local News Preferences >

Teen missing, 2 others die in

**Most Asian markets advance;
SKorea up on bank plan**
By JEREMIAH MARQUEZ
Published: 55 minutes ago

HONG KONG (AP) — Most Asian stock markets advanced Monday, with South Korean shares gaining for the first time in four days as the government moved to shore up the country's banking system amid the global credit crisis.

A small photo on the right shows two men standing in front of a large electronic stock market board displaying financial data.

Web App Exemplars
apnews.com



iPhone in Action: Web Development or SDK?

The image displays two screenshots of the 101 Cookbooks iPhone application. The left screenshot, taken at 11:21 PM, shows a list of recipes: "Caramel Apples", "Roasted Pumpkin Salad", and "Borlotti Bean Mole with Roast Winter Squash". Each recipe has a small thumbnail image. The right screenshot, taken at 11:23 PM, shows a detailed view of the "Caramel Apple Recipe". It features a large image of three caramel apples, a descriptive text about safety precautions, and a list of ingredients: "6 - 8 small apples, unwaxed, cold", "1 cup heavy cream", and "1/2 teaspoon sea salt". Both screenshots show a standard iOS navigation bar at the bottom.

Web App Exemplars
101cookbooks.com/iphonerecipes



Resources



iPhone in Action: Web Development or SDK?



iPhone Dev Center

Developer Connection

iPhone DevCenter

Welcome, Christopher Allen | Edit Profile | Log out

iPhone OS 2.2 beta Downloads

! • Use the iPhone SDK for iPhone OS 2.2 (build 9M2611) for development only. This new version should only be deployed on devices dedicated for iPhone OS 2.2 beta software development and cannot be used for developing iPhone OS 2.1 applications (updated 9/24/2008)

• Use Software Update to install Mac OS X v10.5.5 or later before installing iPhone SDK for iPhone OS 2.2 (added 9/24/2008)

[iPhone SDK for iPhone OS 2.2 beta 1 (build 9M2611)]
[iPhone SDK for iPhone OS 2.2 beta 1 Readme]
[iPhone SDK for iPhone OS 2.2 beta 1 Release Notes]

[iPhone OS 2.2 beta 1 (iPhone build 5G26)]
[iPhone OS 2.2 beta 1 (iPod touch (1st generation) build 5G26)]
[iPhone OS 2.2 beta 1 (iPhone 3G build 5G26)]
[iPhone OS 2.2 beta 1 Pre-Installation Advisory (updated 9/24/2008)]

iPhone OS 2.1 Downloads

! • Use the iPhone SDK for iPhone OS 2.1 (build 9M2517) only on devices that have been upgraded to iPhone OS 2.1 (updated 9/10/2008)

• Use Software Update to install Mac OS X v10.5.4 or later before installing iPhone SDK for iPhone OS 2.1 (updated 9/9/2008)

• iPhone OS 2.1 for iPod touch and iPhone is available through iTunes (installation of iTunes 8 is required)

iPhone Developer Program

Program Portal

Prepare For Distribution on the App Store

Get all the details in the Distribution section of the Program Portal.

Watch Publishing on the App Store, from WWDC 2008.

Bug Reporting for iPhone OS

Use the Apple Bug Reporter to submit and track iPhone OS bug reports and enhancement requests.

Learn More ▾

Web Apps Dev Center

Browse the recently added iPhone Web Dev Reference Library for documentation, sample code, and other resources for developing web content for iPhone.

iPhone Dev Center
developer.apple.com/iphone/



Apple Developer Connection – Web Apps Dev Center

Developer Connection

Web Apps DevCenter

Welcome, Christopher Allen (Log out)

Web Development Guidelines for iPhone
Learn the latest techniques on mobile browser-based design and ensure the best user experience for your web application.
[Read Guidelines](#)

iPhone Tech Talk Videos
Watch iPhone engineers from the recent iPhone Tech Talks discuss everything from user interface design to optimizing your web applications and content for iPhone.

- [Designing Web Content for iPhone \(iPhone Session from WWDC 2007\)](#)
- [iPhone Development Introduction](#)
- [iPhone User Interface Design](#)
- [Managing Content and Synced Data for iPhone](#)
- [Safari on iPhone Part I: Compatibility](#)
- [Safari on iPhone Part II: Optimization](#)
- [Safari on iPhone Part III: iPhone Applications](#)

Sample Code
Choose from a range of Sample Code projects that provide development and user interface design techniques for interactive and standards-based design on iPhone.

- [CardFlip](#)
- [iPhoneButtons](#)
- [iPhoneListPatterns](#)
- [MakeiPhoneRefMovie](#)
- [PosterCircle](#)
- [Puzzler](#)

Safari Compatibility
With the WebKit engine used by Safari, developers can create sophisticated web content and applications designed for iPhone.

- [Download Safari 3](#)
- [Learn more about WebKit](#)

iPhone Web Applications
Once your app is ready, submit it for possible listing in the Apple web apps library.

- [Submit your web application](#)
- [Visit the iPhone web apps library](#)

Free iPhone SDK
[Download now](#)

iPhone Developer Program
The fastest path from code to customer.
[Apply now](#)

Web Apps Dev Center
developer.apple.com/webapps



**iPhone in
Action:**
Web
Development
or SDK?

iPhoneWebDev
*Developers
Helping
Developers*



www.iPhoneWebDev.com

iPhoneWebDev
iPhoneWebDev . com

iPhone in Action: Web Development or SDK?



The screenshot shows an iPhone application interface. At the top, there is a header bar with the text "Carrier" and "1:03 AM". On the right side of the header is a battery icon. Below the header, there are three buttons: "Zip Loo...", "Theaters" (which is the active button), and "Donate". The main content area displays a list of theater names, each followed by a right-pointing arrow indicating a link. The theaters listed are: Cerrito Speakeasy Theater, Albany Twin, Oaks Theatre - Berkeley, Shattuck Cinemas, California Theatres, UA Berkeley 7, Century Richmond Hilltop 16, Elmwood Rialto Cinemas, and UA Emerybay 10. At the bottom of the screen is a blue navigation bar containing five icons: a left arrow, a right arrow, a plus sign, a book icon, and a square icon.

- Cerrito Speakeasy Theater >
- Albany Twin >
- Oaks Theatre - Berkeley >
- Shattuck Cinemas >
- California Theatres >
- UA Berkeley 7 >
- Century Richmond Hilltop 16 >
- Elmwood Rialto Cinemas >
- UA Emerybay 10 >

iPhone in Action:

Web Development or SDK?



- ▶ iUI Framework
- ▶ iui.googlecode.com

The screenshot shows a mobile application interface for finding movie theaters. At the top, there is a header bar with the text "Carrier" and "1:03 AM". On the right side of the header are icons for signal strength, battery level, and connectivity. Below the header is a navigation bar with three buttons: "Zip Loo...", "Theaters" (which is the active tab), and "Donate". The main content area displays a list of theater names, each preceded by a right-pointing arrow indicating it's a link. The theaters listed are: Cerrito Speakeasy Theater, Albany Twin, Oaks Theatre - Berkeley, Shattuck Cinemas, California Theatres, UA Berkeley 7, Century Richmond Hilltop 16, Elmwood Rialto Cinemas, and UA Emerybay 10. At the bottom of the screen is a blue footer bar with five icons: a left arrow, a right arrow, a plus sign, a book icon, and a square icon.

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Albany Twin	>
Oaks Theatre - Berkeley	>
Shattuck Cinemas	>
California Theatres	>
UA Berkeley 7	>
Century Richmond Hilltop 16	>
Elmwood Rialto Cinemas	>
UA Emerybay 10	>

iPhone in Action:

Web Development or SDK?



- ▶ iUI Framework
 - ▶ iui.googlecode.com
 - ▶ Navigation windows from JSON objects

The screenshot shows a mobile application interface for finding movie theaters. At the top, there is a header bar with the text "Carrier" and "1:03 AM". On the right side of the header are icons for signal strength, battery level, and connectivity. Below the header is a navigation bar with three buttons: "Zip Loo...", "Theaters" (which is the active tab), and "Donate". The main content area displays a list of theater names, each preceded by a right-pointing arrow indicating it's a link. The theaters listed are: Cerrito Speakeasy Theater, Albany Twin, Oaks Theatre - Berkeley, Shattuck Cinemas, California Theatres, UA Berkeley 7, Century Richmond Hilltop 16, Elmwood Rialto Cinemas, and UA Emerybay 10. At the bottom of the screen is a blue footer bar with five icons: a left arrow, a right arrow, a plus sign, a book icon, and a square icon.

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Oaks Theatre - Berkeley	>
Shattuck Cinemas	>
California Theatres	>
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Century Richmond Hilltop 16	>
Elmwood Rialto Cinemas	>
UA Emerybay 10	>

iPhone in Action:

Web Development or SDK?



- ▶ iUI Framework
 - ▶ iui.googlecode.com
 - ▶ Navigation windows from JSON objects
 - ▶ Navigational objects using canvas UI tags for speed

The screenshot shows a mobile application interface for finding movie theaters. At the top, there is a header bar with the text "Carrier" and "1:03 AM". On the right side of the header are icons for signal strength, battery level, and connectivity. Below the header is a navigation bar with three buttons: "Zip Loo...", "Theaters" (which is the active tab), and "Donate". The main content area displays a list of theater names, each preceded by a right-pointing arrow indicating a link. The theaters listed are: Cerrito Speakeasy Theater, Albany Twin, Oaks Theatre - Berkeley, Shattuck Cinemas, California Theatres, UA Berkeley 7, Century Richmond Hilltop 16, Elmwood Rialto Cinemas, and UA Emerybay 10. At the bottom of the screen is a blue footer bar containing five icons: a left arrow, a right arrow, a plus sign, a book icon, and a square icon.

Cerrito Speakeasy Theater	>
Albany Twin	>
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UA Berkeley 7	>
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Elmwood Rialto Cinemas	>
UA Emerybay 10	>

iPhone in Action:

Web Development or SDK?



- ▶ iUI Framework
 - ▶ iui.googlecode.com
 - ▶ Navigation windows from JSON objects
 - ▶ Navigational objects using canvas UI tags for speed
 - ▶ Handles phone rotation events

The screenshot shows a mobile application interface for finding movie theaters. At the top, there is a header bar with the text "Carrier" and "1:03 AM". On the right side of the header are icons for signal strength, battery level, and connectivity. Below the header is a navigation bar with three buttons: "Zip Loo...", "Theaters" (which is the active button), and "Donate". The main content area displays a list of theater names, each preceded by a right-pointing arrow indicating a link. The theaters listed are: Cerrito Speakeasy Theater, Albany Twin, Oaks Theatre - Berkeley, Shattuck Cinemas, California Theatres, UA Berkeley 7, Century Richmond Hilltop 16, Elmwood Rialto Cinemas, and UA Emerybay 10. At the bottom of the screen is a blue footer bar containing five icons: a left arrow, a right arrow, a plus sign, a book icon, and a square icon.

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Albany Twin	>
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iPhone in Action:

Web Development or SDK?



- ▶ iUI Framework
 - ▶ iui.googlecode.com
 - ▶ Navigation windows from JSON objects
 - ▶ Navigational objects using canvas UI tags for speed
 - ▶ Handles phone rotation events
 - ▶ Supports XMLHttpRequest

The screenshot shows a mobile application interface for finding movie theaters. At the top, there is a header bar with the text "Carrier" and "1:03 AM". On the right side of the header are icons for signal strength, battery level, and connectivity. Below the header is a navigation bar with three buttons: "Zip Loo...", "Theaters" (which is the active button), and "Donate". The main content area lists several theater locations with arrows to their right, indicating they are links. The listed theaters are: Cerrito Speakeasy Theater, Albany Twin, Oaks Theatre - Berkeley, Shattuck Cinemas, California Theatres, UA Berkeley 7, Century Richmond Hilltop 16, Elmwood Rialto Cinemas, and UA Emerybay 10. At the bottom of the screen is a blue footer bar with five icons: a left arrow, a right arrow, a plus sign, a book icon, and a square icon.

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iPhone in Action:

Web Development or SDK?



- ▶ iUI Framework
 - ▶ iui.googlecode.com
 - ▶ Navigation windows from JSON objects
 - ▶ Navigational objects using canvas UI tags for speed
 - ▶ Handles phone rotation events
 - ▶ Supports XMLHttpRequest
 - ▶ A great iPhone user experience

The screenshot shows a mobile application interface for finding movie theaters. At the top, there are status icons for signal strength, battery level, and time (1:03 AM). Below the status bar is a navigation bar with three buttons: "Zip Loo...", "Theaters" (which is the active tab), and "Donate". The main content area lists several theater locations with right-pointing arrows indicating they are links:

- Cerrito Speakeasy Theater >
- Albany Twin >
- Oaks Theatre - Berkeley >
- Shattuck Cinemas >
- California Theatres >
- UA Berkeley 7 >
- Century Richmond Hilltop 16 >
- Elmwood Rialto Cinemas >
- UA Emerybay 10 >

At the bottom of the screen is a blue footer bar with five white icons: a left arrow, a right arrow, a plus sign, a book icon, and a square icon.

iPhone in Action:

Web Development or SDK?



► iUI Framework

- ▶ iui.googlecode.com
- ▶ Navigation windows from JSON objects
- ▶ Navigational objects using canvas UI tags for speed
- ▶ Handles phone rotation events
- ▶ Supports XMLHttpRequest
- ▶ A great iPhone user experience
- ▶ 1.8KB with gzip and Dojo shrinksafe

The screenshot shows a mobile application interface for finding movie theaters. At the top, there is a header bar with the text "Carrier" and "1:03 AM". On the right side of the header are icons for signal strength, battery level, and connectivity. Below the header is a navigation bar with three buttons: "Zip Loo...", "Theaters" (which is the active button), and "Donate". The main content area displays a list of theater names, each preceded by a right-pointing arrow indicating a link. The list includes:

- Cerrito Speakeasy Theater >
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At the bottom of the screen is a blue footer bar with five white icons: a left arrow, a right arrow, a plus sign, a book icon, and a square icon.

iPhone in Action:

Web Development or SDK?



► iUI Framework

- iui.googlecode.com
- Navigation windows from JSON objects
- Navigational objects using canvas UI tags for speed
- Handles phone rotation events
- Supports XMLHttpRequest
- A great iPhone user experience
- 1.8KB with gzip and Dojo shrinksafe
- Moviesapp.com written in 5 hours...

The screenshot shows a list of movie theaters. The items listed are:

- Cerrito Speakeasy Theater >
- Albany Twin >
- Oaks Theatre - Berkeley >
- Shattuck Cinemas >
- California Theatres >
- UA Berkeley 7 >
- Century Richmond Hilltop 16 >
- Elmwood Rialto Cinemas >
- UA Emerybay 10 >

iPhone in Action: Action: Web Development or SDK?



The screenshots show the following sequence of the app's interface:

- Screenshot 1:** Shows the main search screen with fields for Zip Code (94707), Date (Today (8/23)), and View (Theater). A "Go" button is at the bottom.
- Screenshot 2:** Shows details for the movie "Deep Water".
 - Length: 1hr 33min
 - Genre: Documentary
 - Rating: ★★★★☆
 - Times: 1:45 4:15 9:40
 - Rated: PG
 - Buy Tickets
 - Play Trailer
 - IMDb
 - Map to Oaks Theatre - Berkeley
- Screenshot 3:** Shows a list of theaters.
 - Oaks Theatre - Berkeley
 - Albany Twin
 - Cerrito Speakeasy Theater
 - Shattuck Cinemas
 - California Theatres
 - UA Berkeley 7
 - Elmwood Theatre 3
 - UA Emerybay 10
 - AMC Bay Street 16
- Screenshot 4:** Shows a list of movies at a specific theater.
 - Deep Water
 - Eastern Promises
 - Harry Potter and the Order of the Phoenix

moviesapp.com using iUI

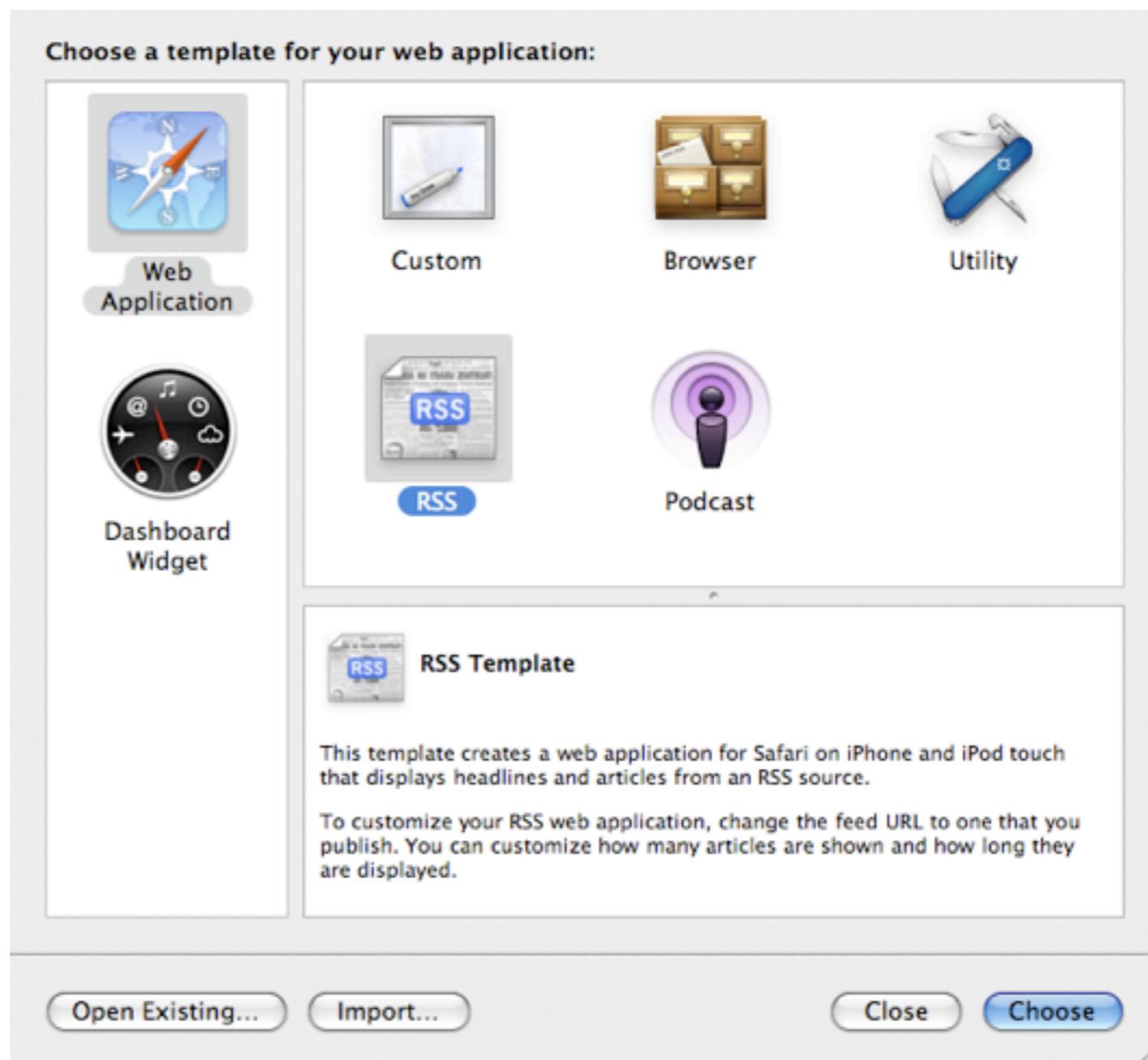


**iPhone in
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Web
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SQLite Safari
tinyurl.com/sqlitesafari

iPhone in Action: Web Development or SDK?



DashCode

iPhone in Action: Web Development or SDK?



Dashcode Development



iPhone in Action: Web Development or SDK?

touchcode - Google Code

ChristopherA@gmail.com | What's new? | Profile | Settings | Help | Sign out

Google Code touchcode Repository of iPhone and iPod Touch source code.

Project Home Downloads Wiki Issues Source

Summary | Updates

Code License: MIT License

Labels: iPhone, iPodTouch, CocoaTouch, Cocos, ObjectiveC, Mac OSX

Feeds: Project Feeds

Project owners: How to join?
jwright

Project members:
timburks,
dgro...@ulocate.com,
jbaird,
rhoib...@mac.com,
lemontw, atomicbird,
devin.chalmers,
zacwhite, dan94501,
luisjdelarosa, wisequark,
tristanotiermey,
elcaj...@mac.com,
sagolla, ravenzachary

void EdgeDetection::computeEdge()
{
 int pixel,r,g,b;
 int x,y;
 int offset;
 ...
 r=0;g=0;b=0;
 for (y=0 ; y

Repository of iPhone and iPod Touch source code, including [TouchJSON](#), [TouchXML](#) and [more](#).

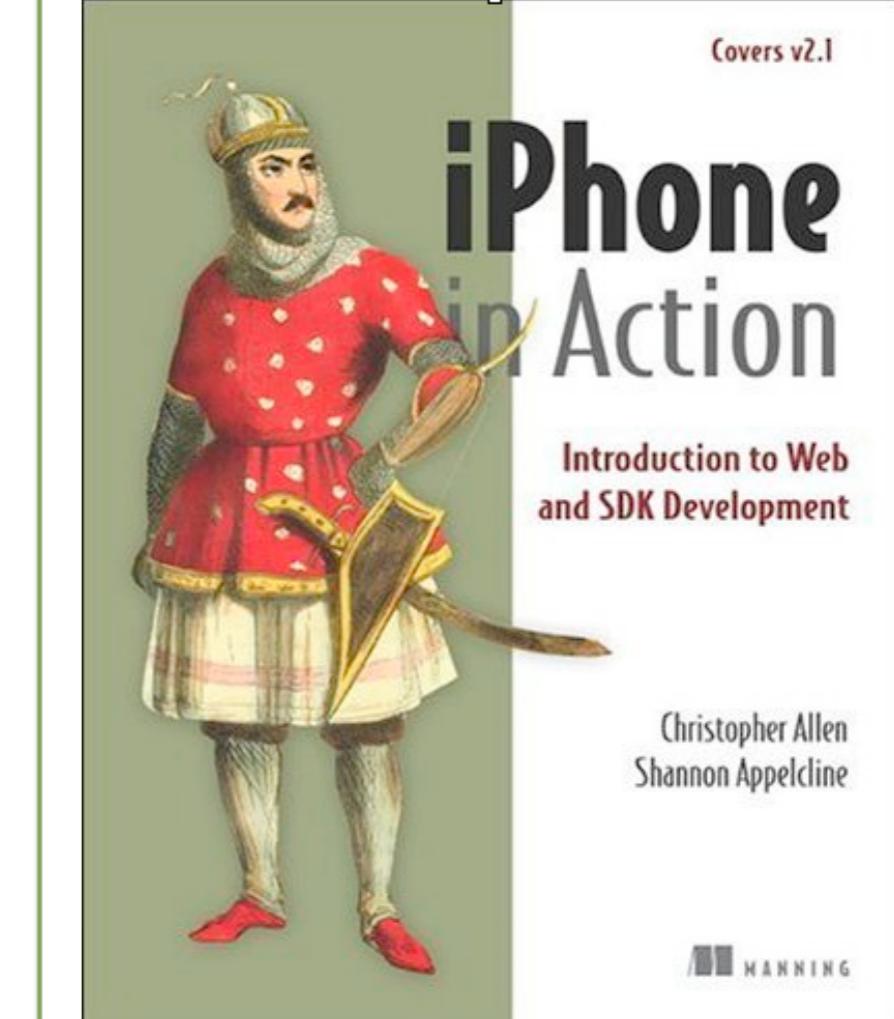
See [News](#) for the latest info on what's happening.

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TouchCode (json,xml,rss,...)
touchcode.googlecode.com

iPhone in Action:

Web Development or SDK?

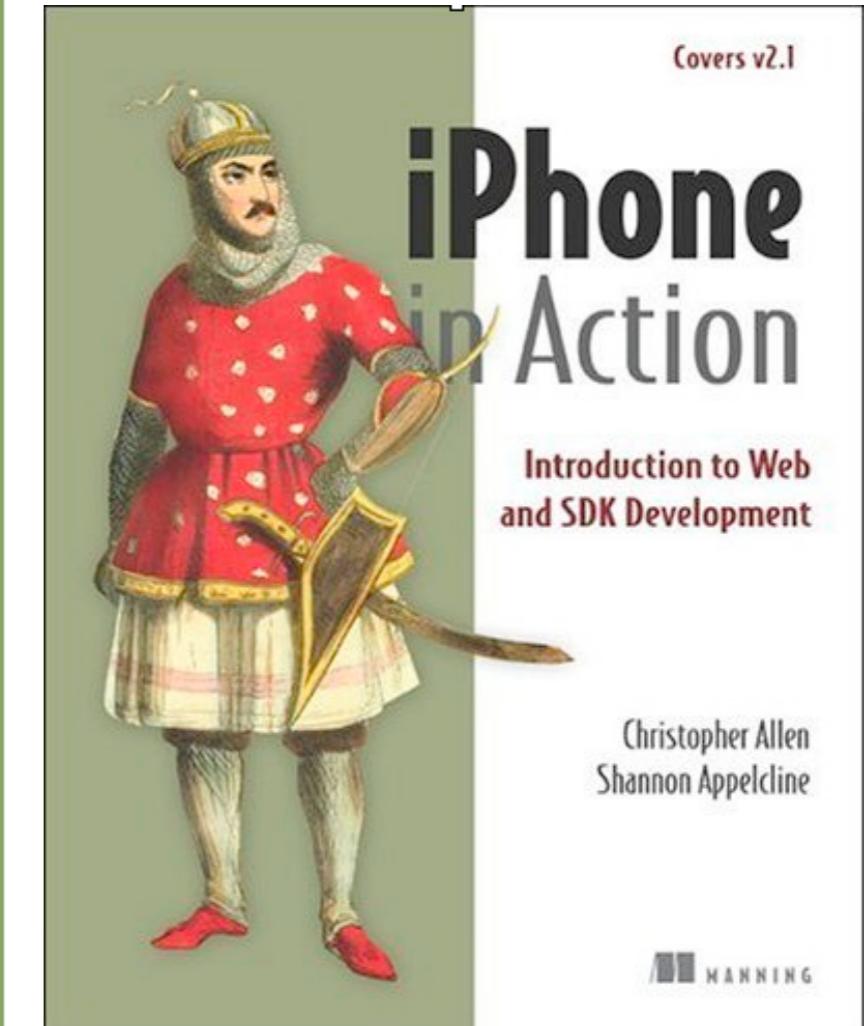


iPhone in Action:

Web Development or SDK?



- ▶ iPhone In Action:
Introduction to Web & SDK Development
- ▶ manning.com/iphoneinaction

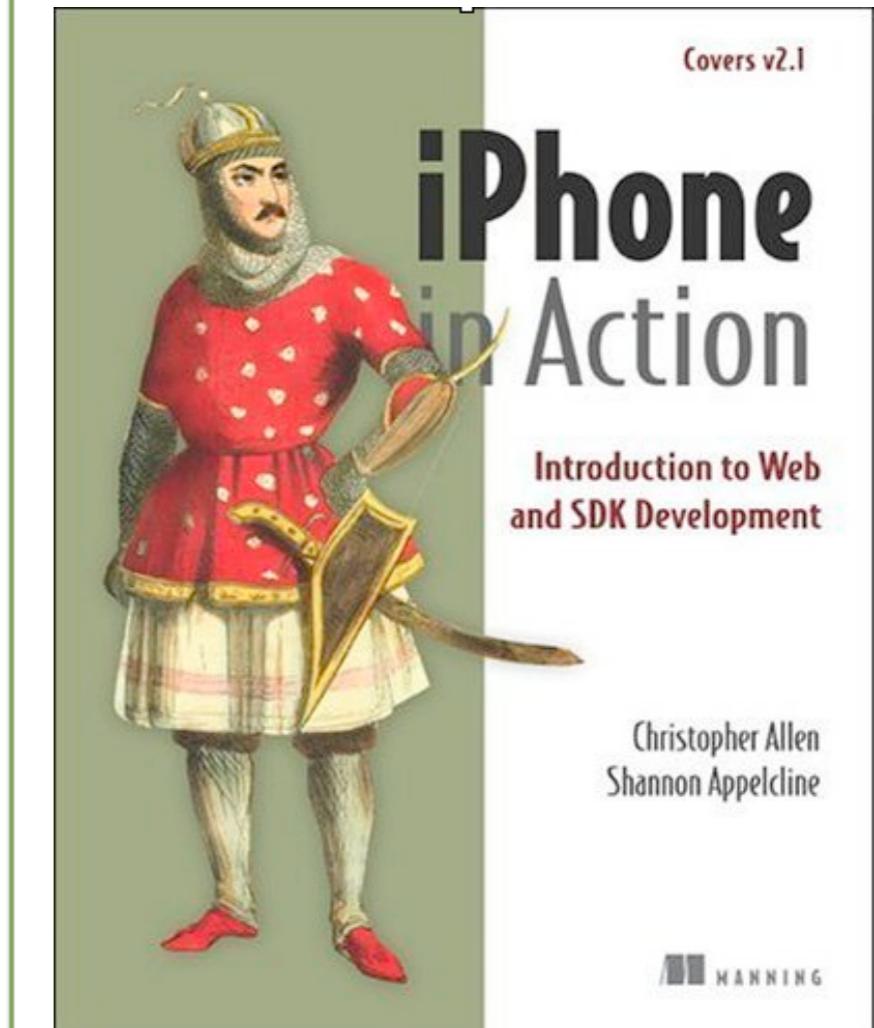


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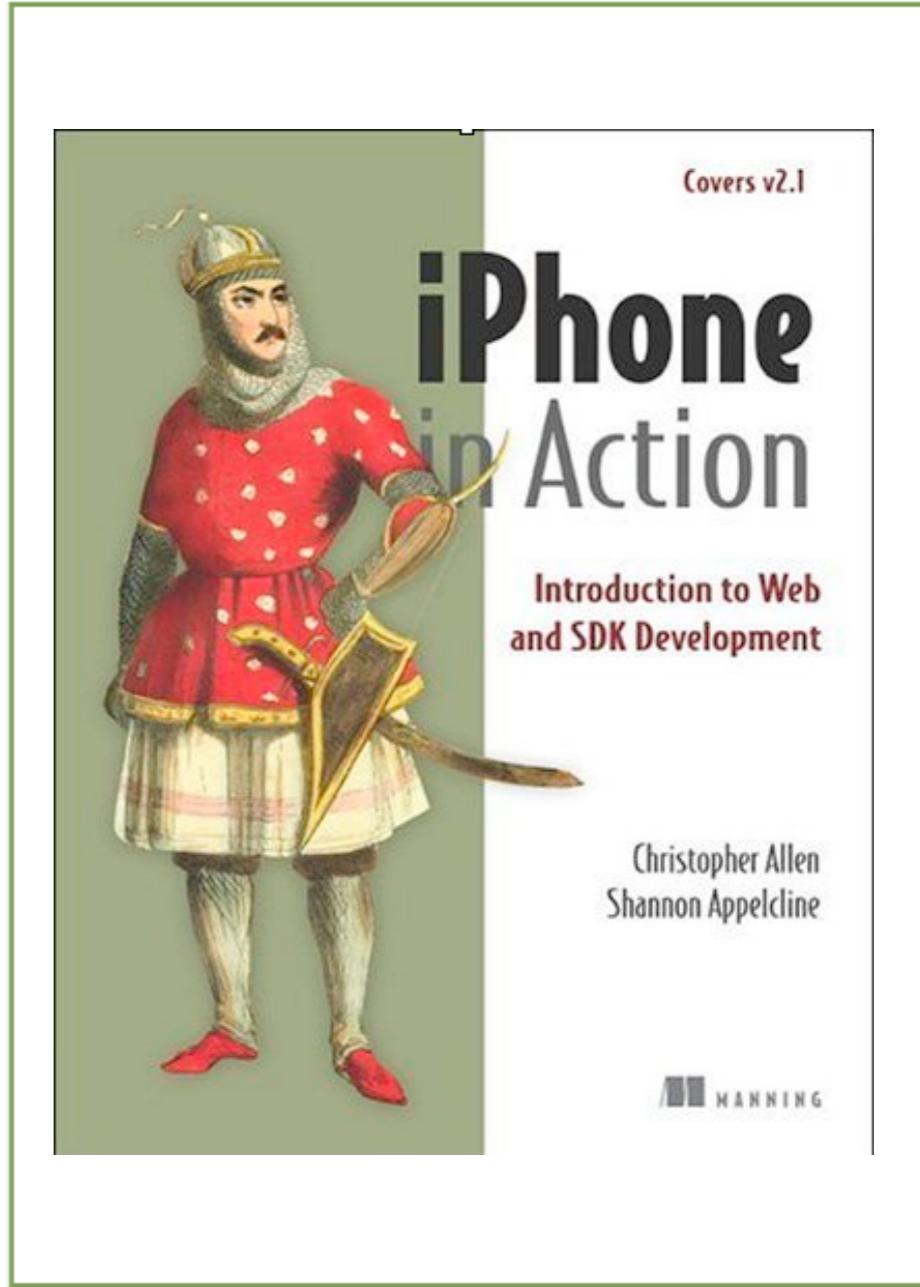


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 - ▶ Creating web apps optimized for the iPhone with Canvas, WebKit, and iUI

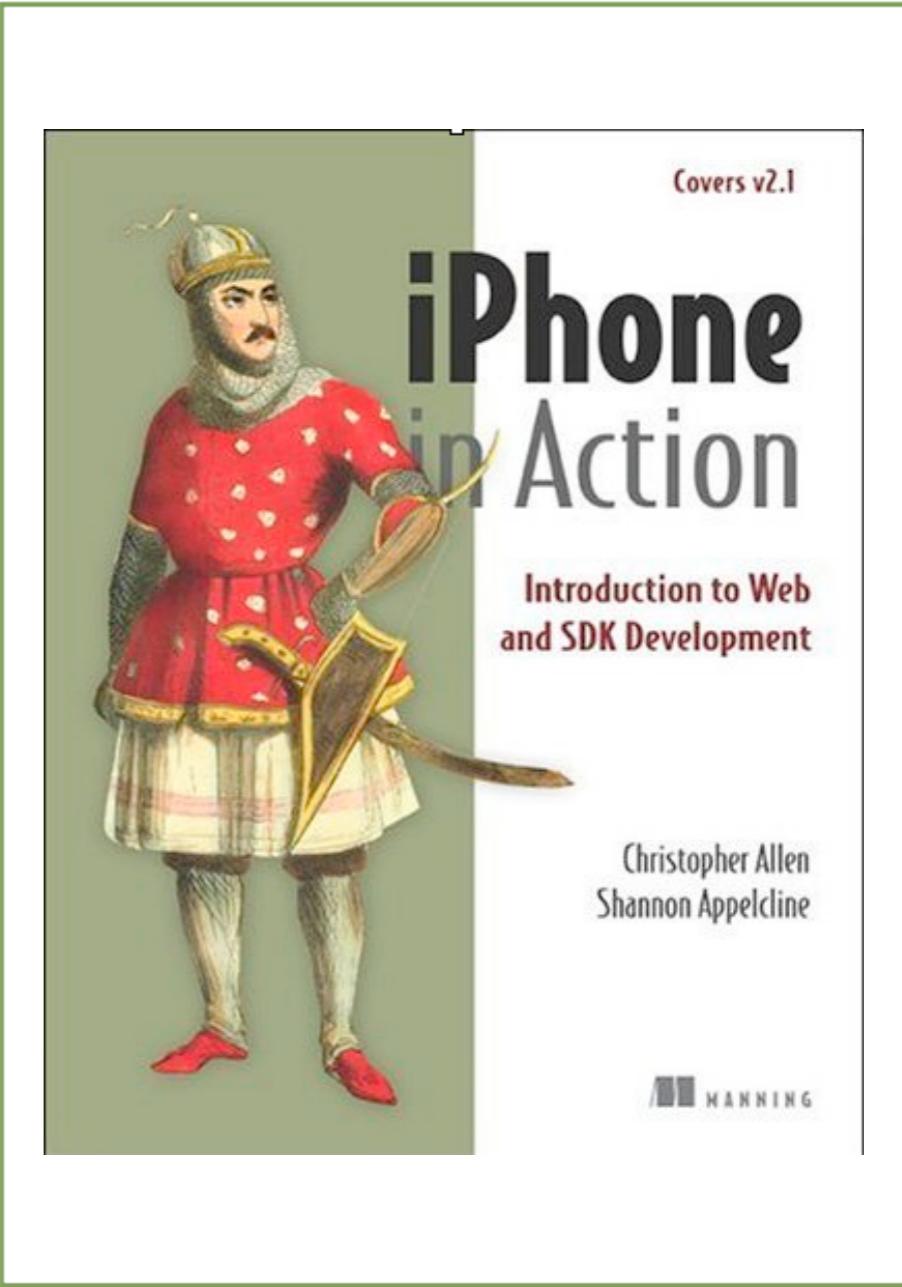


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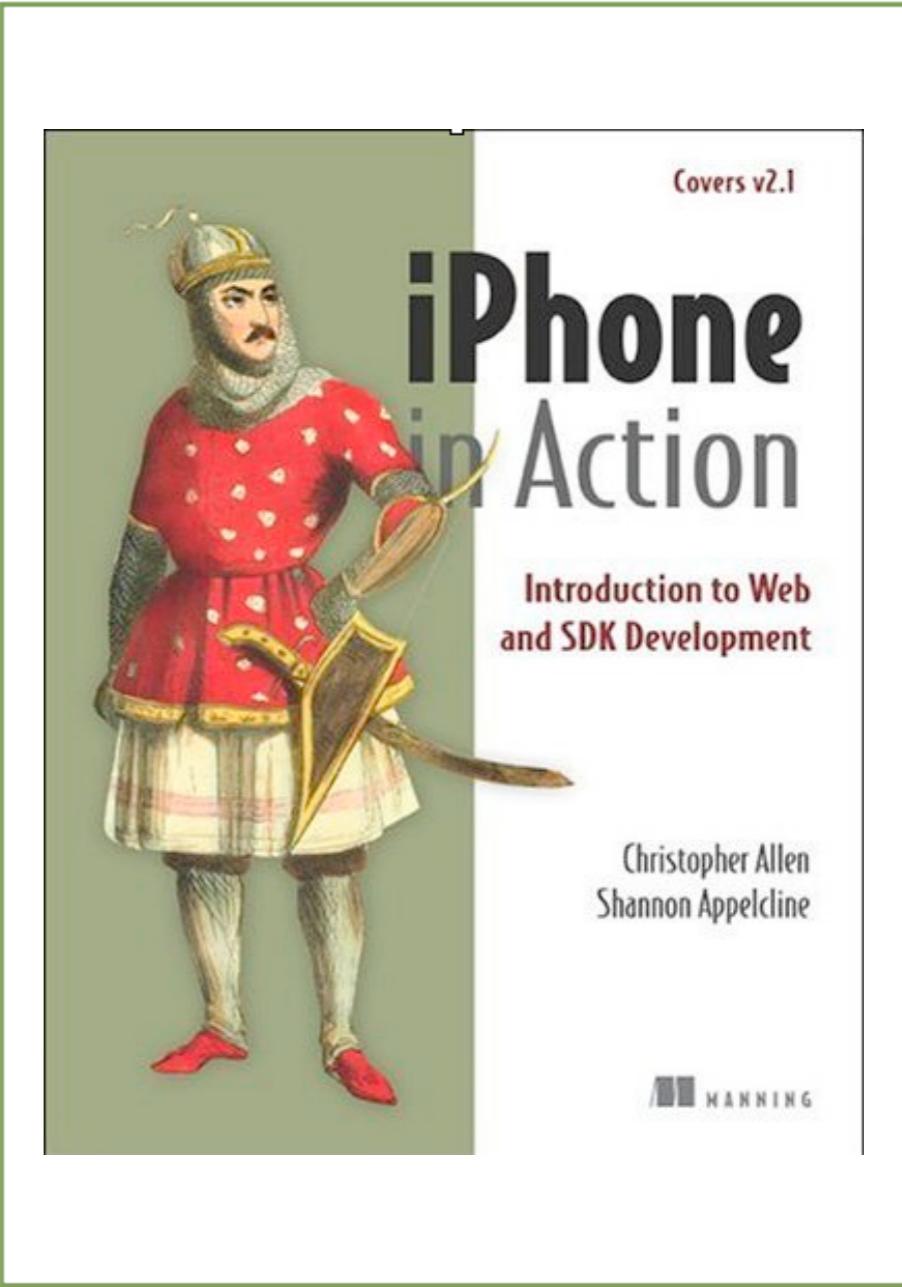


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 - ▶ Learning about the iPhone native SDK
 - ▶ Programming with Cocoa Touch's UIKit

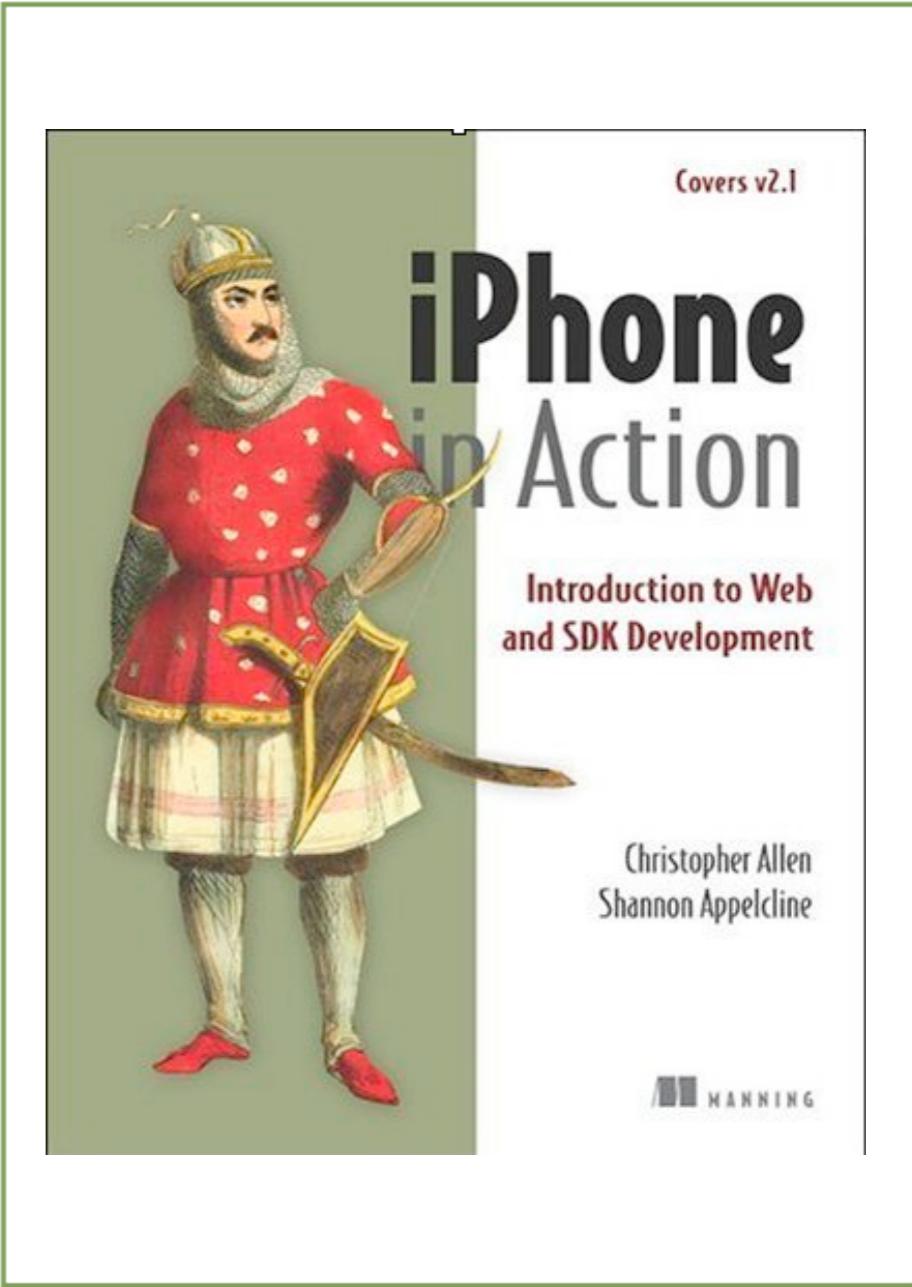


iPhone in Action:

Web Development or SDK?



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 - ▶ Programming with Cocoa Touch's UIKit
 - ▶ Building apps that delve into the iPhone's toolbox

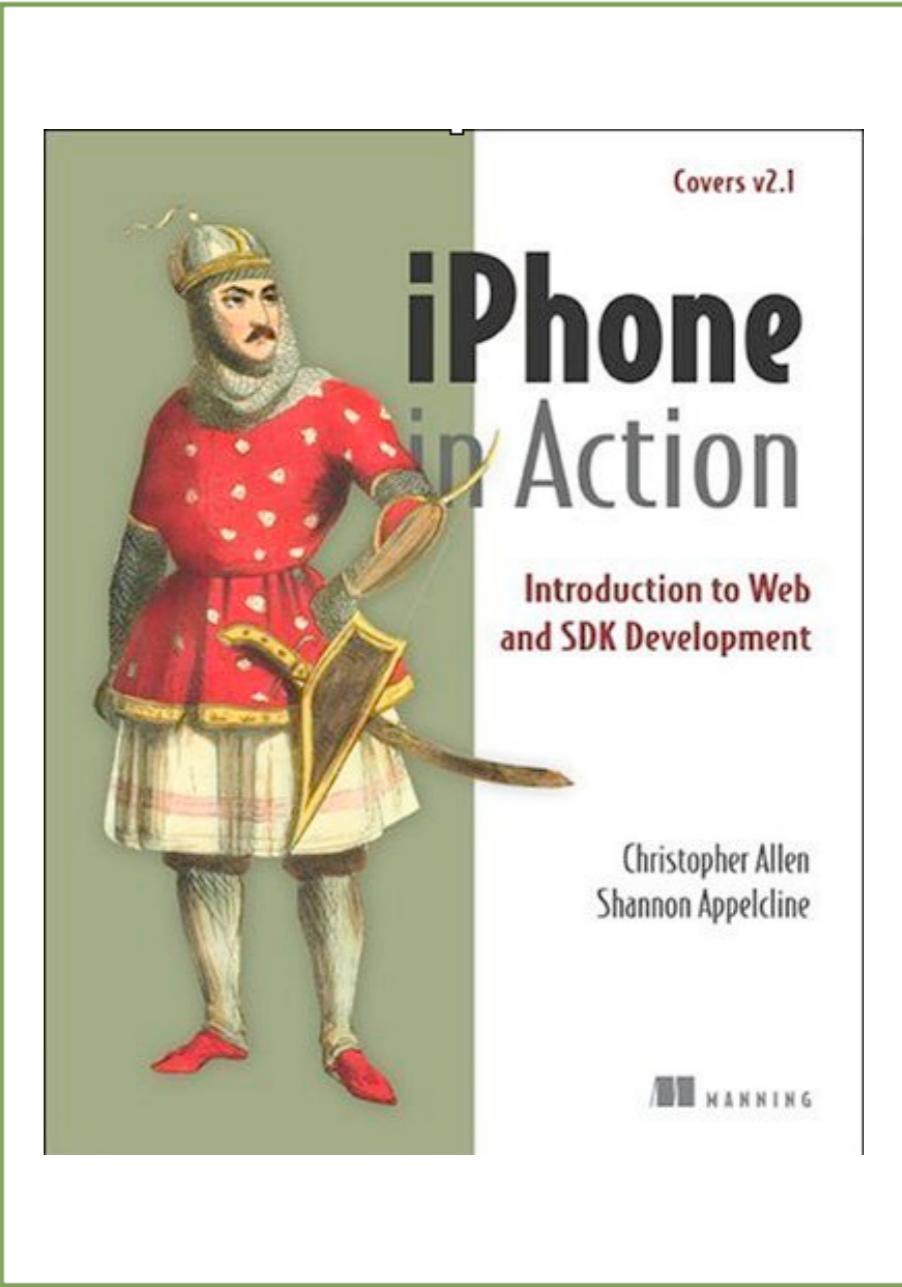


iPhone in Action:

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 - ▶ Blending web & iPhone SDK development

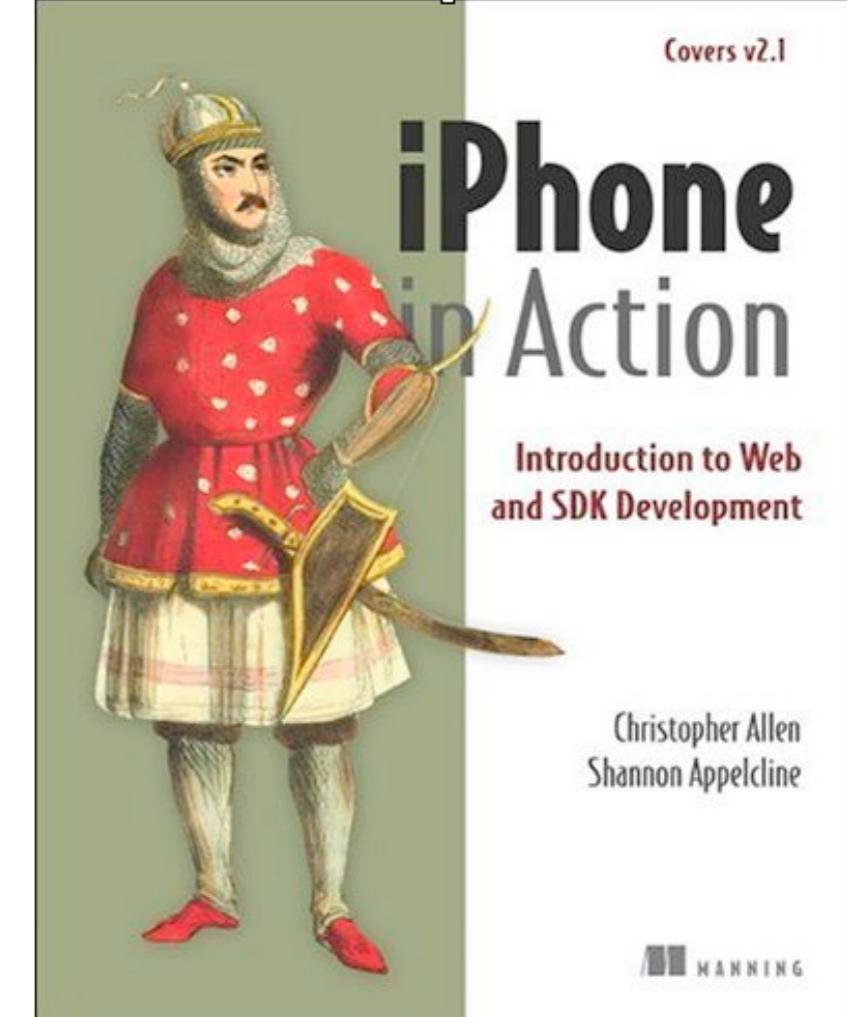


iPhone in Action:

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 - ▶ Building apps that delve into the iPhone's toolbox
 - ▶ Blending web & iPhone SDK development
 - ▶ Available Now in Print & PDF

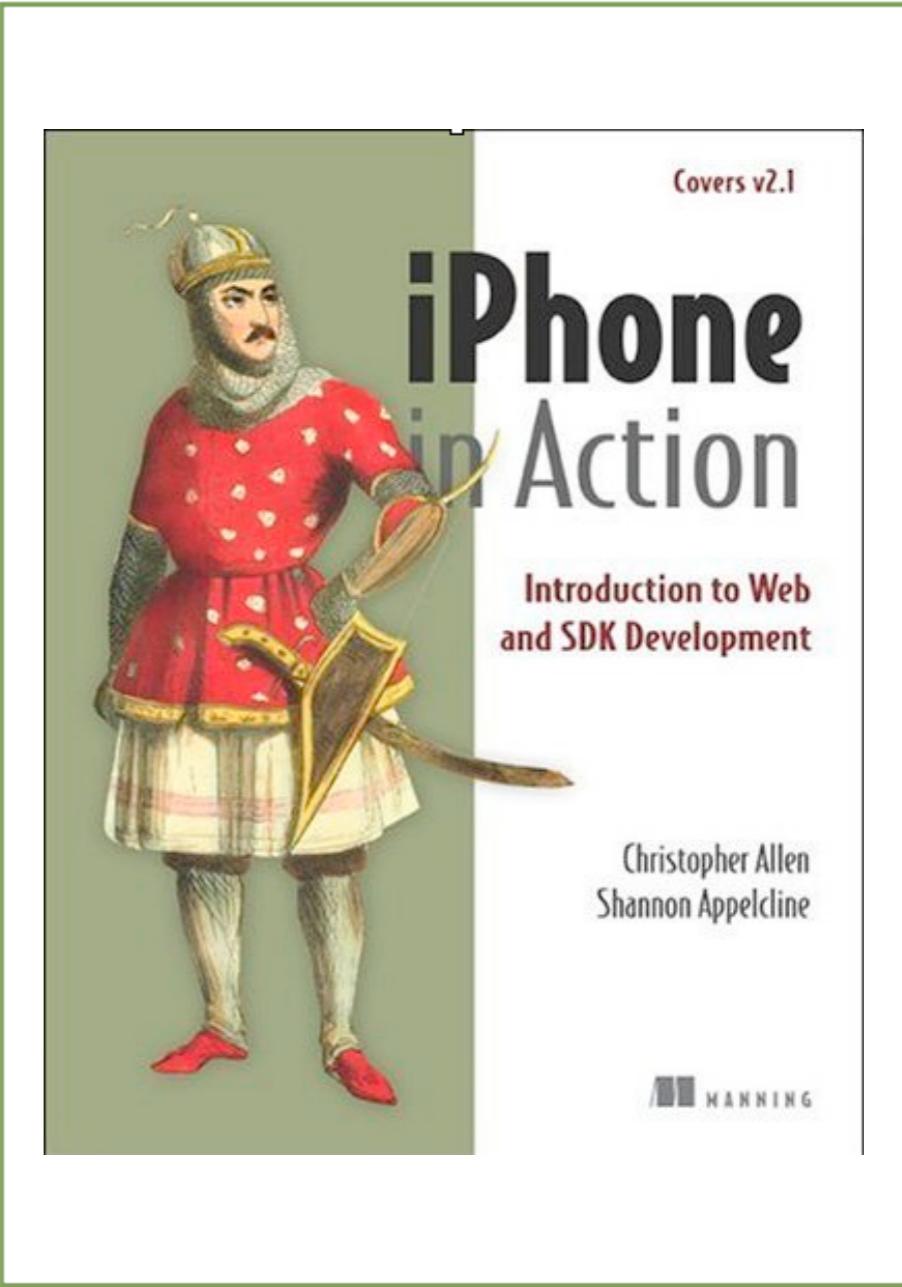


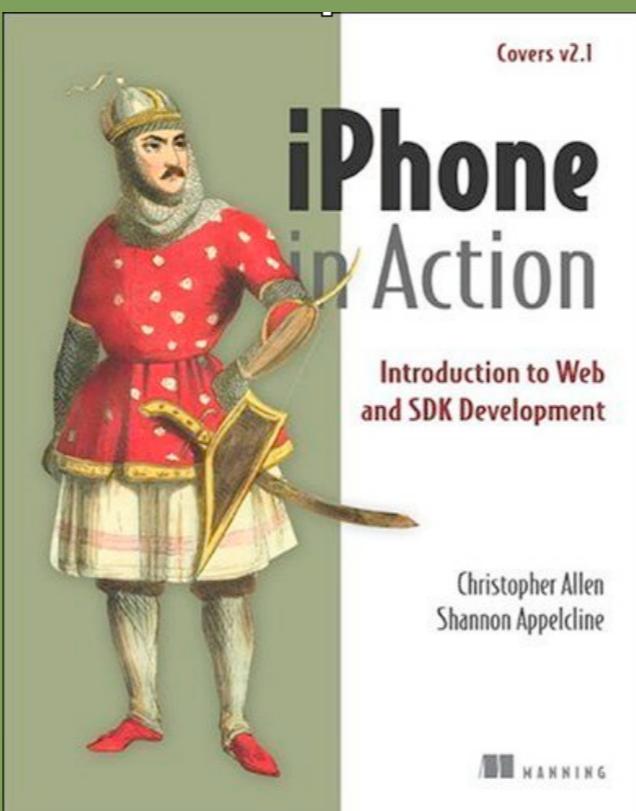
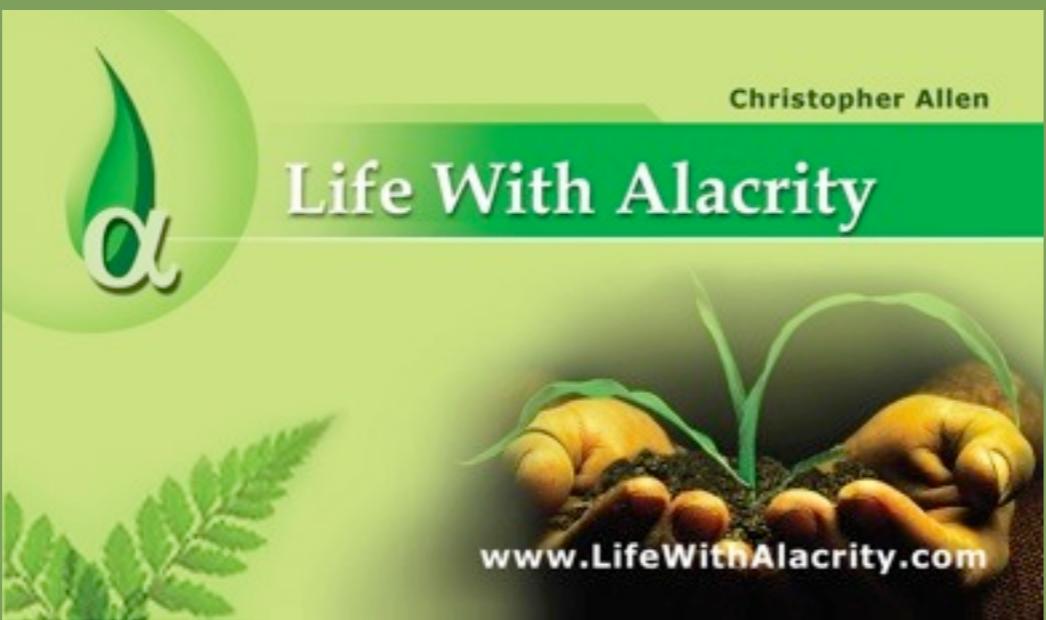
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iphoneinaction.manning.com





<mailto:ChristopherA@manning.com>

