



Porting Lessons from the Trenches

# Who am I?

- Scott Michaels, Vice President Atimi Software

# About Atimi

- Founded nine years ago in Vancouver BC
- Named one of BC's fastest growing tech companies 2006 and 2007
- Founder and President, Steven Gully, named one of Business in Vancouver's Top 40 Under 40 in 2007
- Operate as a service firm, we don't produce product under our own name

# Orchard - The Atimi iPhone Kit

Atimi created a set of features most common to iPhone applications, allowing for faster development with high quality

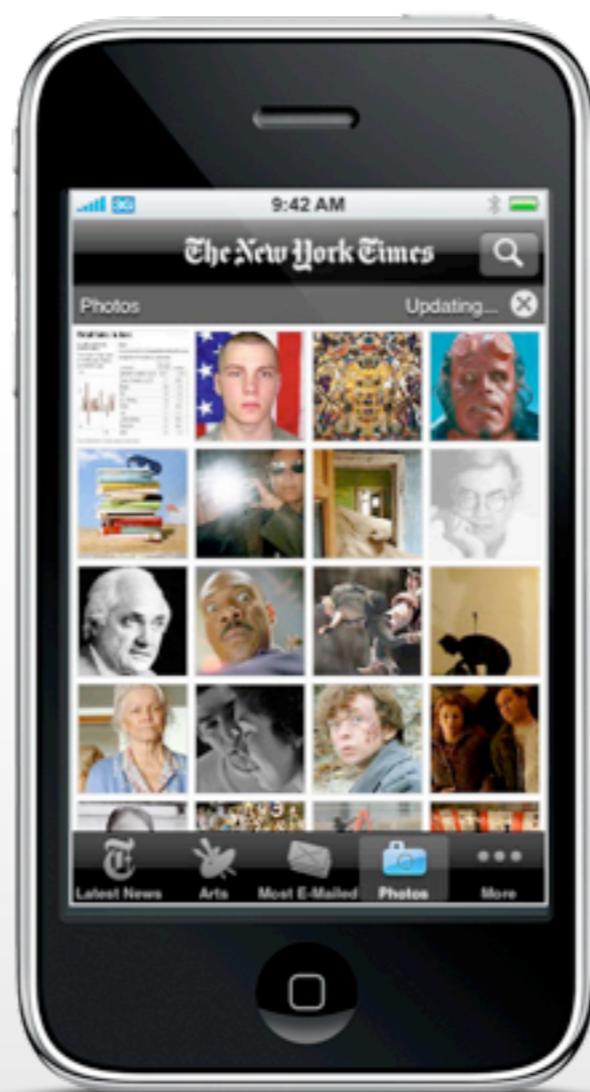
- Server - Side component (messages, data, etc)
- Queue management to take care of all the interruptions to applications (phone calls, etc)
- Photo gallery with all expected bells / whistles
- Integration with statistics tracking packages
- Mapping
- Javascript Bridge to Cocoa
- Much more...

# Atimi iPhone Releases



Access Hollywood

# Atimi iPhone Releases



New York Times  
Reader

# Atimi iPhone Releases



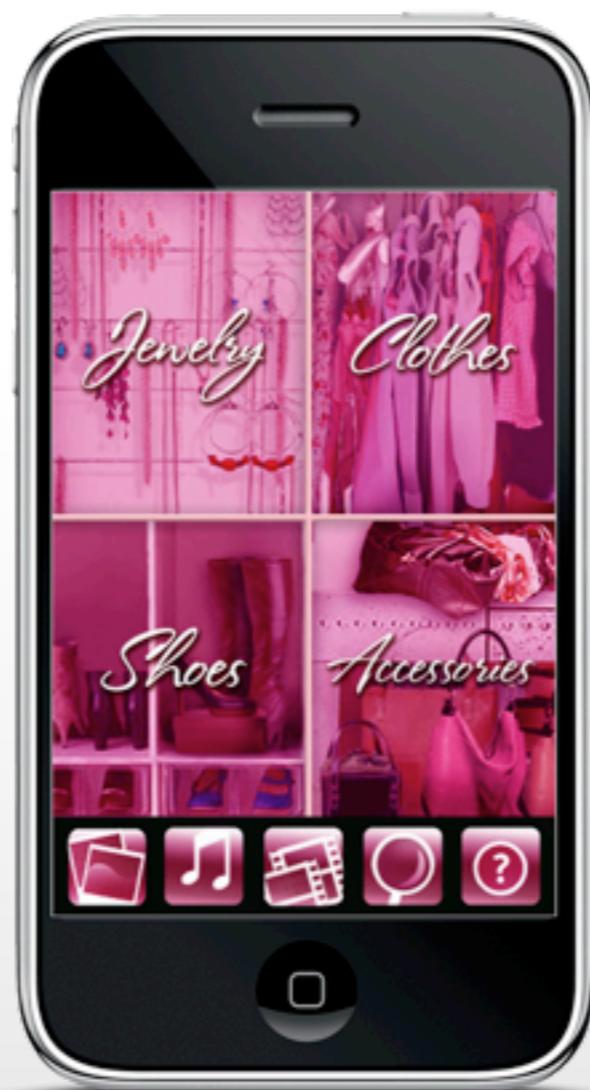
Etch a Sketch

# Atimi iPhone Releases



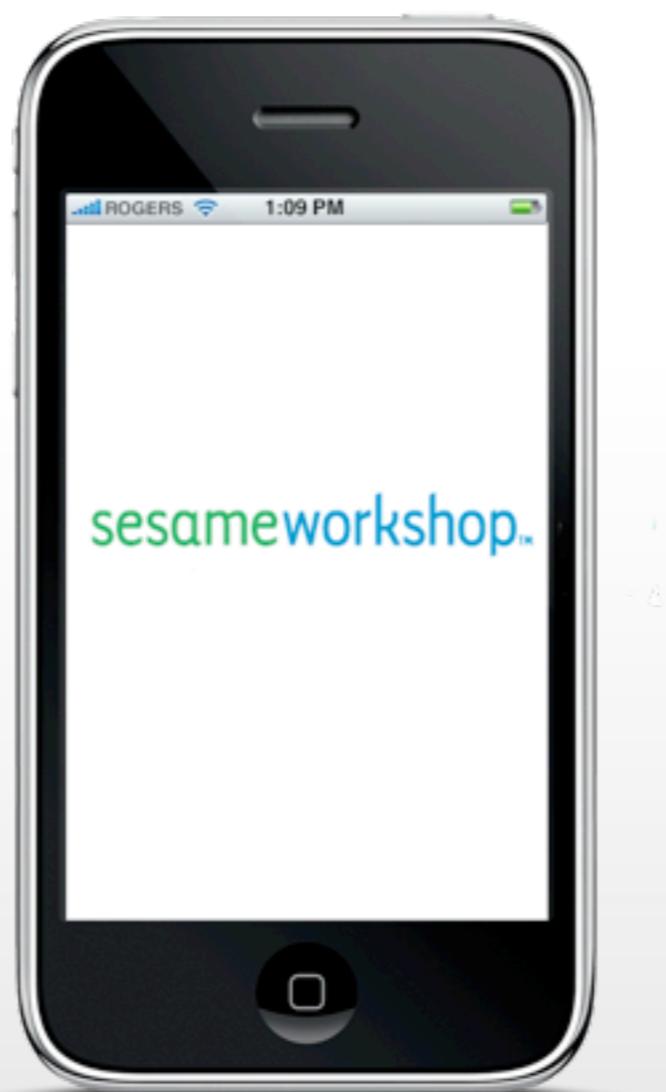
HaHaHa

# Atimi iPhone Releases



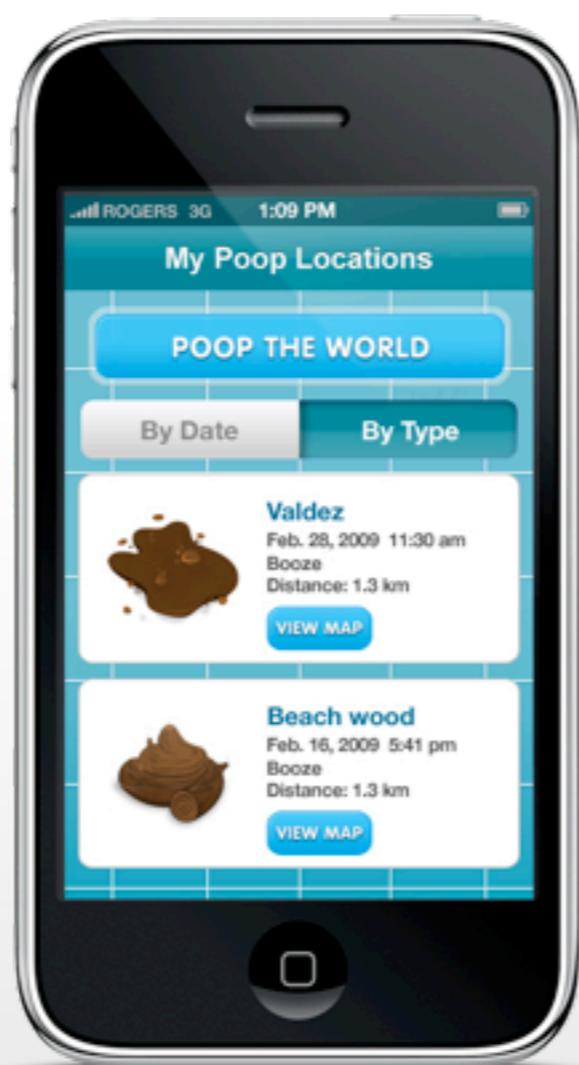
Sex and the City  
Carrie's Closet

# Atimi iPhone Releases



Sesame Street  
iRead

# Atimi iPhone Releases



Poop the World

# Atimi iPhone Releases



Gin Rummy Deluxe

# Atimi iPhone Releases



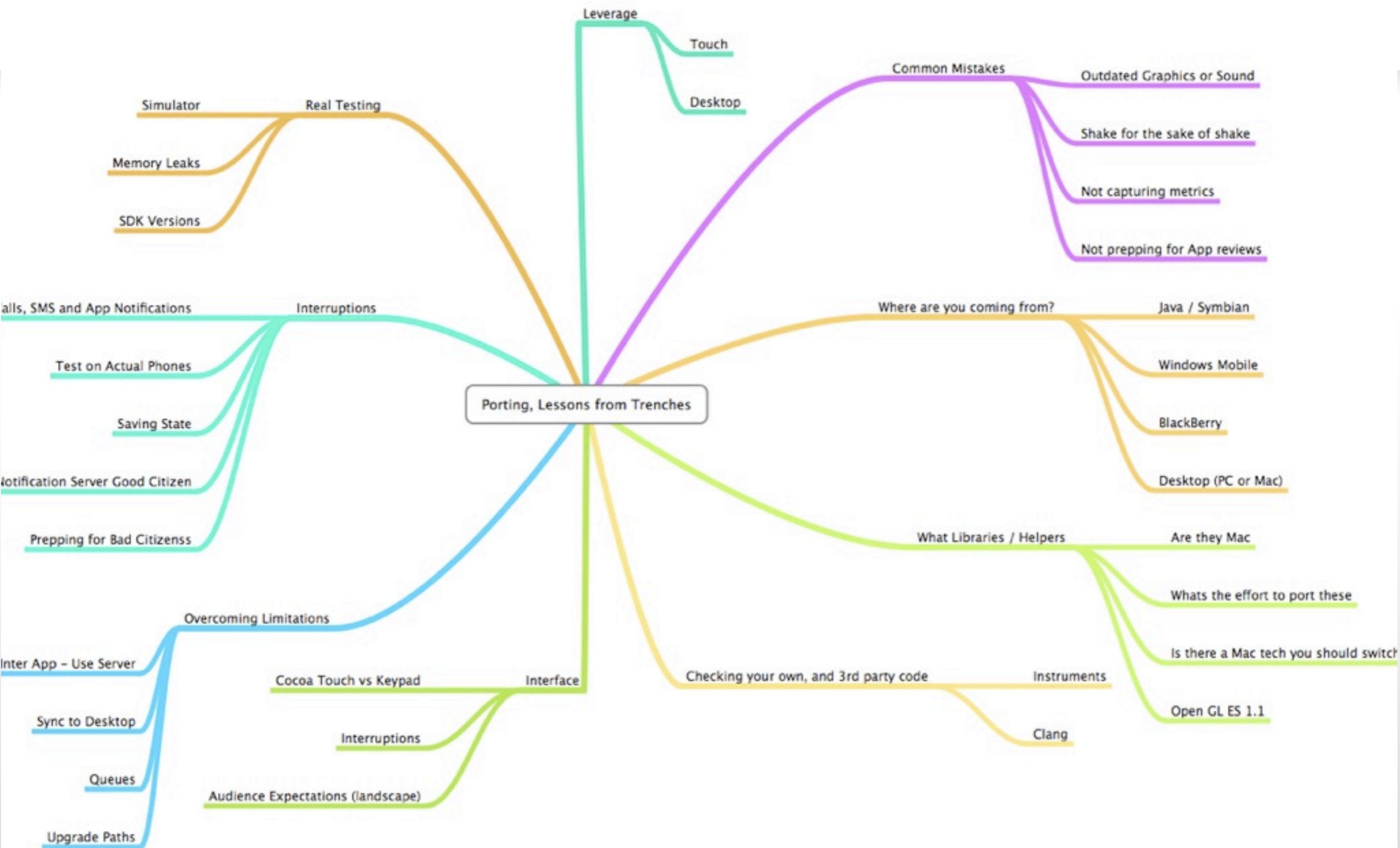
Go Fish

# Secret Projects - NDA

- Major Children's show - 7.5 GB install footprint
- Sports Network - Suite of apps
- News Network - Suite of apps
- Video playing app
- Video Store Chain
- Magazine and Traditional Publishing Apps
- AD / Promotional Apps

# Lessons From the Trenches

# Porting Lessons from the Trenches



# Starting Up

Not capturing metrics

Not prepping for App reviews

Where are you coming from?

Java / Symbian

Windows Mobile

BlackBerry

Desktop (PC or Mac)

What Libraries / Helpers

Are they Mac

Whats the effort to port these

# Porting Lessons from the Trenches

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# Libs / Helpers

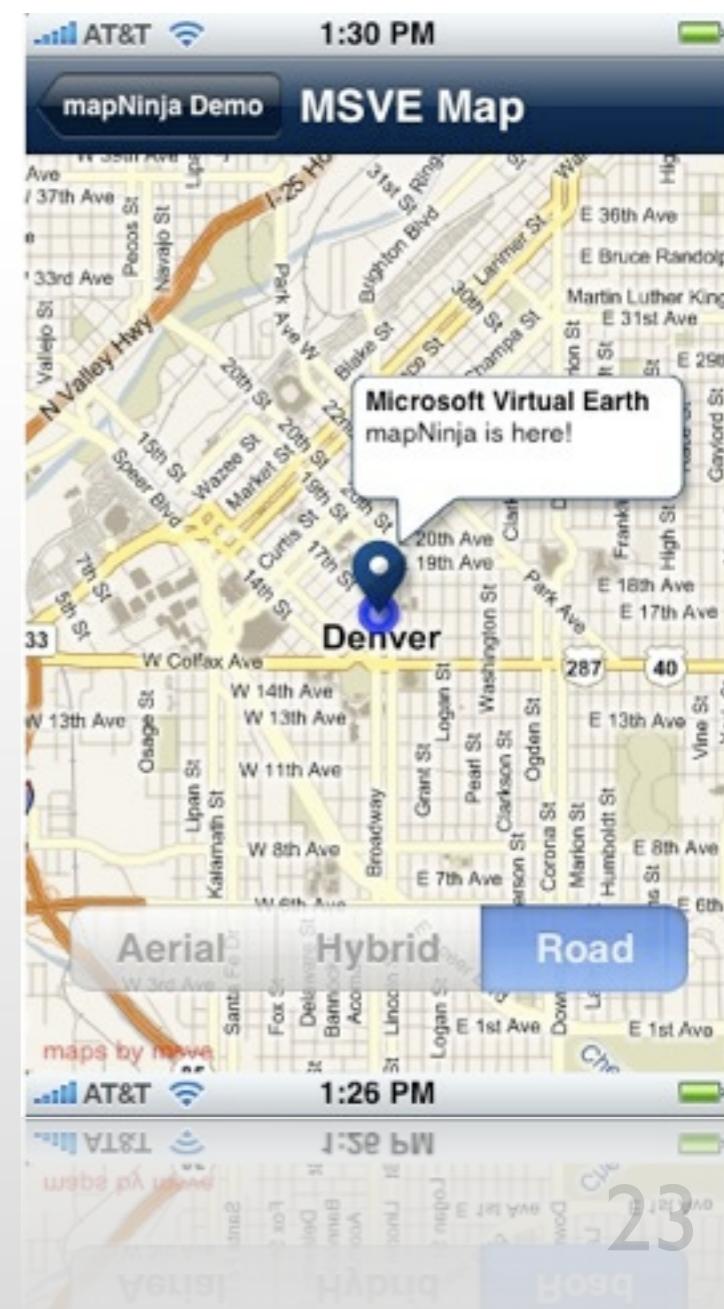


# What Don't You Have?

- Java
- Flash
- Animation Libraries (Talking Mouth)
- Open GL (Beyond ES 1.1)

# What Do You Have?

- Server side components
- Mac Frameworks
- Helpers such as Unity 3D, the Playfirst SDK
- MapNinjas



# Dealbreakers

- Frameworks: It ‘All’ has to work
- Performance

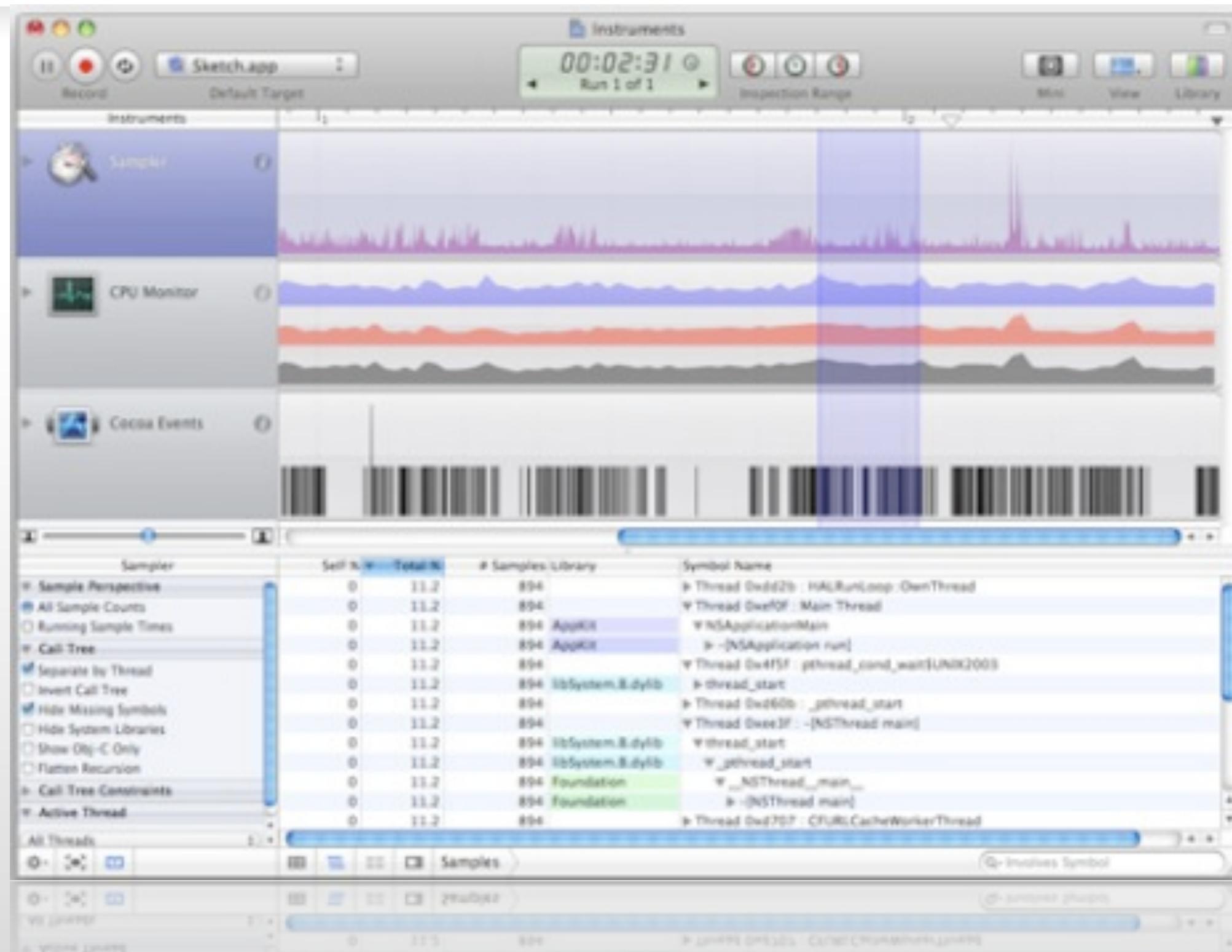
# Evaluating

## What Libraries / Helpers

Checking your own, and 3rd party code

Instruments

Clang



# Overcoming the Limitations

## Overcoming Limitations

Inter App - Use Server

Sync to Desktop

Queues

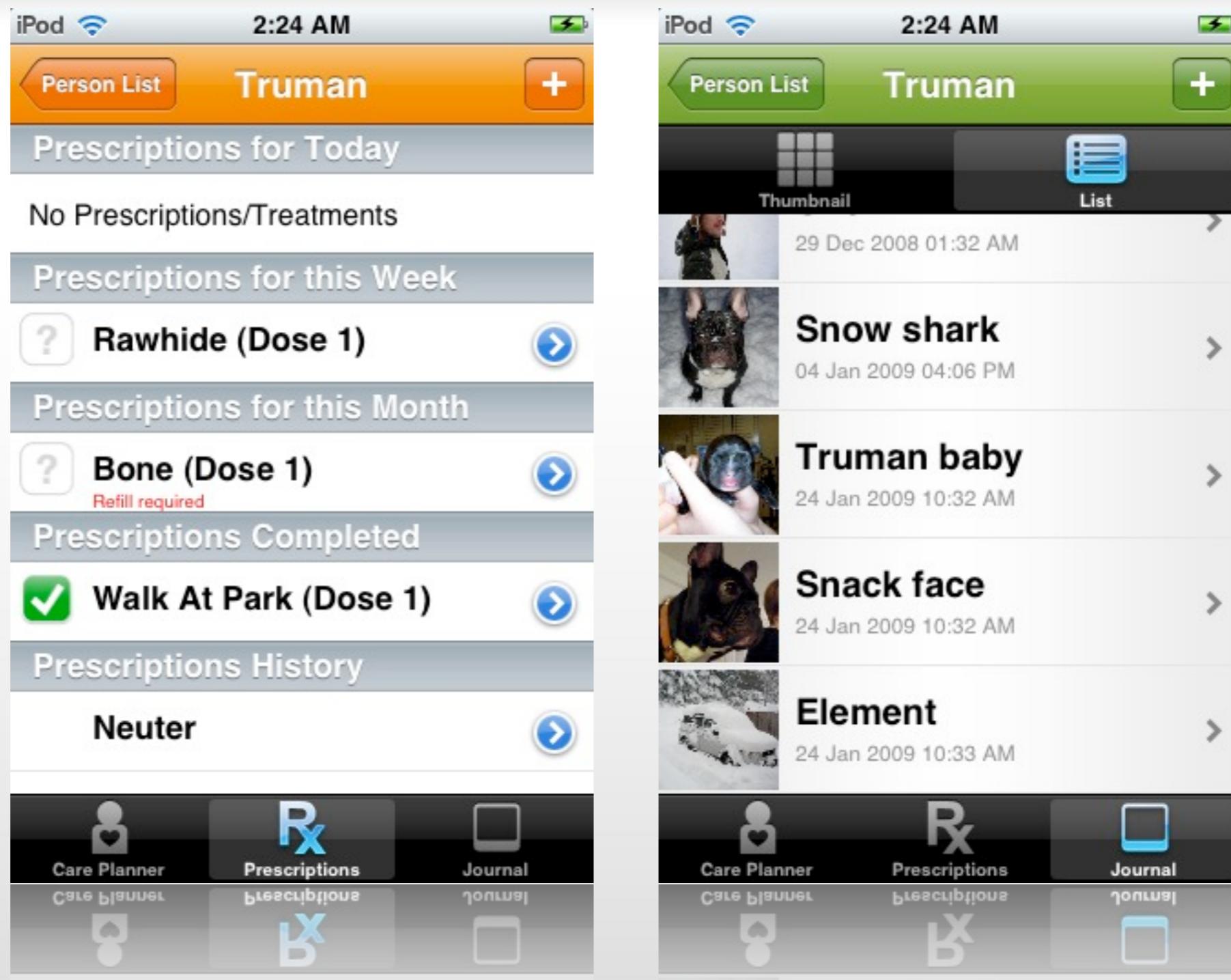
Upgrade Paths

Cocoa Touch vs K

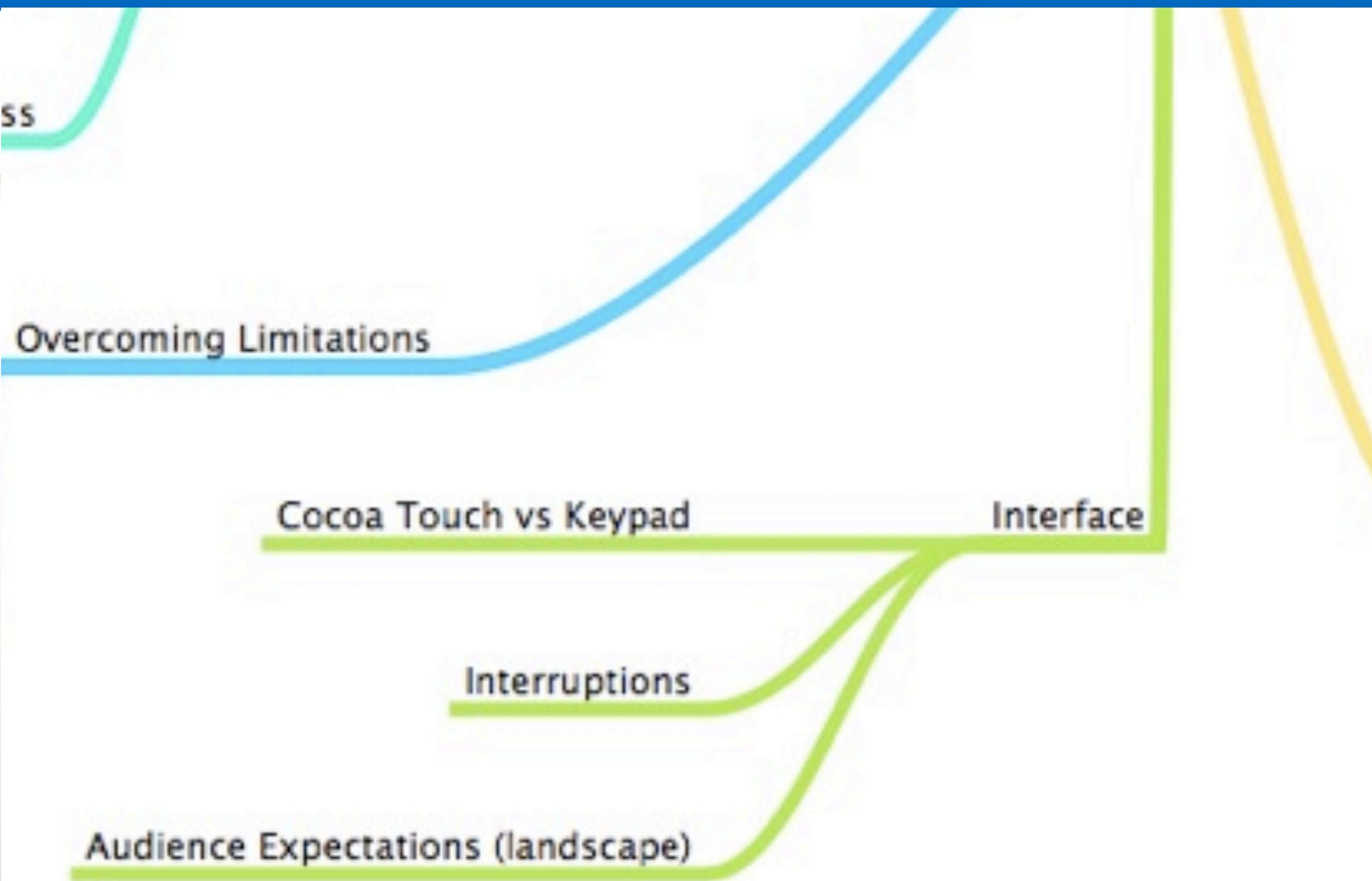
Interrup

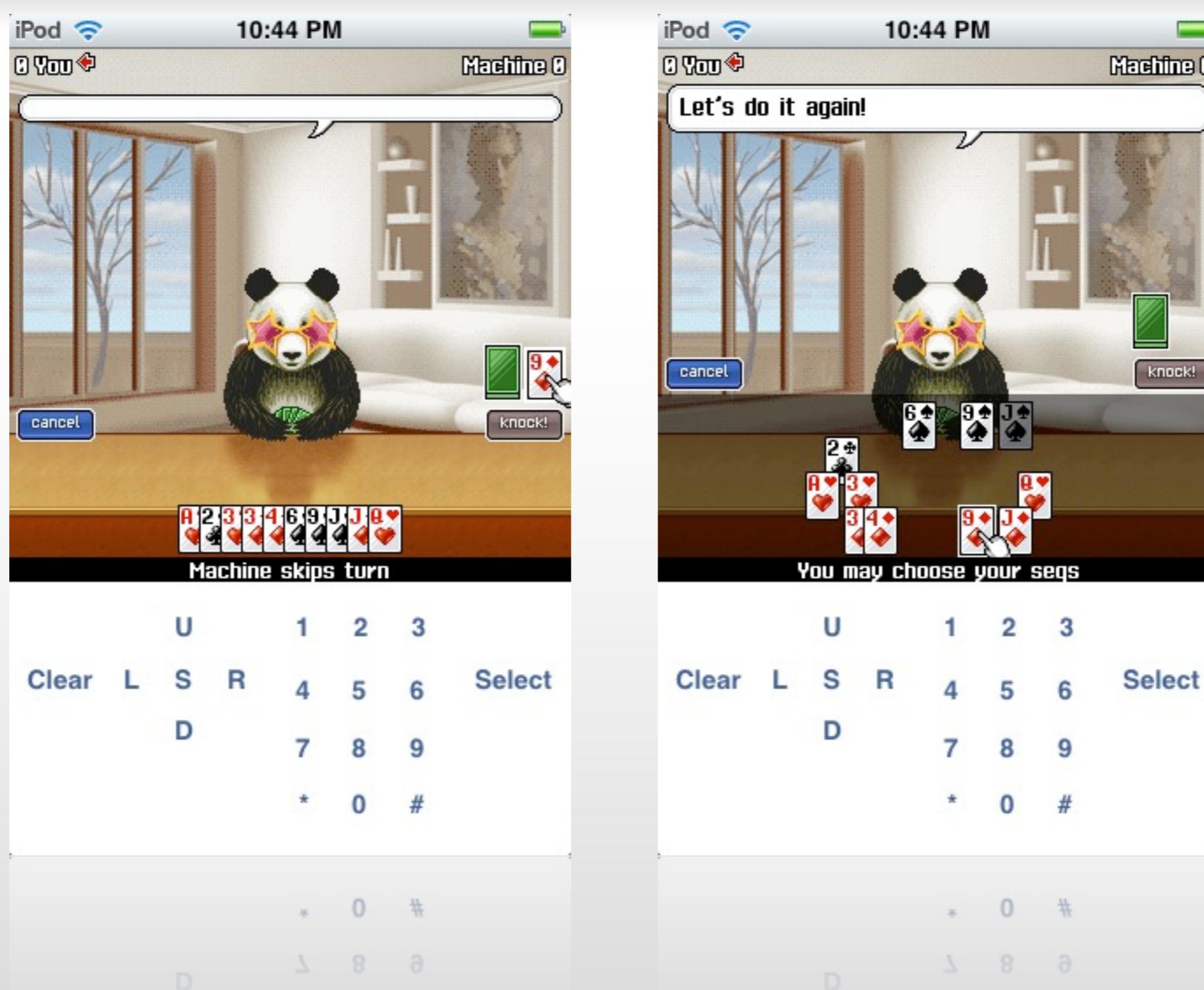
Audience Expectations (lands

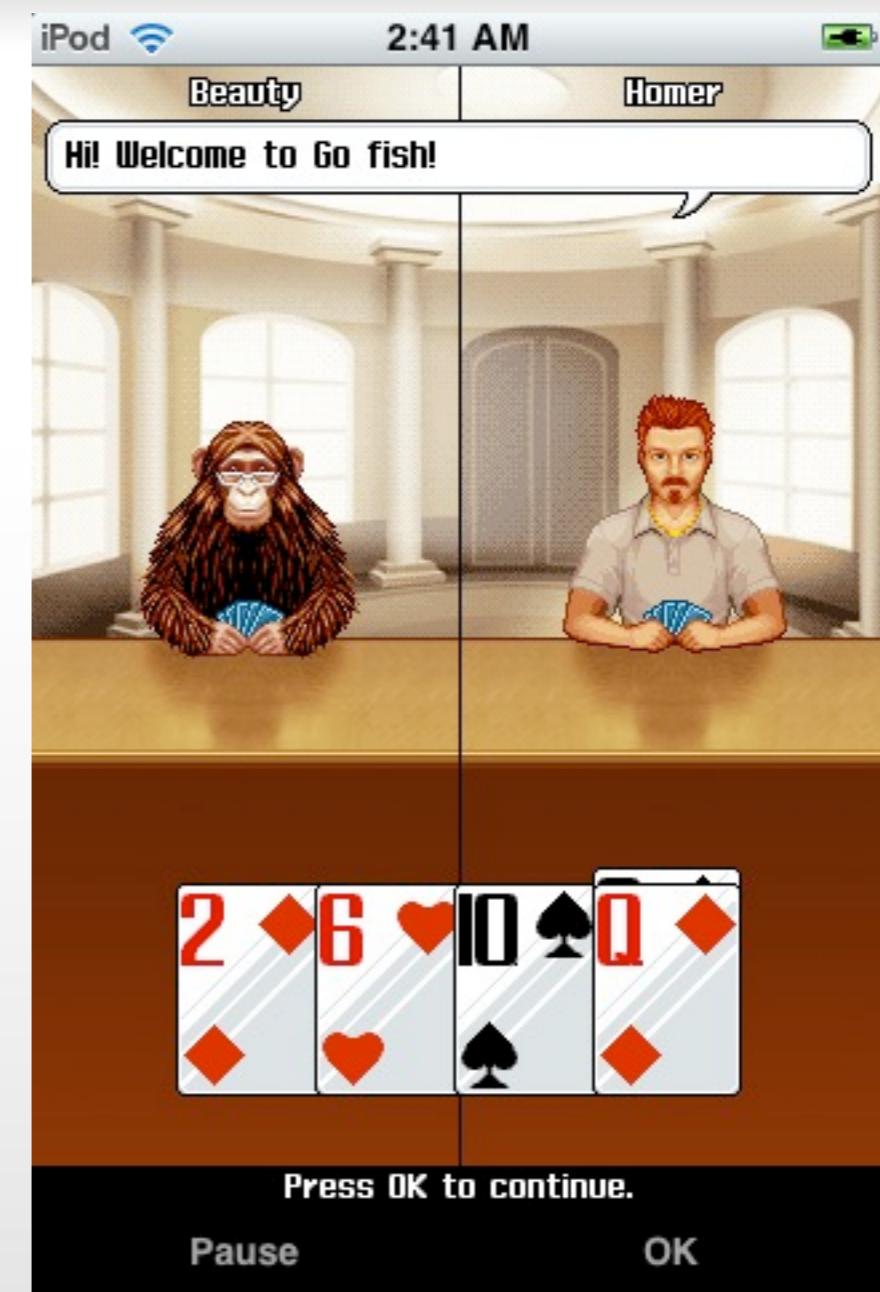




# Interface







iPod 2:32 AM

The New York Times

Technology Updated: 03/03/09 2:16 AM

Tuesday, March 3, 2009

**Chip Makers Watch Sales Fall Sharply**

Global semiconductor sales fell about 29 percent in January amid...

**The Review Site Yelp Draws Some Outcries**

The popular site is serving competing r...

**Advertising: The of Snacking, Like**

The confectionery is introducing a ca...

**Thomson Reuters Video-on-Demand**

The global purveyor of news will offer se...

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Jim Wilson/The New York Times

Jeremy Stoppelman, chief executive of Yelp, says the company cannot referee factual

**Find movie showtimes.**

The New York Times  
m.nytimes.com

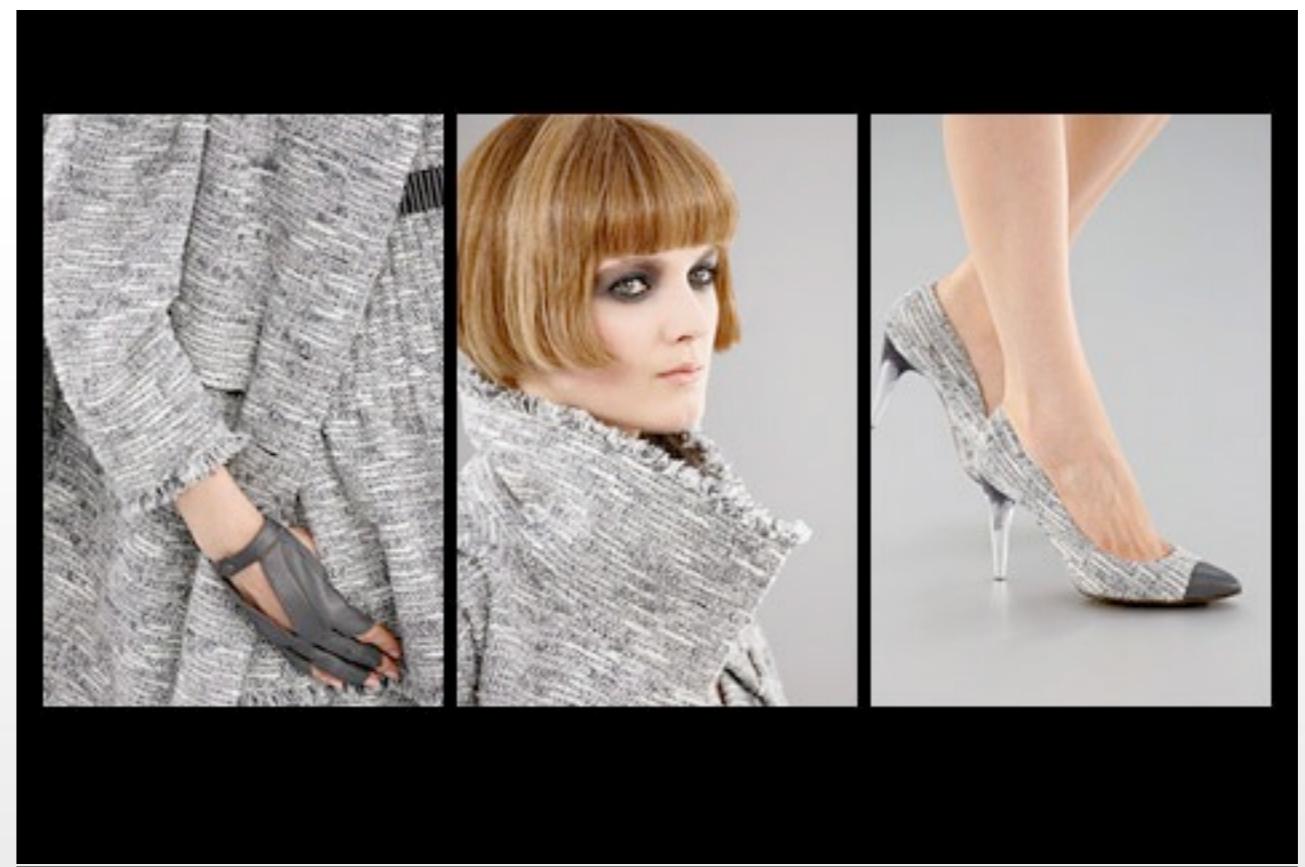
Latest News Business Technology Yelp on demand Photos More

iPod 2:32 AM

Technology

**The Review Site Yelp Draws Some Outcries of Its Own**

Latest News Business Technology Yelp on demand Photos More



## Common Mistakes

## Common Mistakes

### Outdated Graphics or Sound

Shake for the sake of shake

Not capturing metrics

Not prepping for App reviews

Where are you coming from?

Java / Symbian

# Porting Lessons from the Trenches





## App Usage

**3,336**

App Runs

**13:19:27:00**App Run Time  
([D:]H:M:S)**2,207**

Active Users

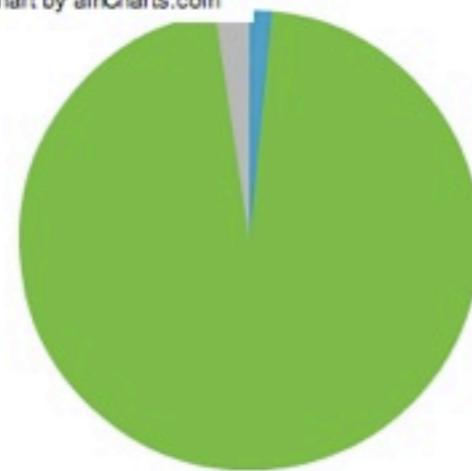
**1,379**

New Users

**116**Avg. Runs/Day  
(16 min/max 260)**00:05:57**Avg. Run Time/Session  
(00:00:01 min/max  
03:55:55)**77**Avg. Active Users/Day  
(16 min/max 173)**48**Avg. New Users/Day  
(4 min/max 141 )

## Devices

chart by amCharts.com



IPod Touch	36 events (1.6%)
iPhone	2,218 events (96.1%)
iPhone Simulator	55 events (2.4%)

# Interruptions

Calls, SMS and App Notifications

Interruptions

Test on Actual Phones

Saving State

Notification Server Good Citizen

Prepping for Bad Citizensss

PO

## Porting Lessons from the Trenches

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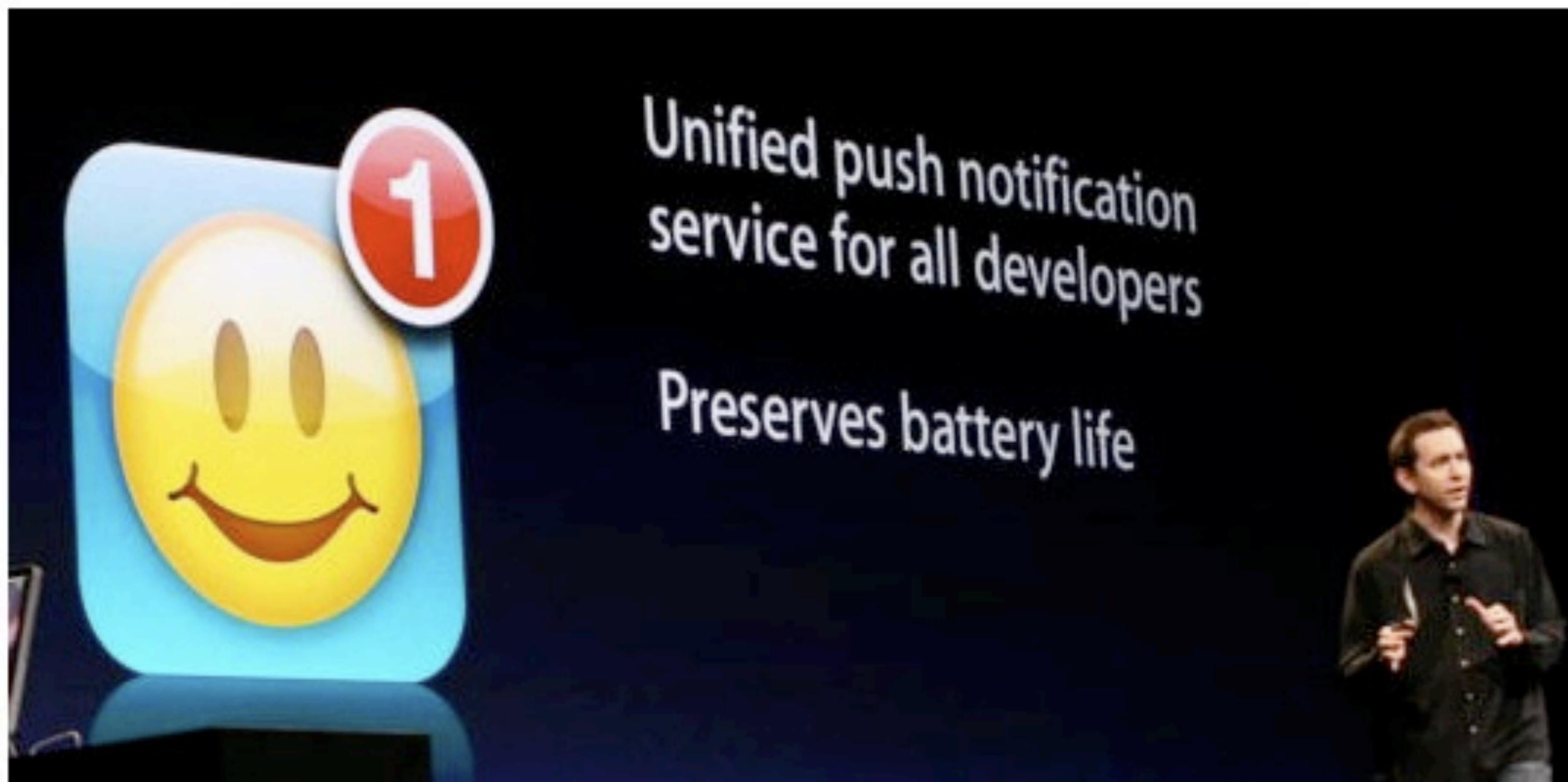
engadget

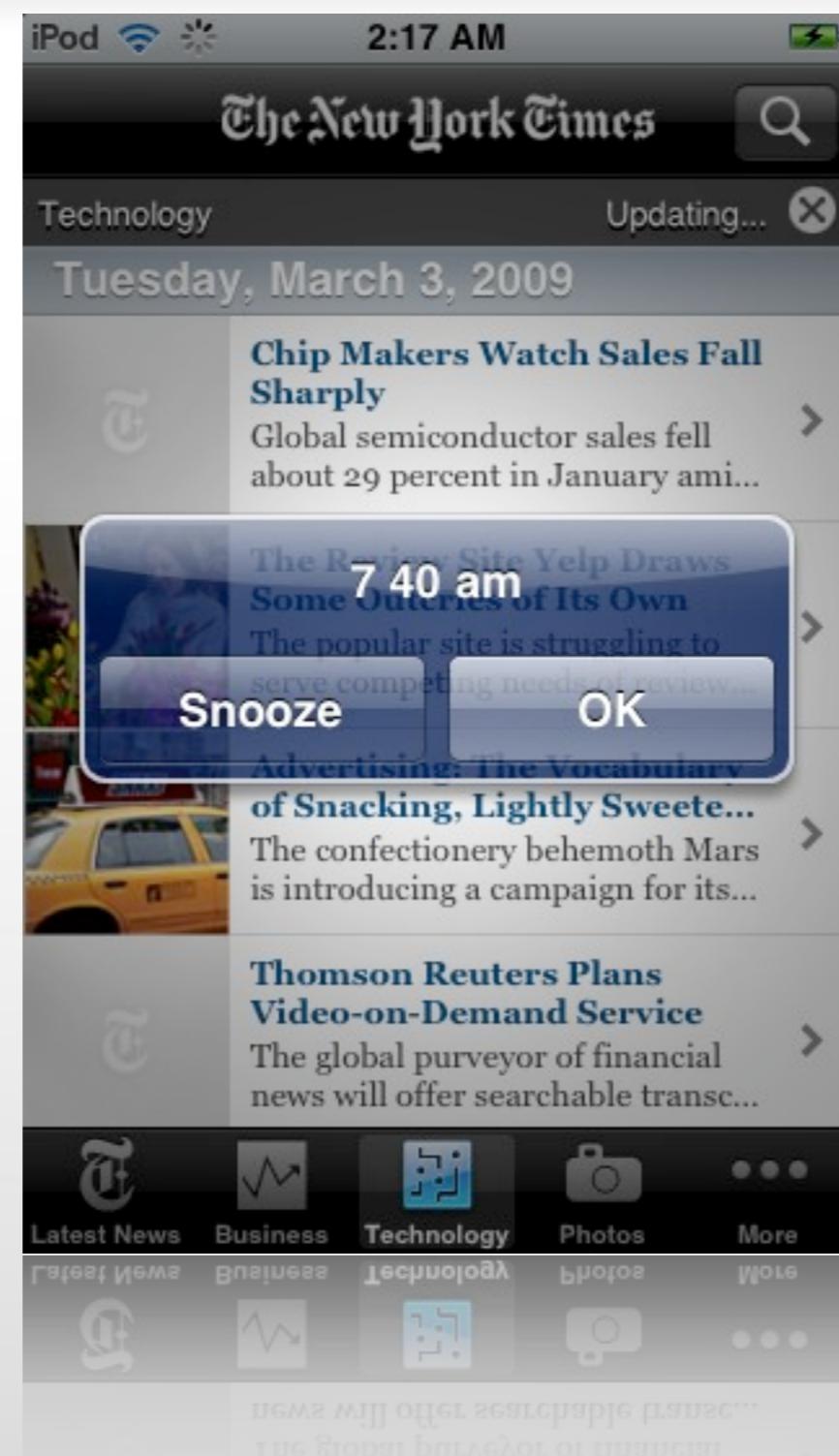
June 9, 2008 5:28 PM PDT

# Why users should be scared of Apple's new notification system

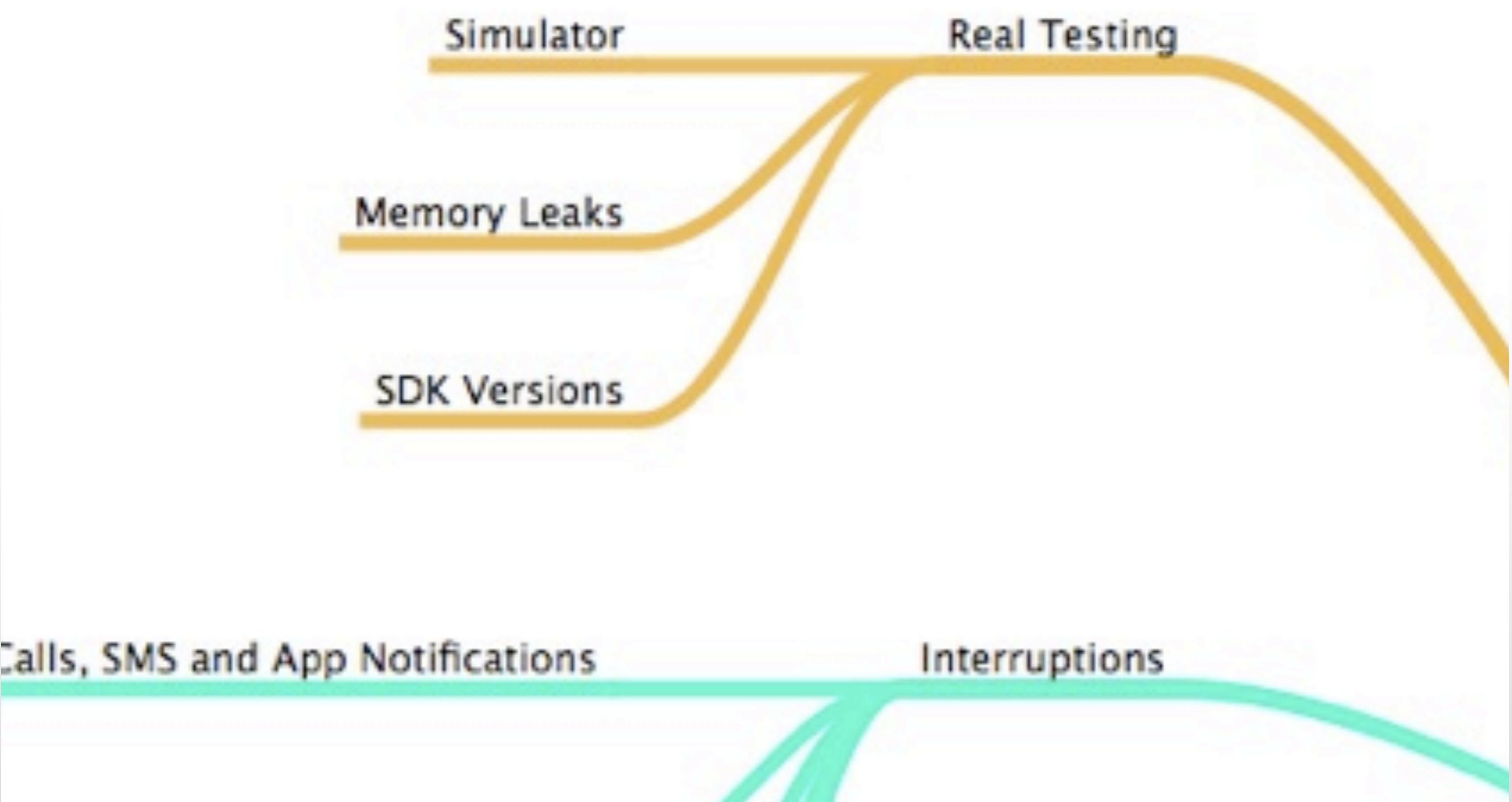
by Josh Lowensohn

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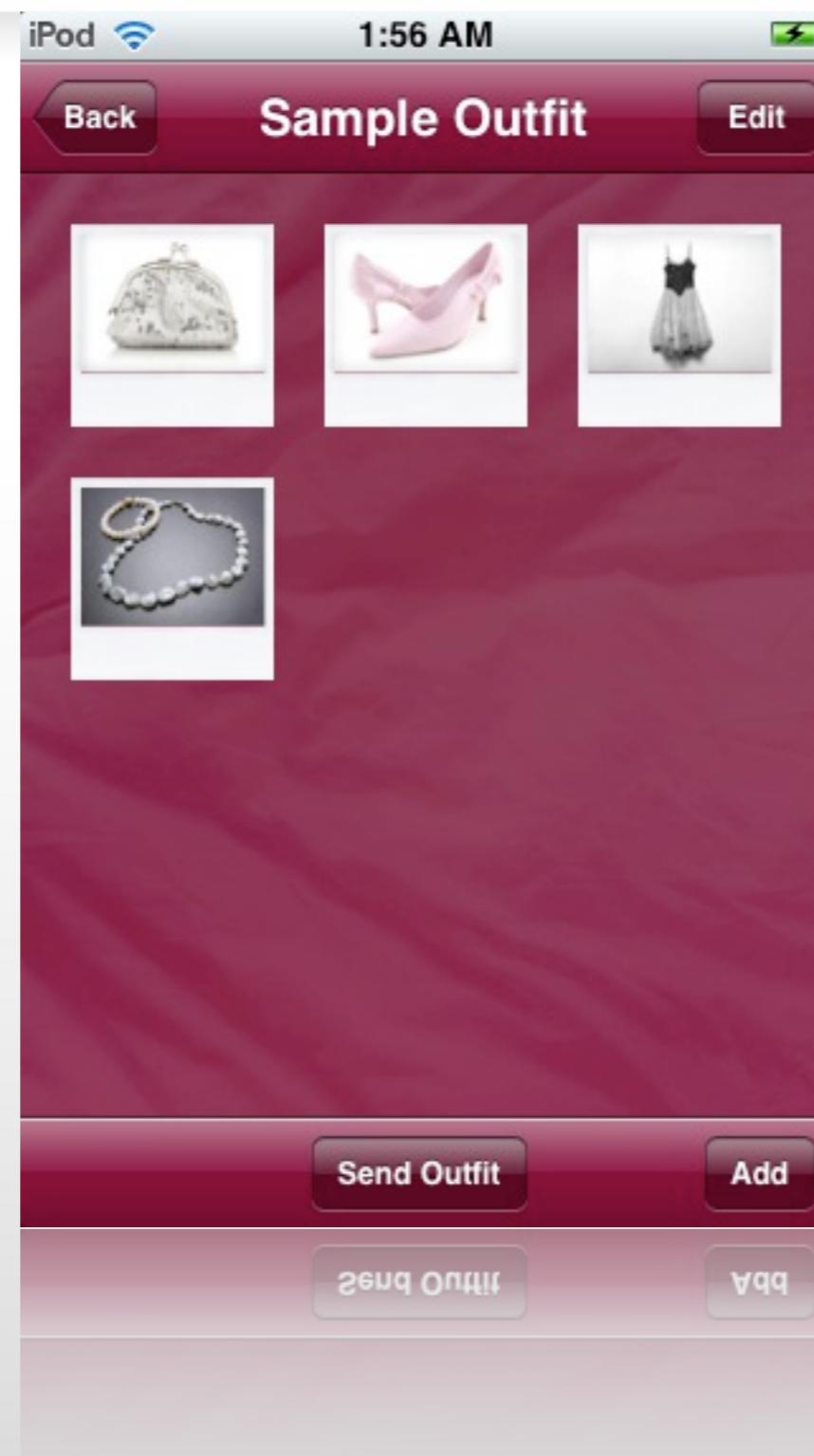
# Testing



# Considerations

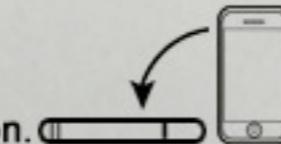
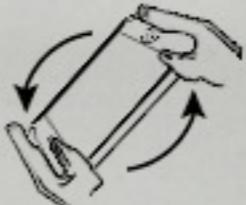
# Serious Thought

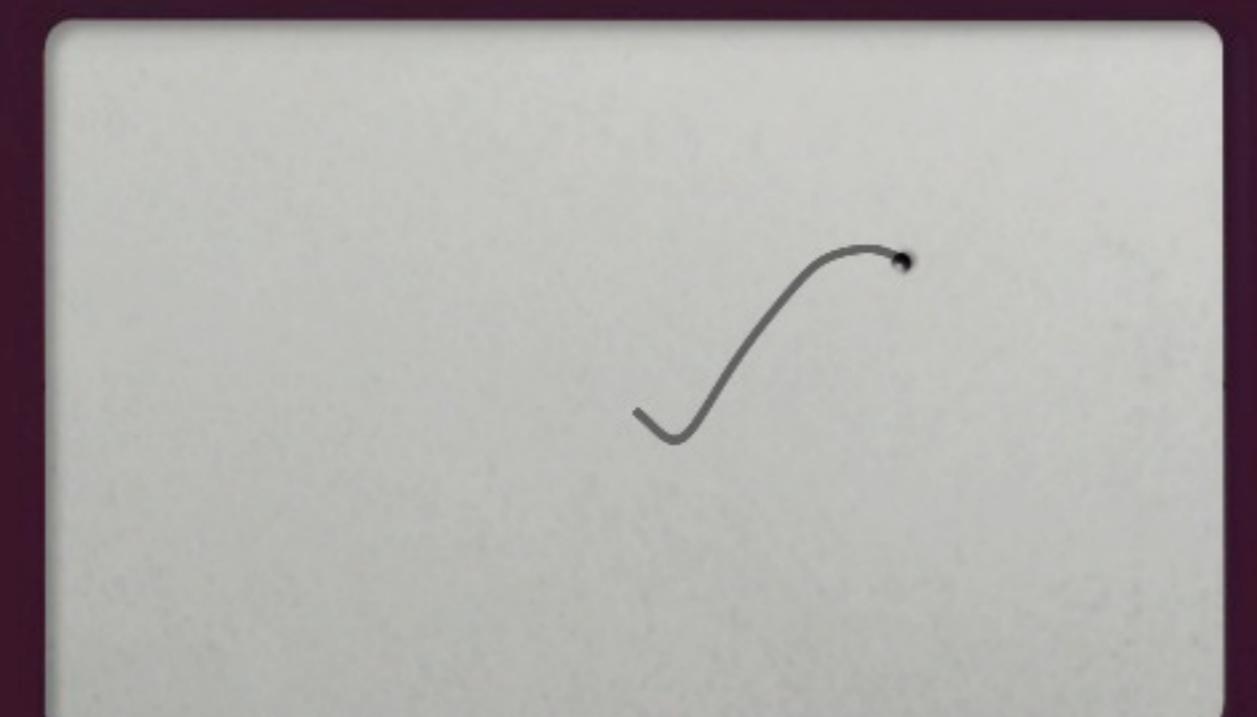
- Can you change your app
- Why would you



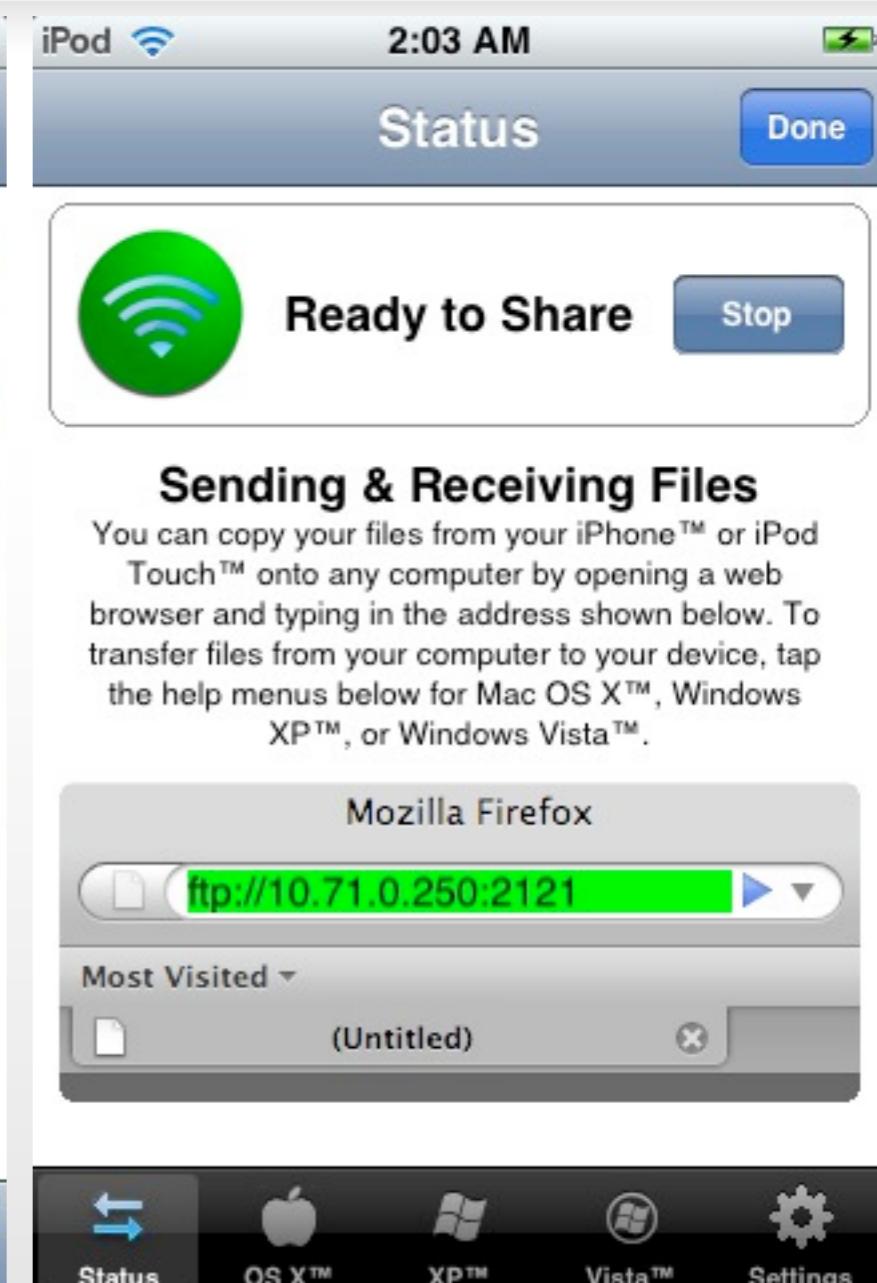
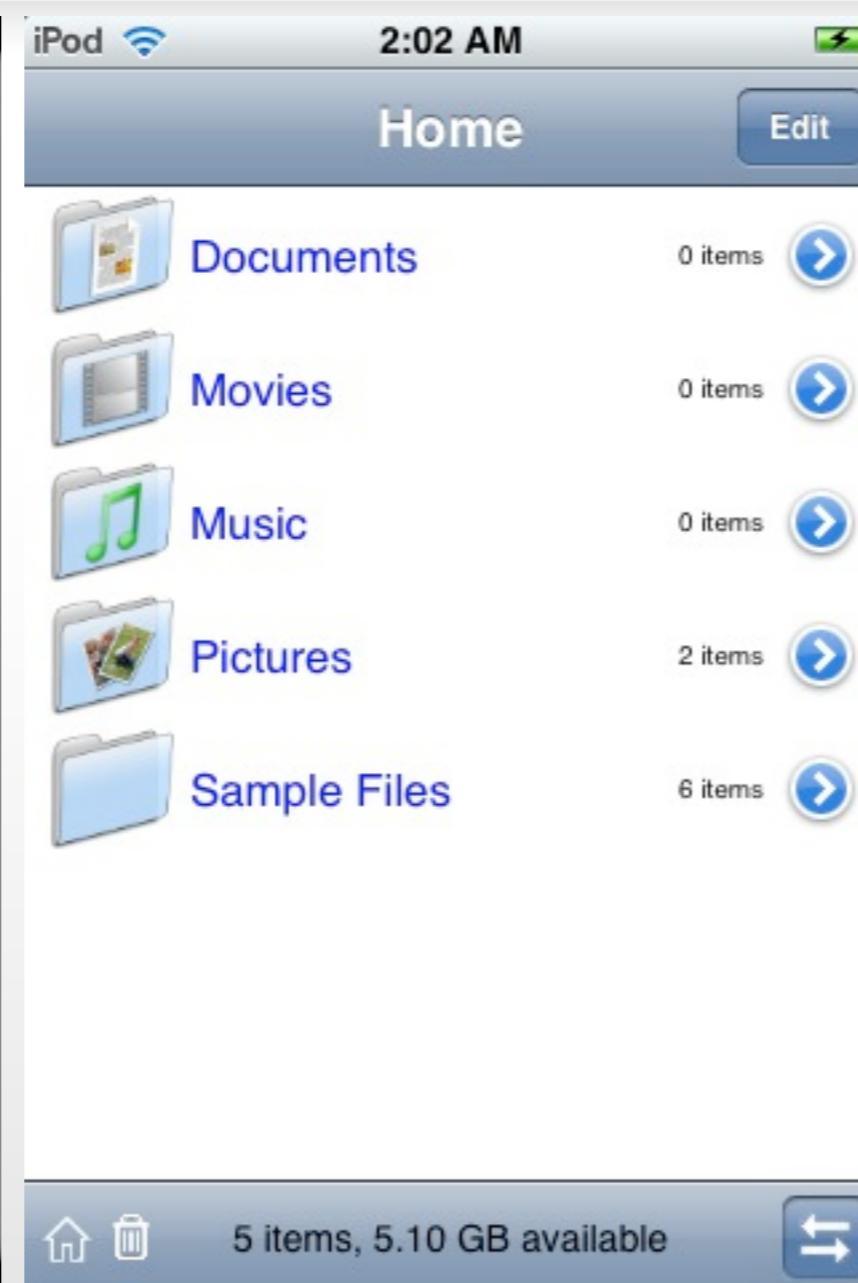
## How To Use Tilt-to-Draw

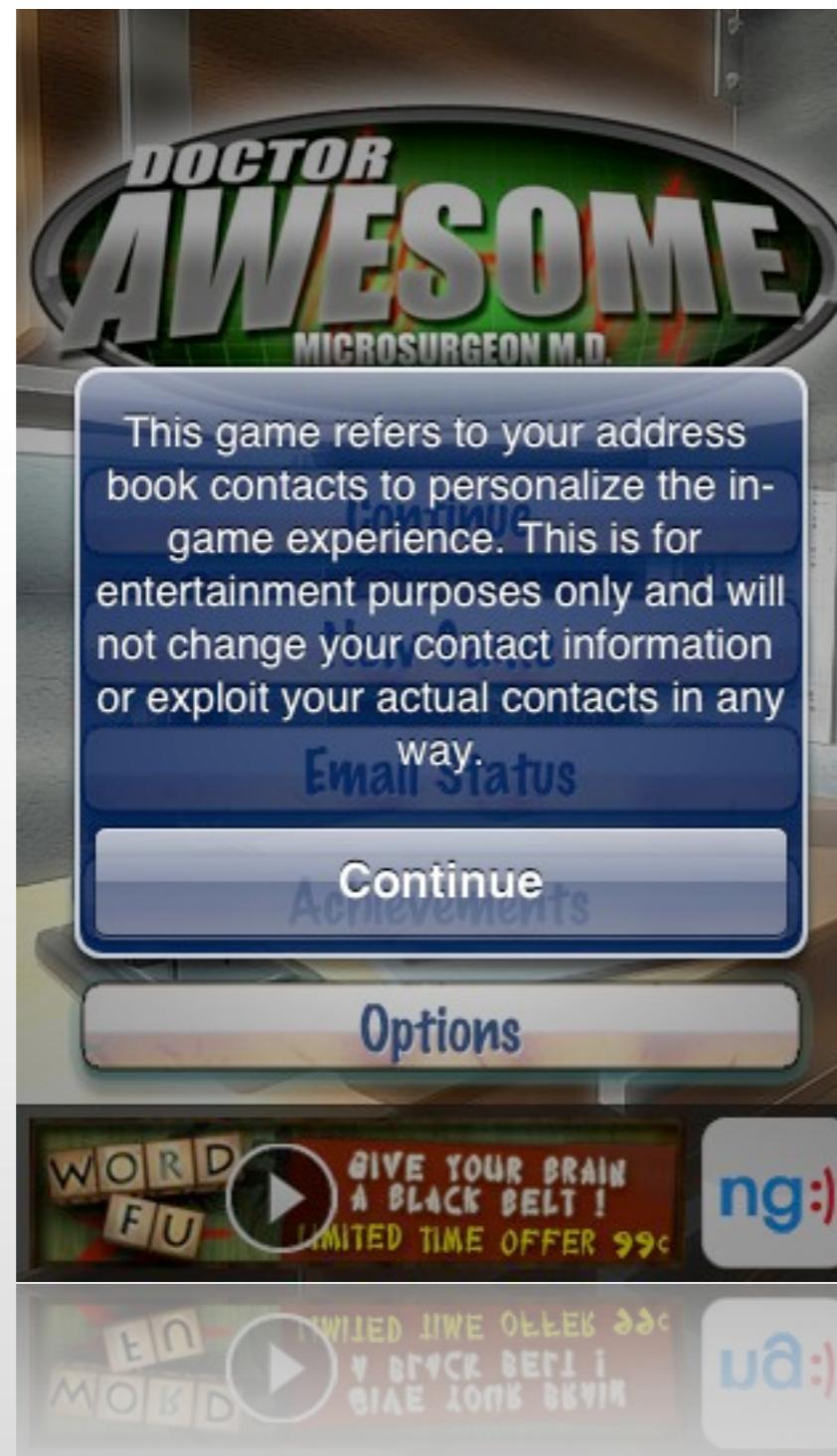
Done

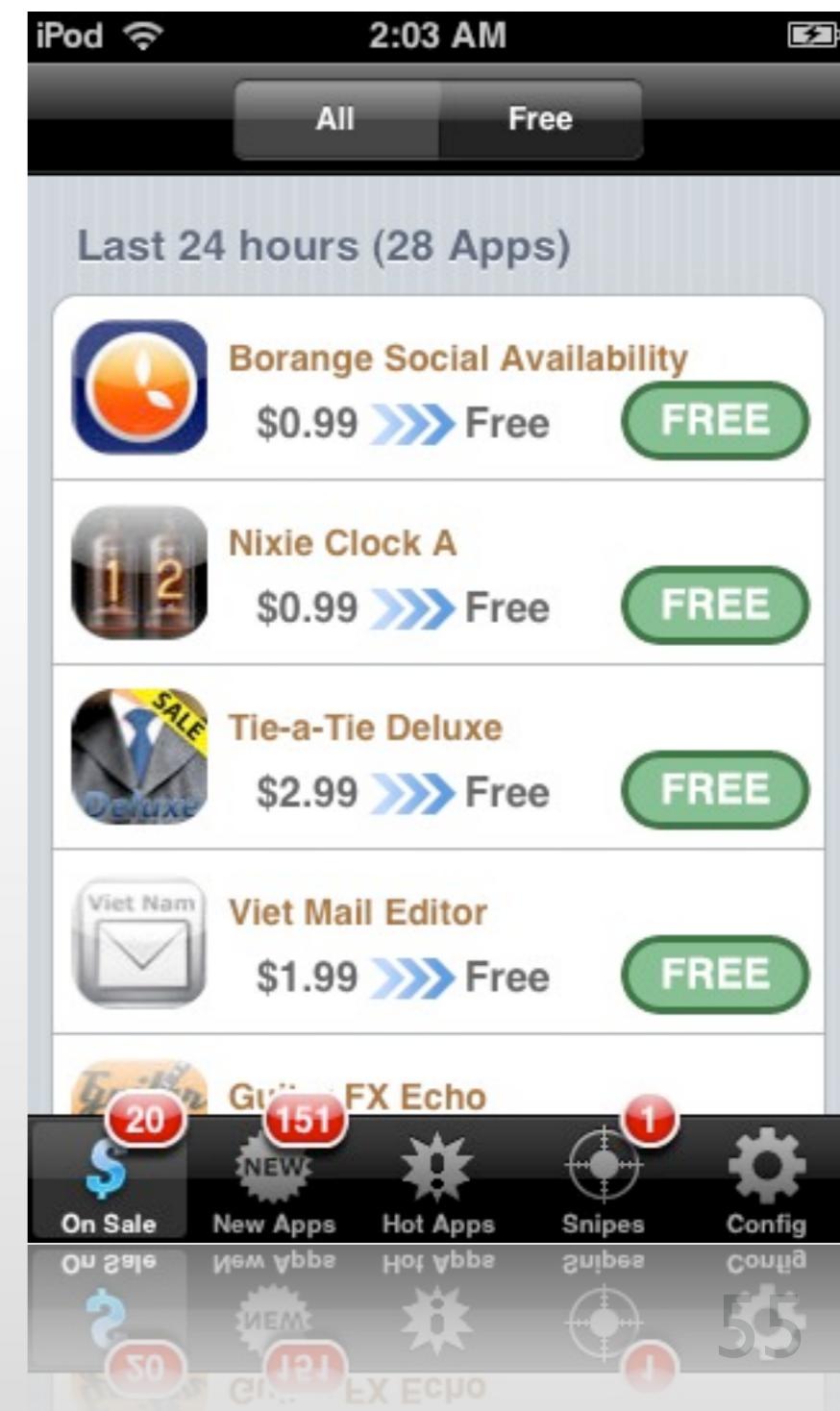
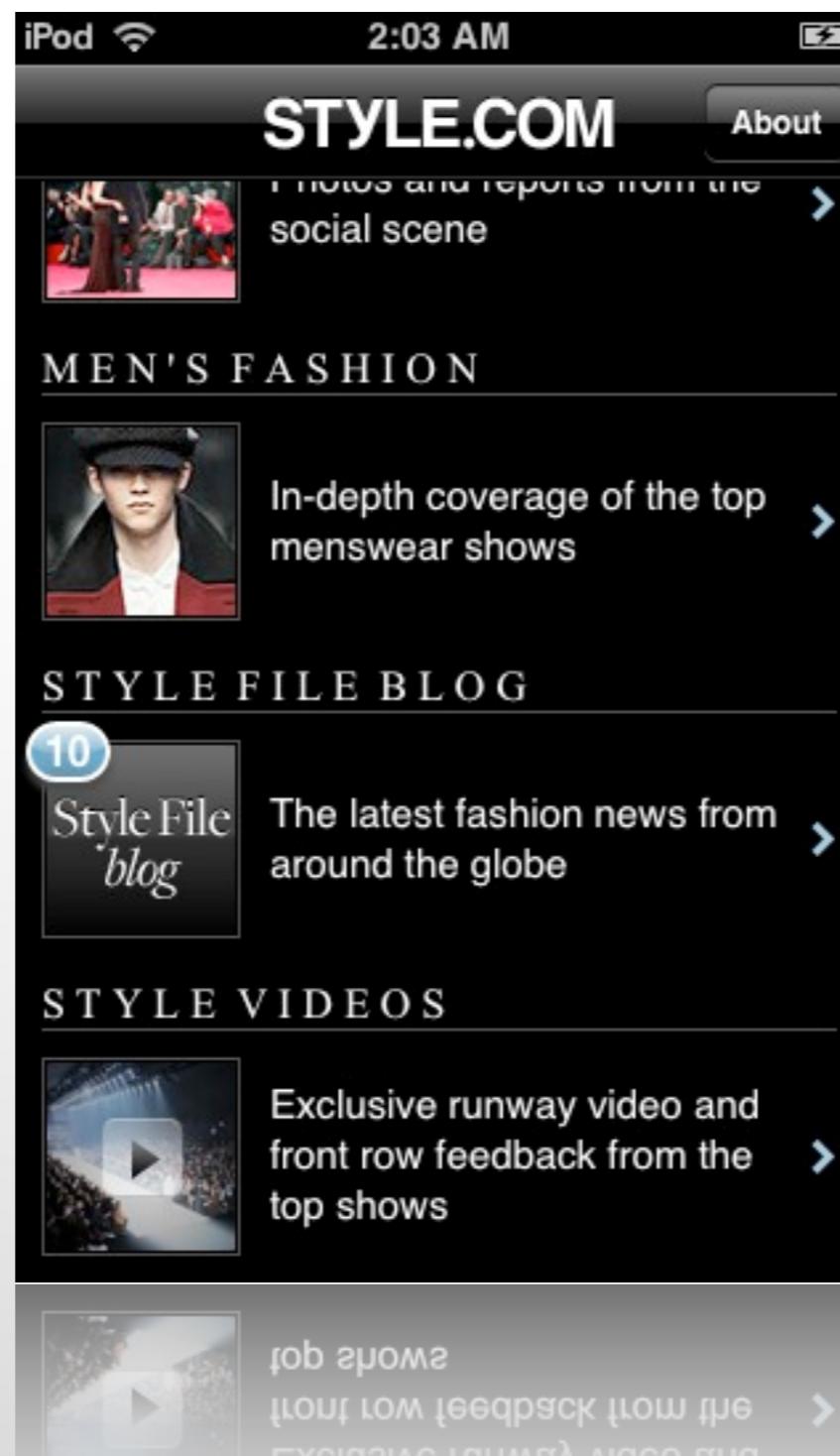
1. Select  icon.
2. Hold the device in a flat position. 
3. To draw, **rotate** the device in any direction and the cursor will follow gravity. 
4. Many drawing features are **disabled** in Tilt-to-Draw mode.
5. To return to Etch mode, select the  Etch icon.



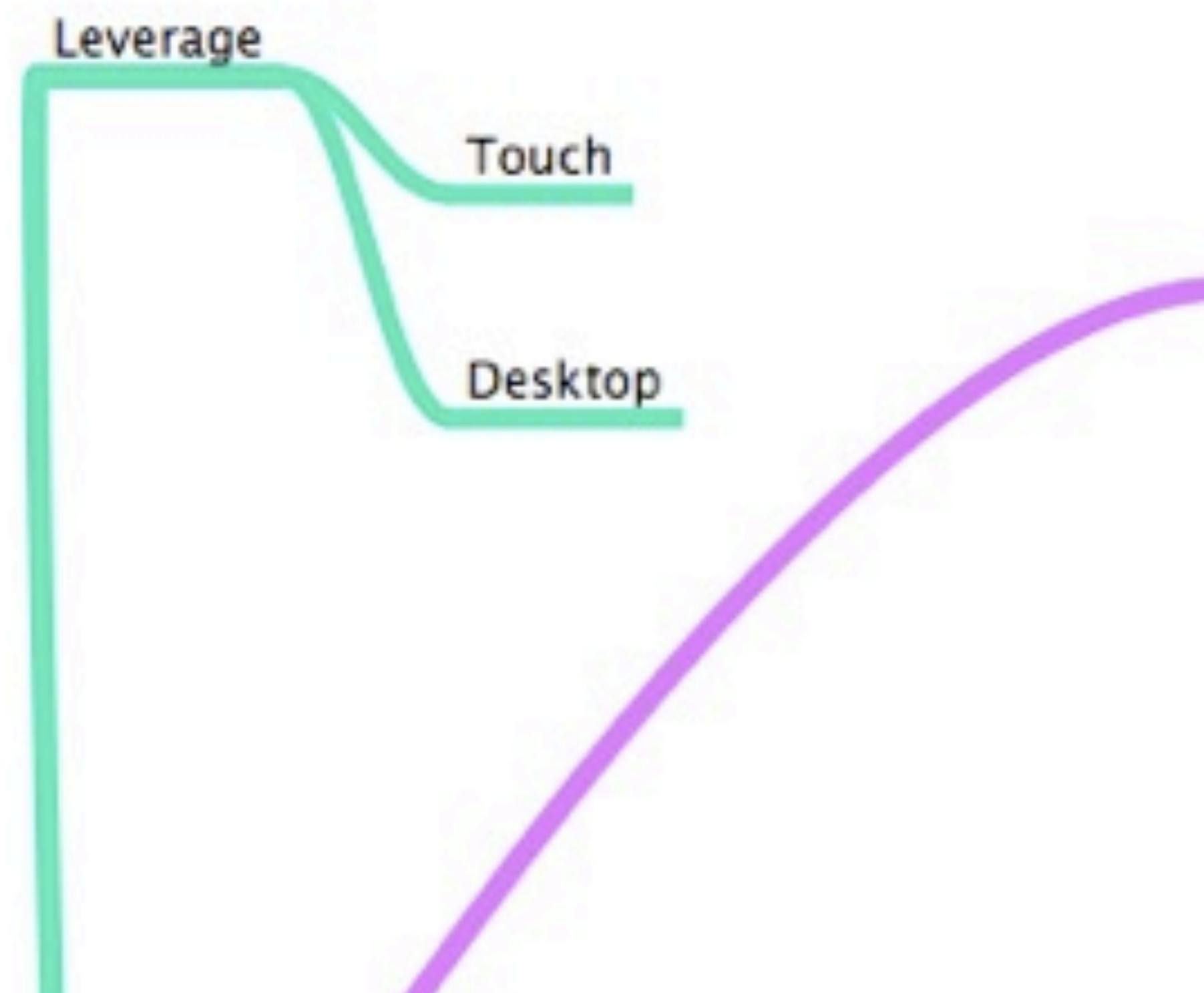
The drawing screen shows a hand-drawn checkmark on a light gray background. Below the screen is a dark red navigation bar with several icons: a magnifying glass, a triangle, a square, a circle, a red square with a white outline, and an information icon (a lowercase 'i').







# Leverage



# Contact Atimi

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