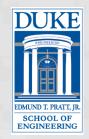# Submission to the App Store

- The Apple portal page for the app store is http://itunesconnect.apple.com .
    - Provides App management, App analytics, Sales and Trends, Payments and iAd
    - See *iTunes Connect Developer's Guide* for more information
- Key information you will need to supply at some point:
    - App name – the name that will appear in the App Store. 25 characters or fewer, unique to App Store
    - Description – fewer than 4,000 characters, pure text.
    - Keywords – comma-separated
    - SKU number / string – you generate, unique to your apps
    - Support site URL, Copyright, Price, Avail Date
- Export App to .ipa using Window -> Organizer
- Upload App to iTunes using Xcode -> Open Developer Tool -> Application Loader