

App Archive

App Archive

Binary

Assets

Settings

App Archive

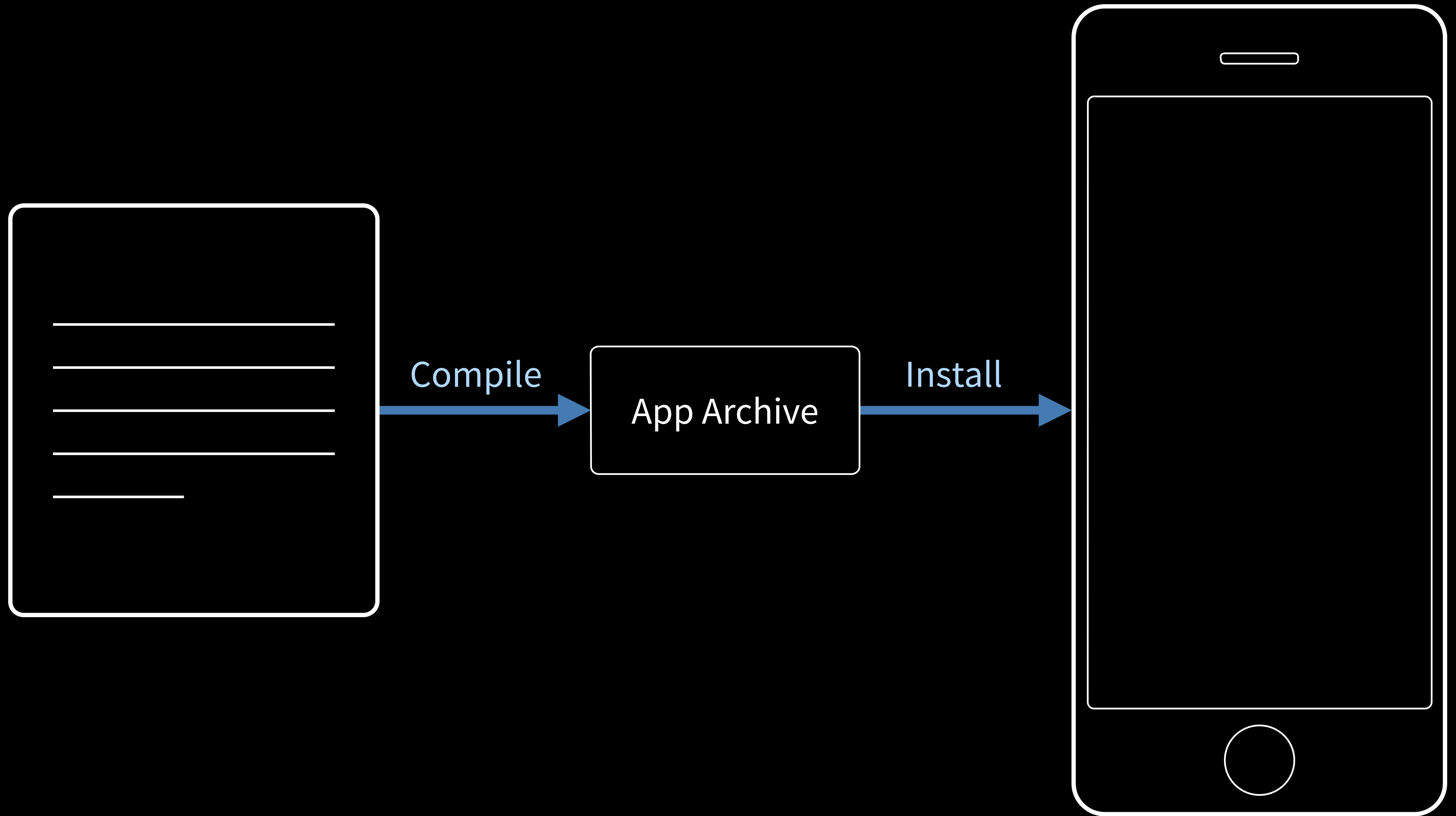
Binary

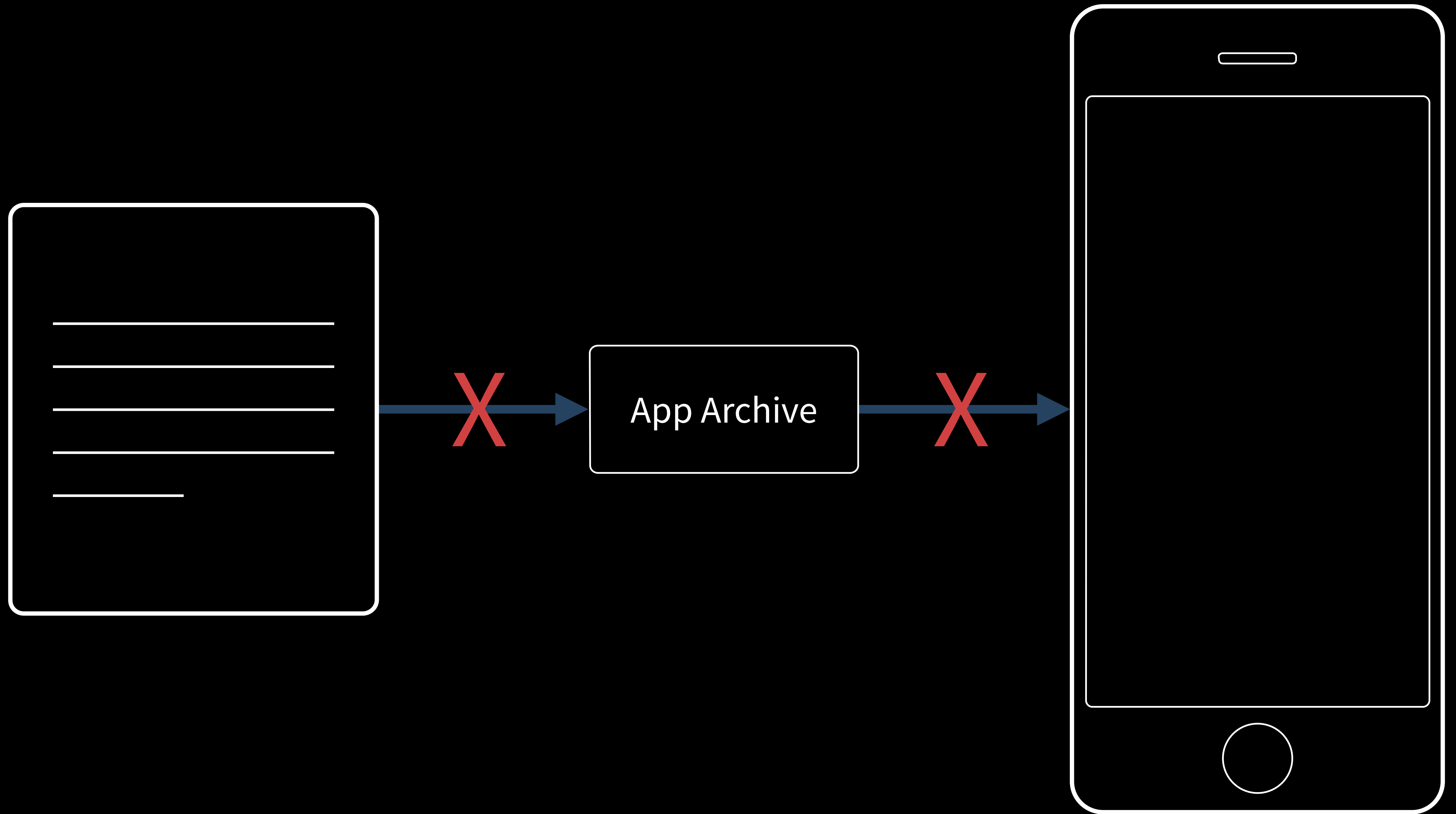
Assets

Settings

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X

Signing

Verifies your identity

Verifies the integrity of your app

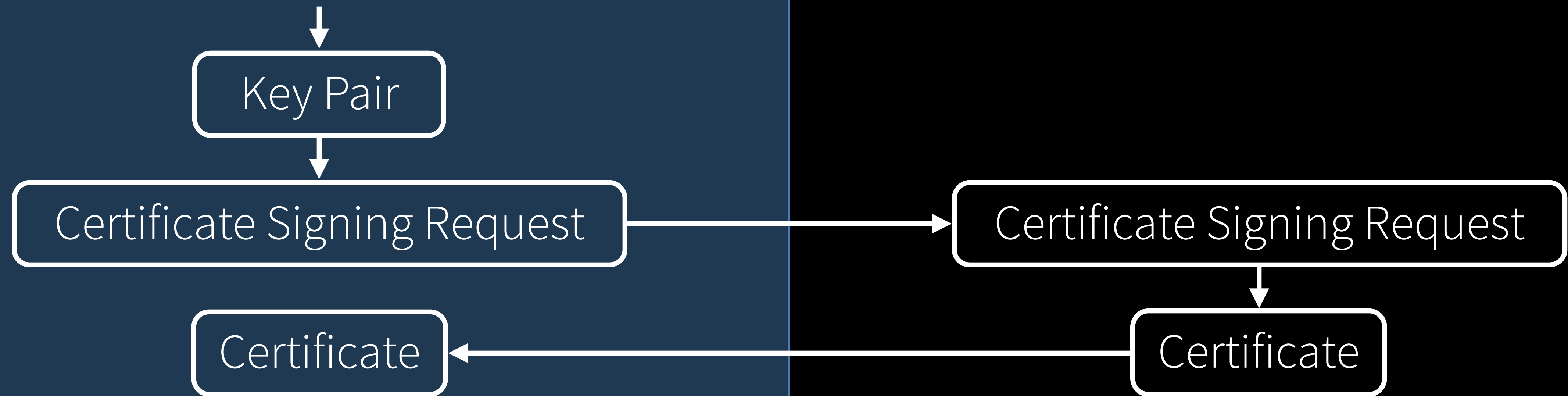
Kinda like SSL

1. Pay Apple \$99 per year
2. Request a certificate from Apple
3. Install the certificate
4. Sign your builds

1. Pay Apple \$99 per year
2. Request a certificate from Apple
3. Install the certificate
4. Sign your builds

Your Computer

Apple



Your Computer

Key Pair

Your certificate is invalid when...

...you can't access your key pair.

Your certificate is invalid when...

...you can't access your key pair.

...it expires.

Types of Certificates

Development

Ad Hoc Distribution

Distribution

Other (Push Notifications, Pass Type, Website Push)

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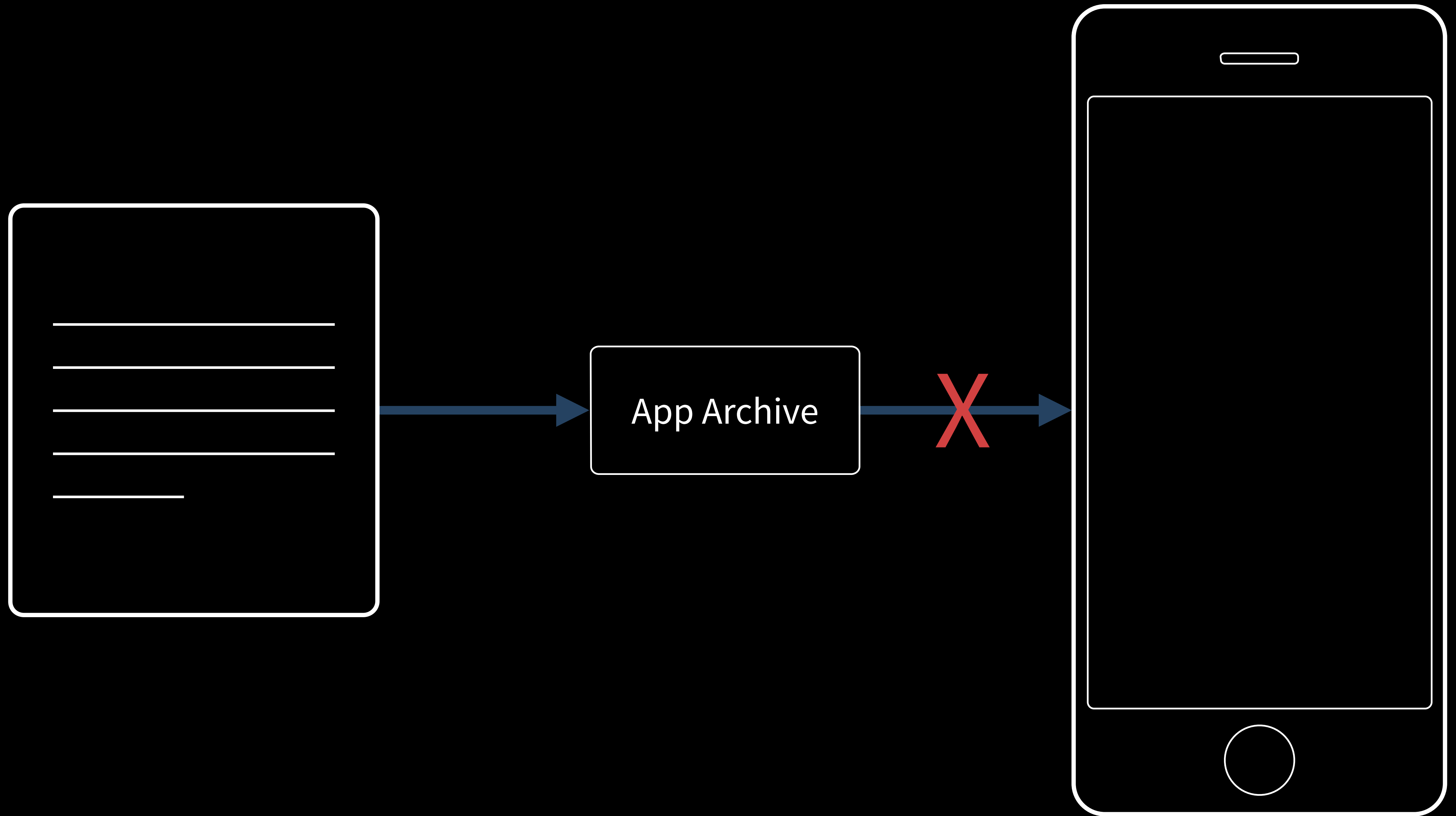
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Signature

?

Let's request a certificate.



X

Provisioning

A Provisioning Profile is a document that

1. Identifies an app
2. Identifies people that can sign it
3. Identifies devices it can be installed on

Types of Provisioning Profiles

Development

Ad Hoc Distribution

Distribution

A Provisioning Profile is a document that includes

an App ID

one or more certificates

a list of devices

A Provisioning Profile is a document that includes

an App ID

one or more certificates

a list of devices (Development and Ad Hoc certificates only)

App ID & Bundle ID

Bundle ID

App ID

Bundle ID identifies a single app

App ID

Bundle ID identifies a single app

App ID identifies one or more Bundle IDs

Bundle ID identifies a single app

App ID identifies one or more Bundle IDs

App ID Prefix is generated by Apple to identify your team

com.smartfactory.Smarticle

Development Provisioning Profile

App ID

Q6SZ37AHX7.com.smartfactory.*

Certificates

Sam Kirchmeier (Q6SZ37AHX7)

Adam May (Q6SZ37AHX7)

Devices

Adam's iPhone

Adam's iPad

Sam's iPhone

Devices

Adam's iPhone

Adam's iPad

Sam's iPhone

UDID

ca1c7764147dcd0edc400080fb6435072c89b172

Distribution Provisioning Profile

App ID

Q6SZ37AHX7.com.smartfactory.*

Certificates

Smart Factory (Q6SZ37AHX7)

Distribution Provisioning Profile

App ID

Q6SZ37AHX7.com.smartfactory.*

Certificates

Smart Factory (Q6SZ37AHX7)

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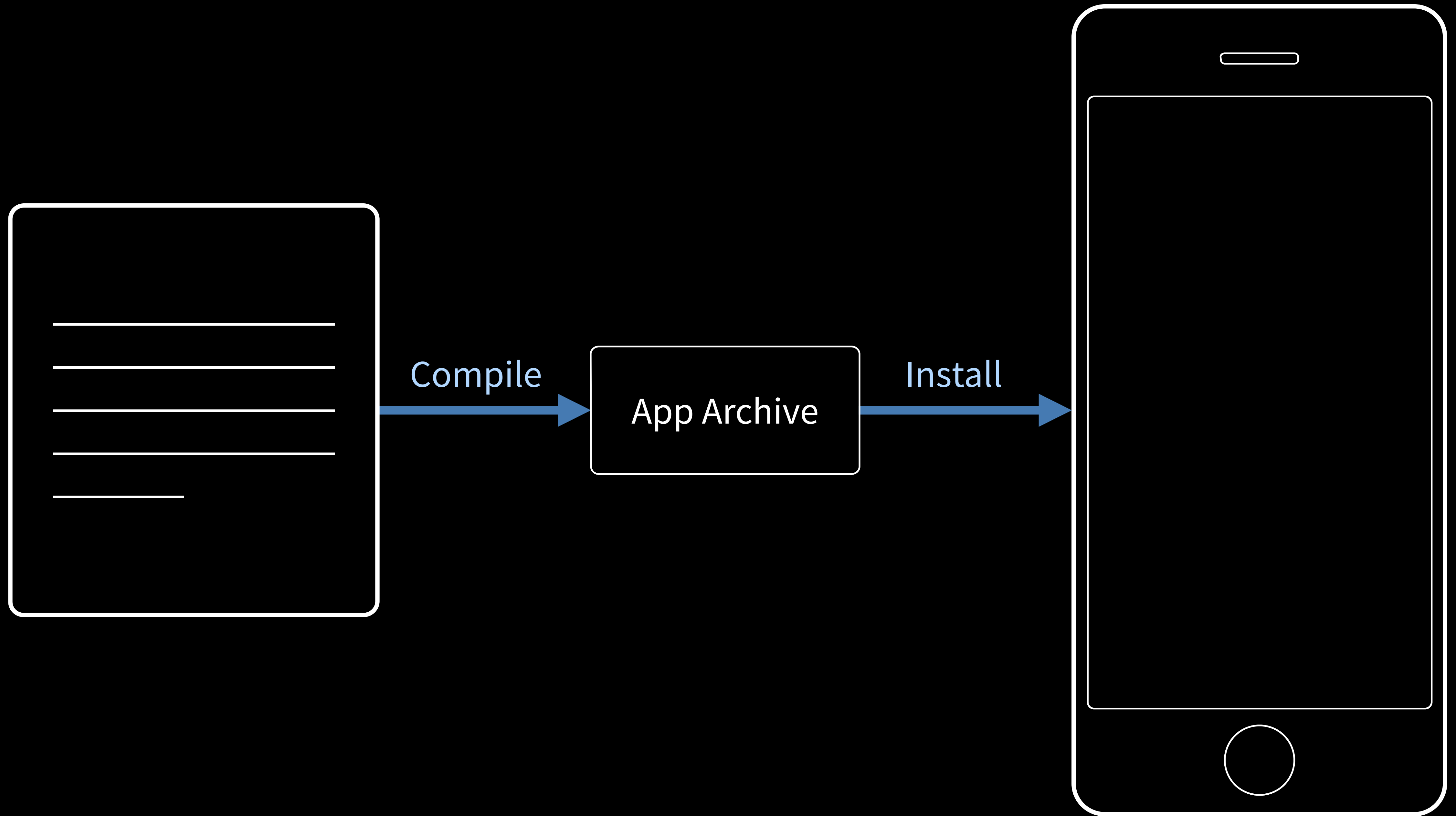
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Provisioning
Profile



Let's run Smarticle.

App Store

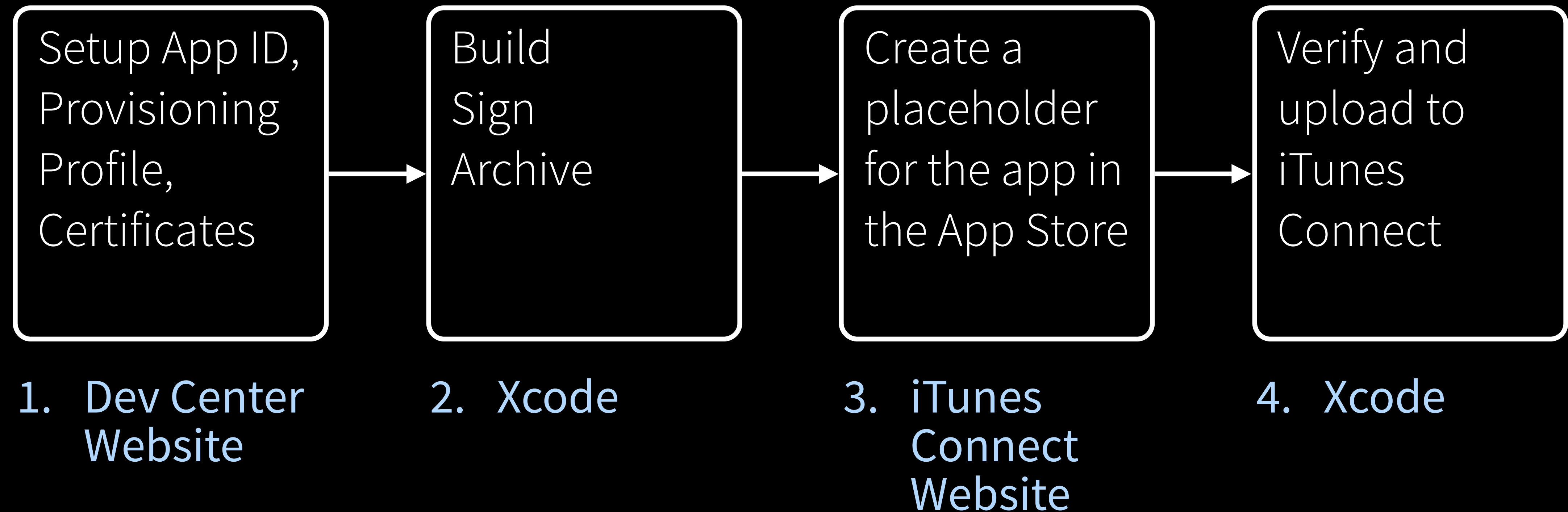
Workflow

App Store Submission Guidelines

Rejection

App Store submission in four easy steps.

App Store submission in four easy steps.



5. Wait

App Store Submission Guidelines

Anti-Smarticle

“Apps that are not very useful, unique, are simply web sites bundled as Apps, or do not provide any lasting entertainment value may be rejected”

Quirky (1)

“Apps that duplicate Apps already in the App Store may be rejected, particularly if there are many of them, such as fart, burp, flashlight, and Kama Sutra Apps”

Quirky (2)

“We have lots of serious developers who don't want their quality Apps to be surrounded by amateur hour.”

Demanding

“Apps must comply with all terms and conditions explained in the Apple iOS Human Interface Guidelines”

Intimidating

“This is a living document, and new Apps presenting new questions may result in new rules at any time. Perhaps your App will trigger this.”

Vague

“Apps that link to external mechanisms for purchases or subscriptions to be used in the App, such as a "buy" button that goes to a web site to purchase a digital book, will be rejected”

My personal experience

Rejected for lack of quality

Rejected for crashing

Rejected for lack of complexity

Rejected for not displaying the Google Maps logo

Appeals Work

App Store Reviews

Accessibility