

iOS 7 Intro.

Engineering and Design.



iOS 7 introduces the most massive iOS modifications since the first iOS.

Reaction to the new system has been mixed!

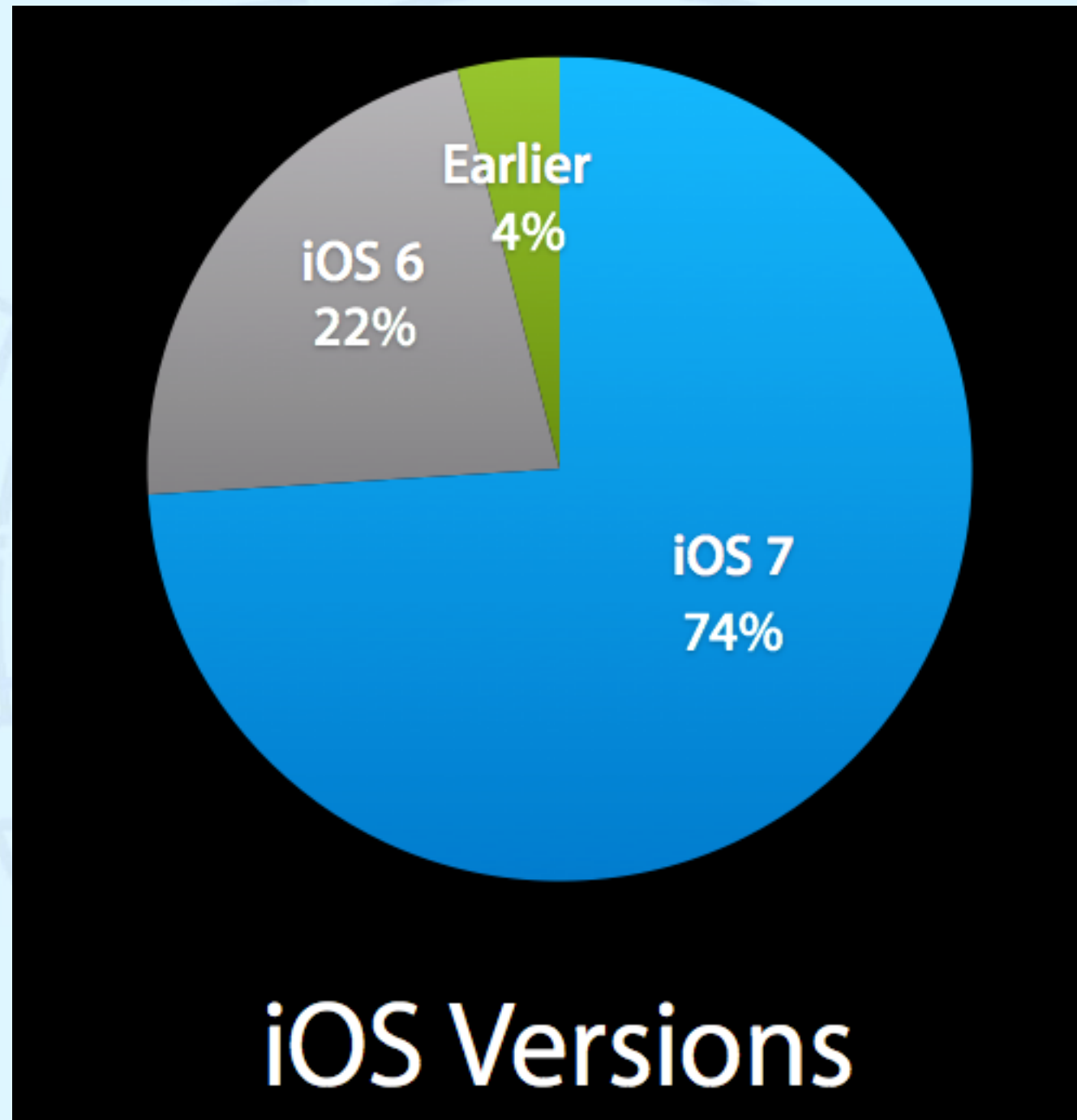


iOS 6



iOS 7





Nevertheless, since the beginning of December iOS 7 adoption rate is more than 74% of all iOS devices.



Design

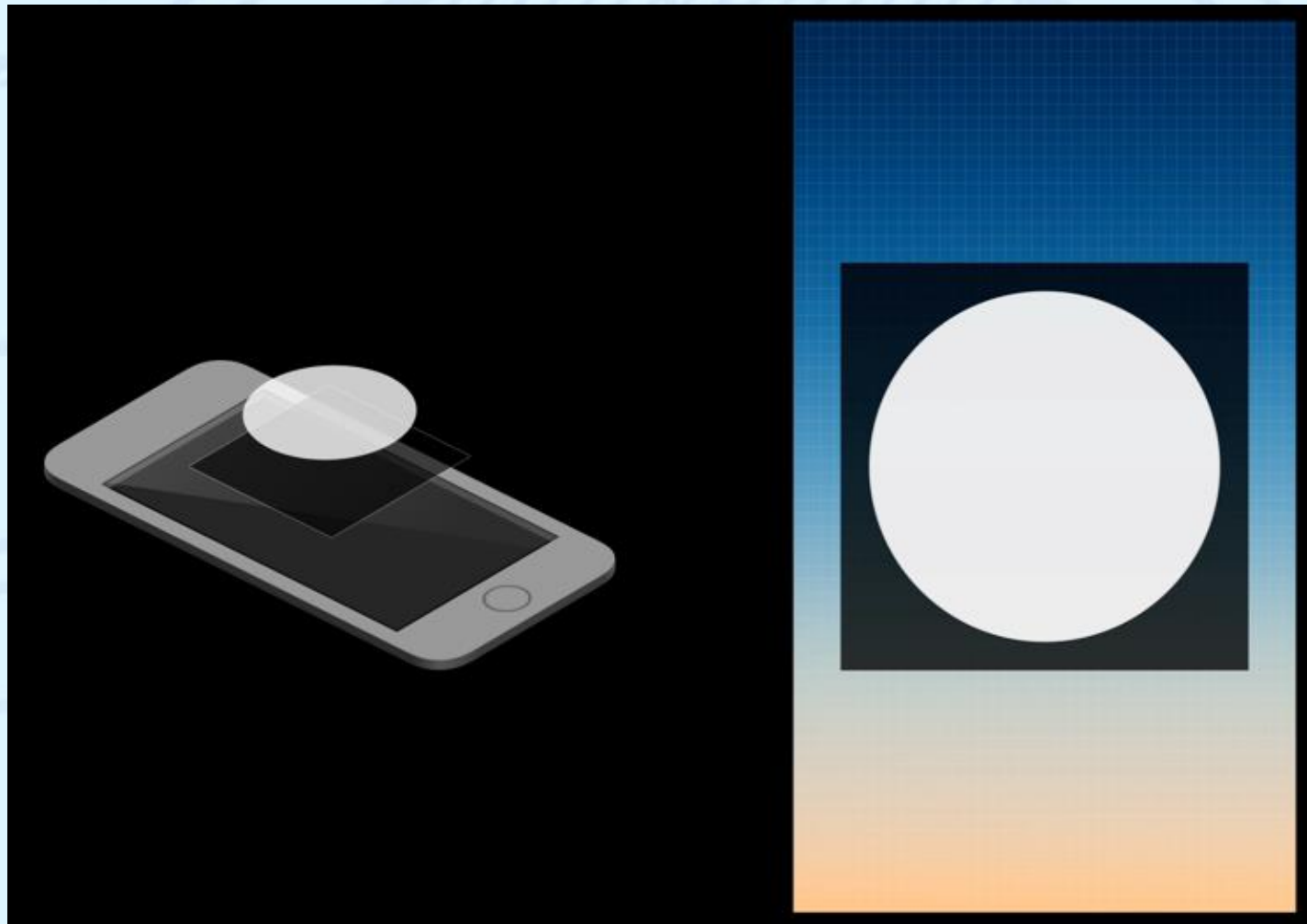
The design has undergone significant changes.



New Design

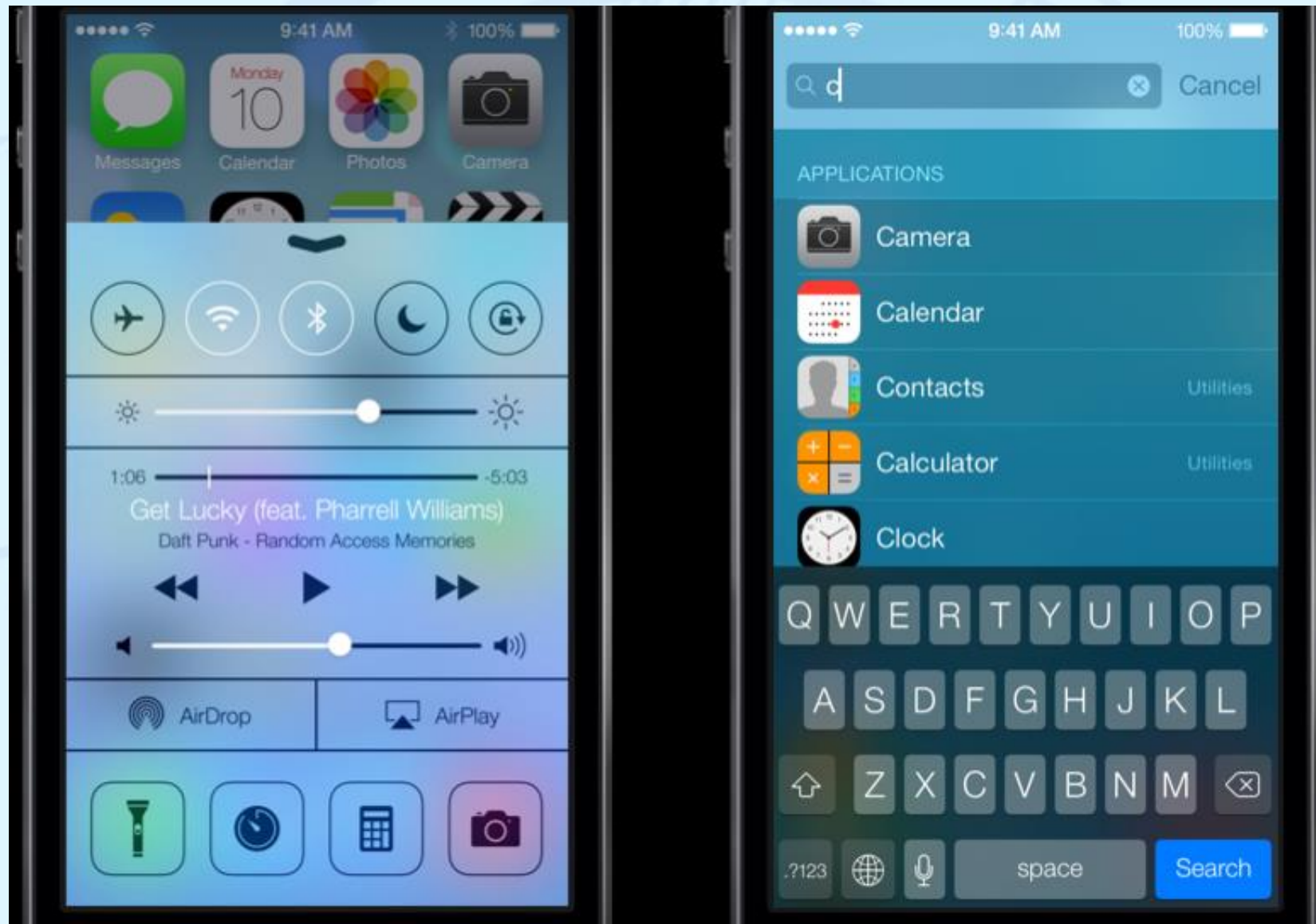
- **"Flat" UI**
- **Parallax and Motion Effects**
- **Blurring and Transparency**
- **Icon Grid**
- **Dynamics**
- **Zoom**

Parallax and Motion Effects



Parallax effect allows you to make sense of the "depth" of the picture.

Blurring and Transparency



Blur is the new sexy. Dynamic blur effect clearly shows the user where the "support" menu was called for. The main thing here is not to overdo it!

For example, the use of background blur for control elements in the video player allows you to visually enlarge the image.

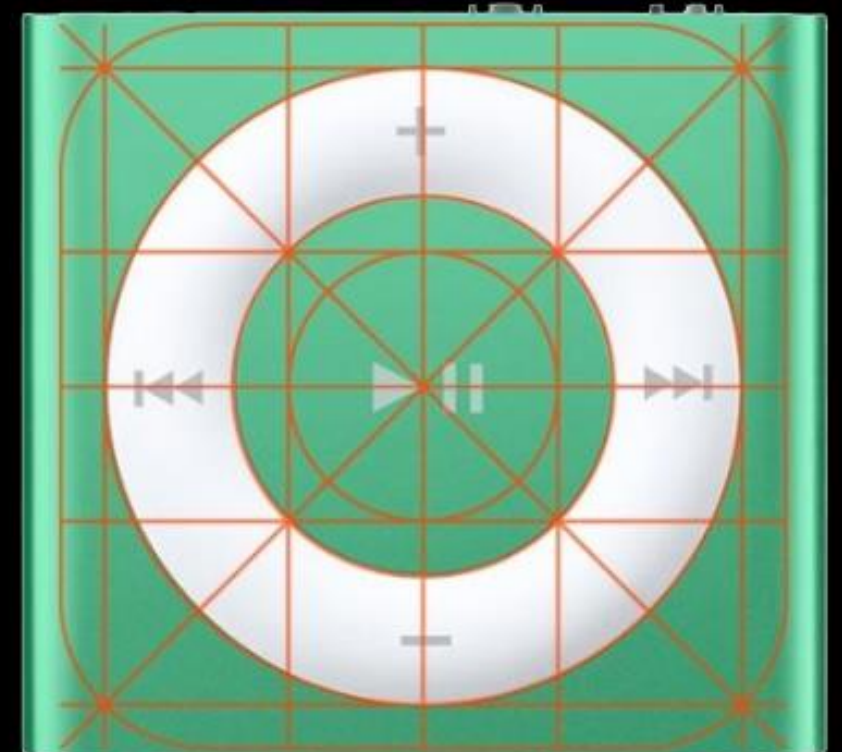


Icon Grid



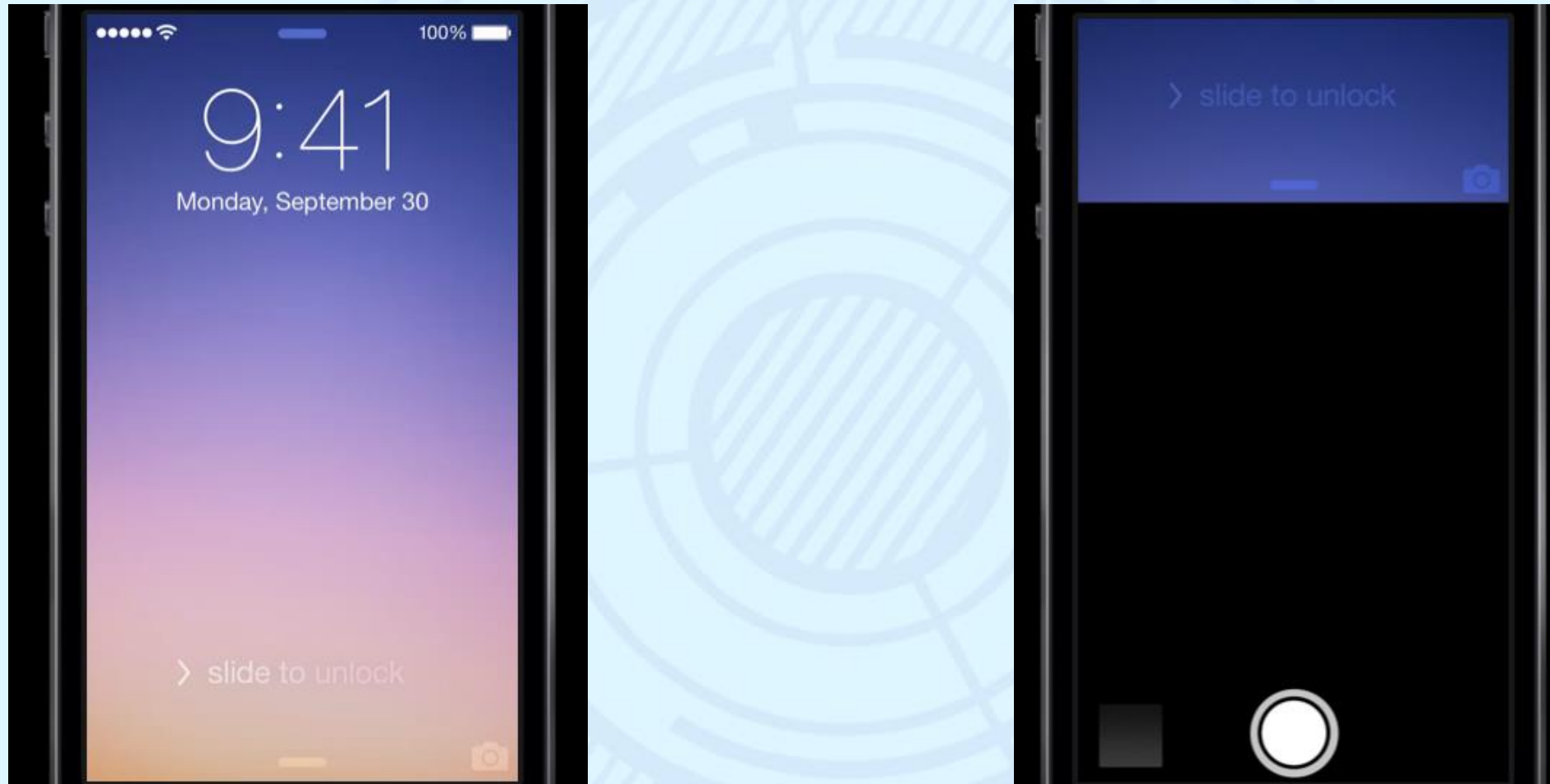
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Icon Grid



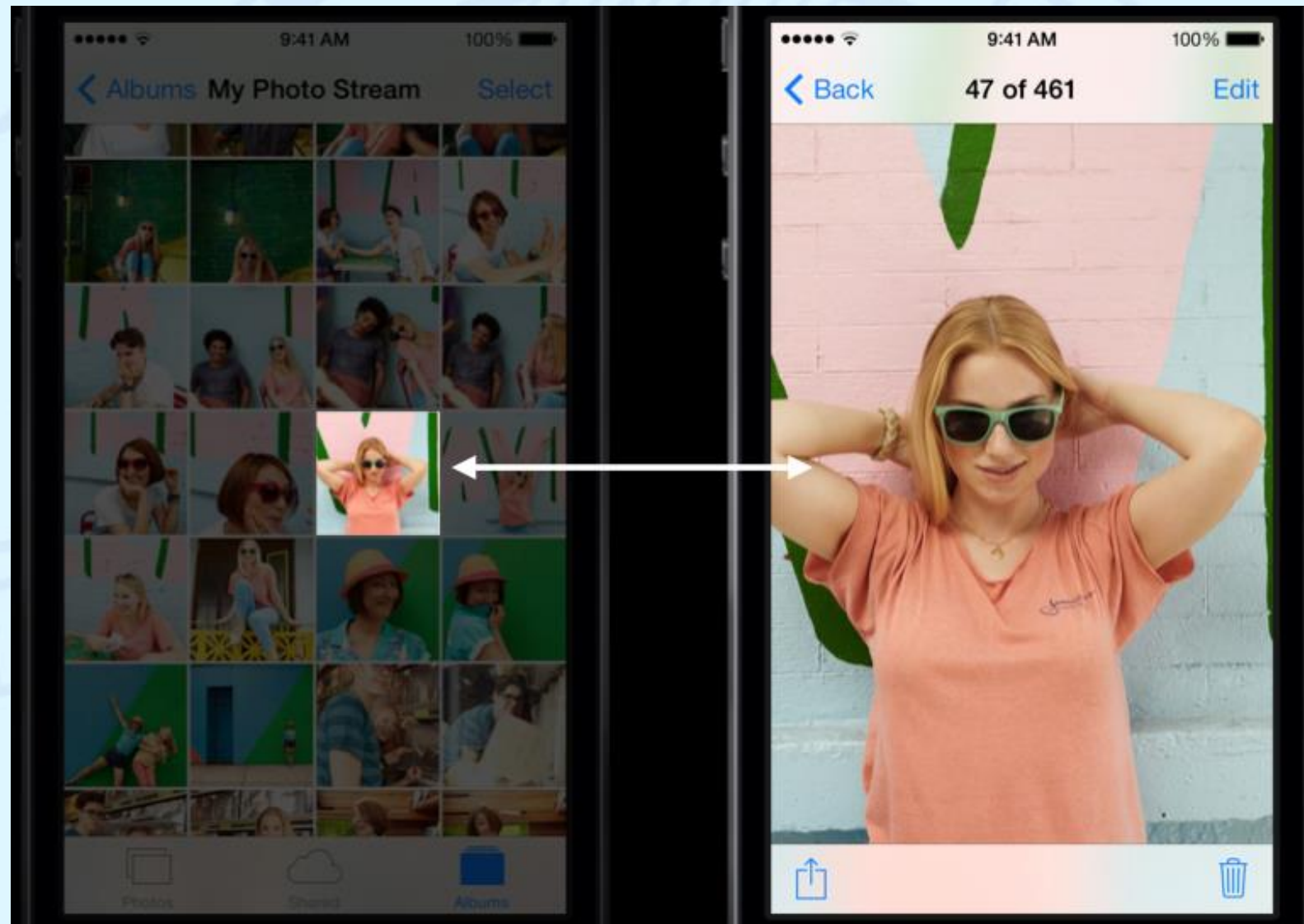
It seems that Johnny Ive has been using icon grid for a while!

Dynamics



Another important innovation - the use of physics in the interface. For example, the higher user will raise up "blind" of the lock screen, the higher it will bounce if dropped

Zoom



User sees clearly what application is opened or closed and what picture was selected, etc.



Engineering

What's New

- **New Frameworks**
- **Existing Frameworks Enhancements**
- **Xcode 5**
- **64-bit**

New Frameworks

- **Sprite Kit**
- **Game Controller**
- **Multipeer Connectivity**
- **JavaScript Core**
- **Safari Services**

Existing Frameworks Enhancements

- Updated look for UI elements
- Dynamics and Motion Effects
- Text Kit
- Key commands
- Screen edge pan gesture recognizer
- OpenGL ES 3.0 support
- Background Fetch
- Native Base64 encoding :)
- And many many many more

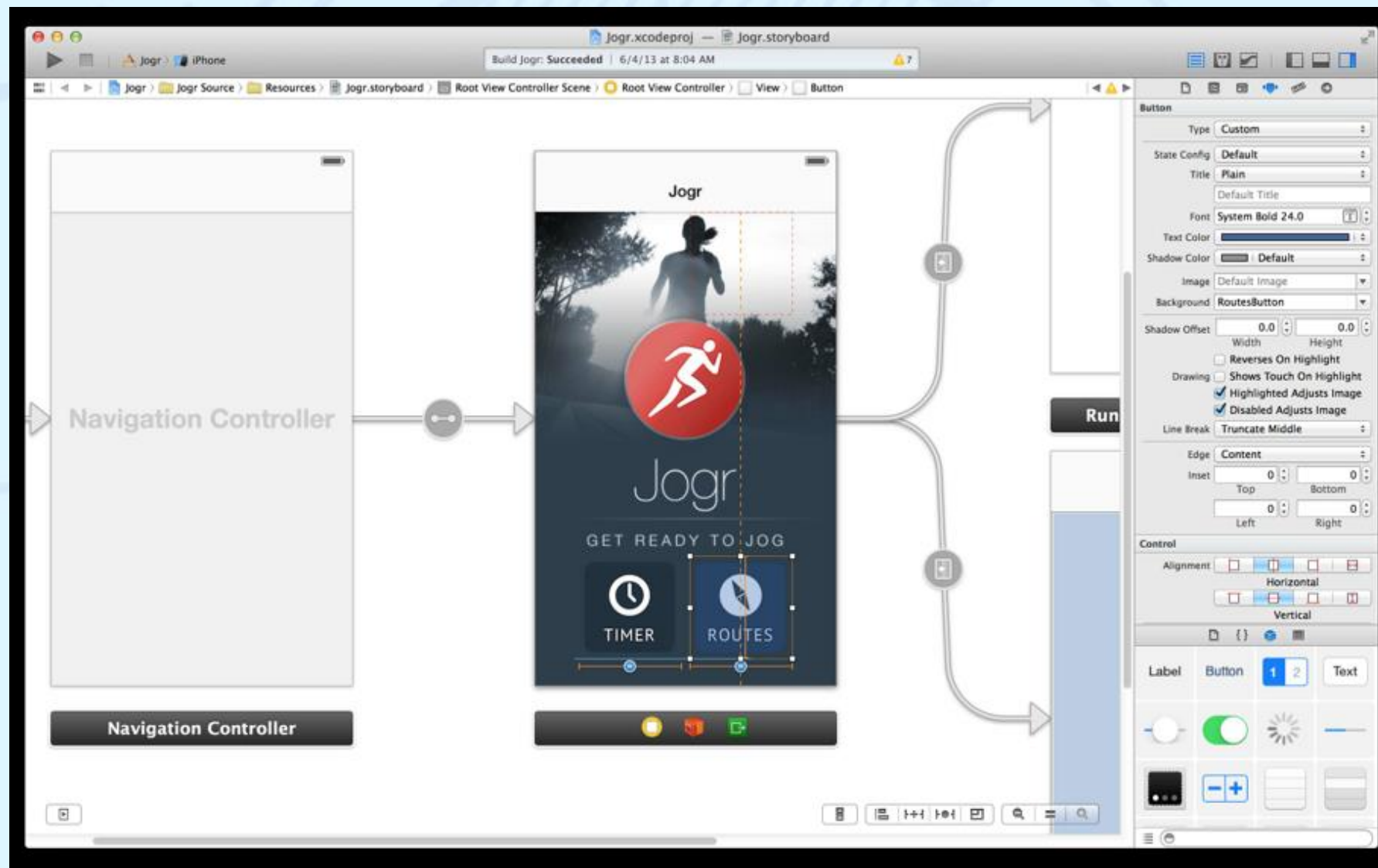
Xcode 5



Xcode 5

- **New Interface**
- **Automatic Configuration**
- **Test Navigator**
- **Bots for Continuous Integration**
- **Asset Management**
- **Debug Gauges**

New Interface



Interface of the new version of Xcode has become more concise as iOS7, focusing primarily on content.

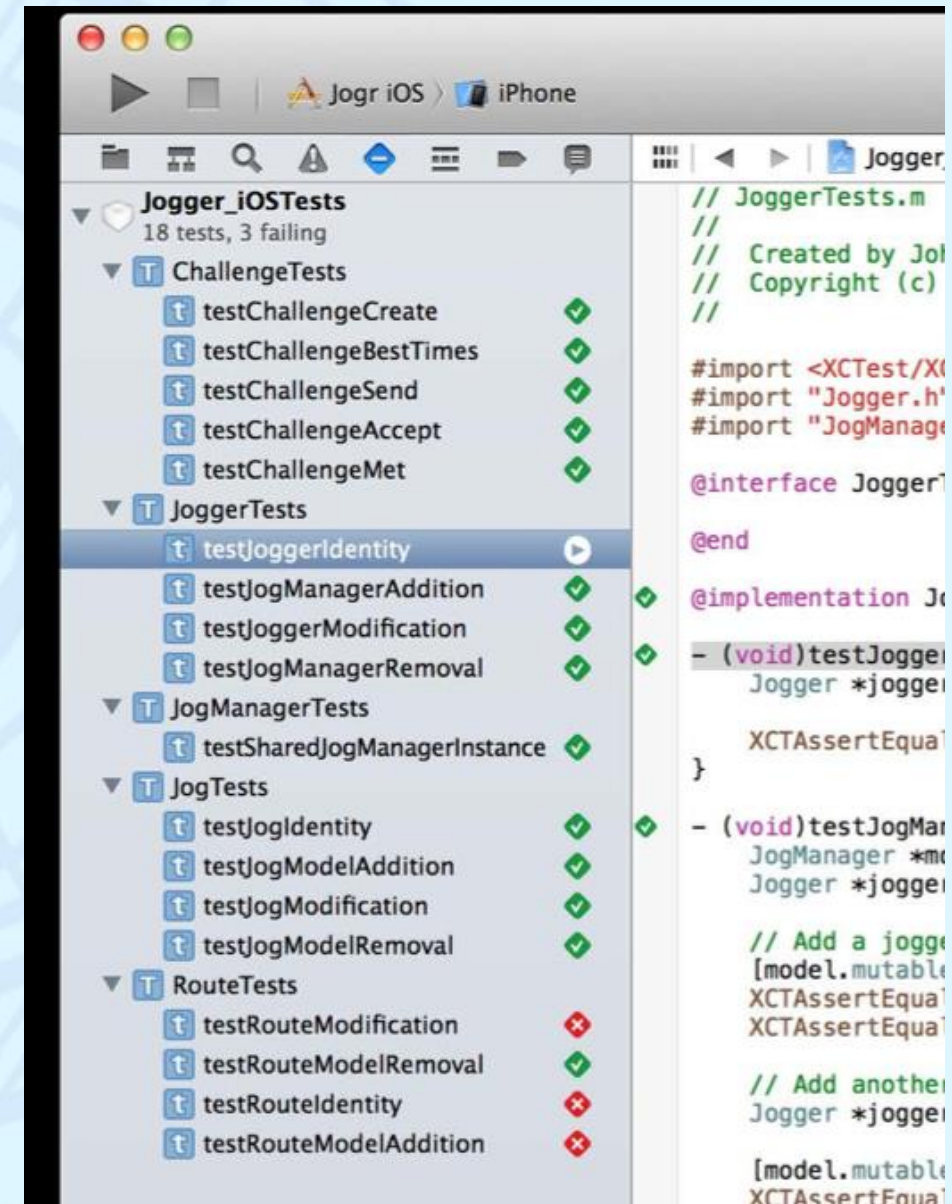
Automatic Configuration



Working with Certificates, App IDs and Provisioning Profiles has become much easier. Now everything is available from Xcode.

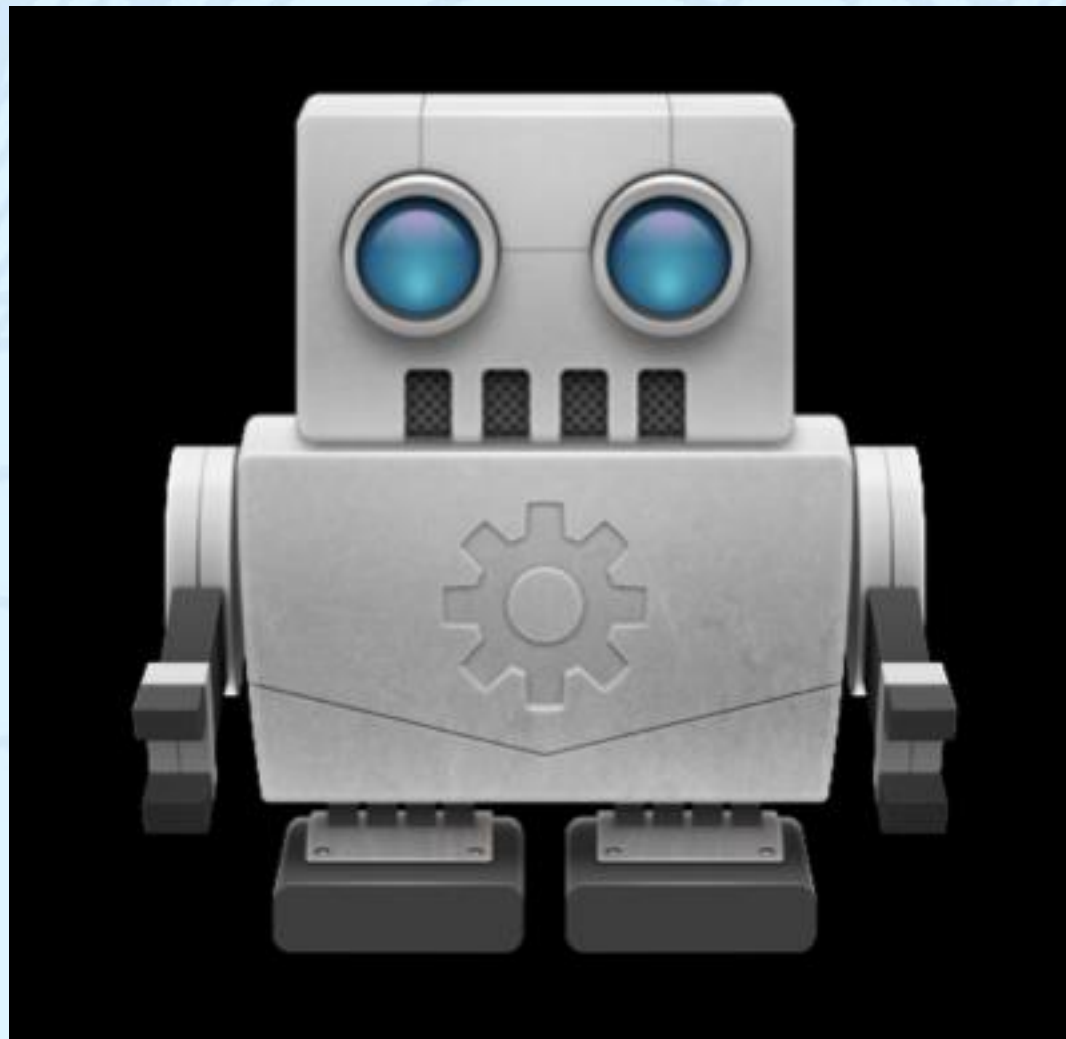
Test Navigator

- Create, edit, run tests
- Run one / some / all
- Assistant view

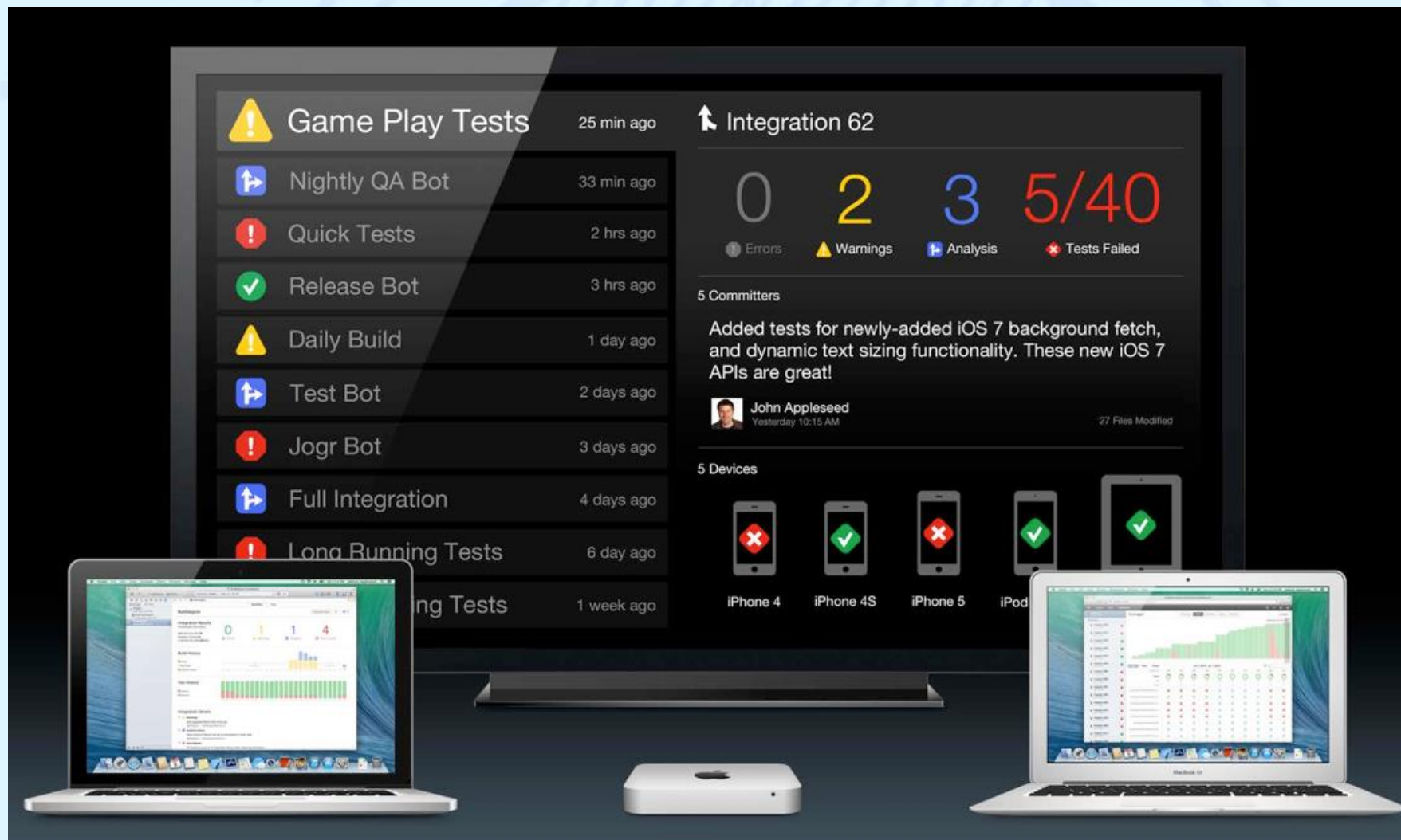


Test Navigator makes it easy to create, edit, run (all, some, one) unit tests.

Xcode Bots

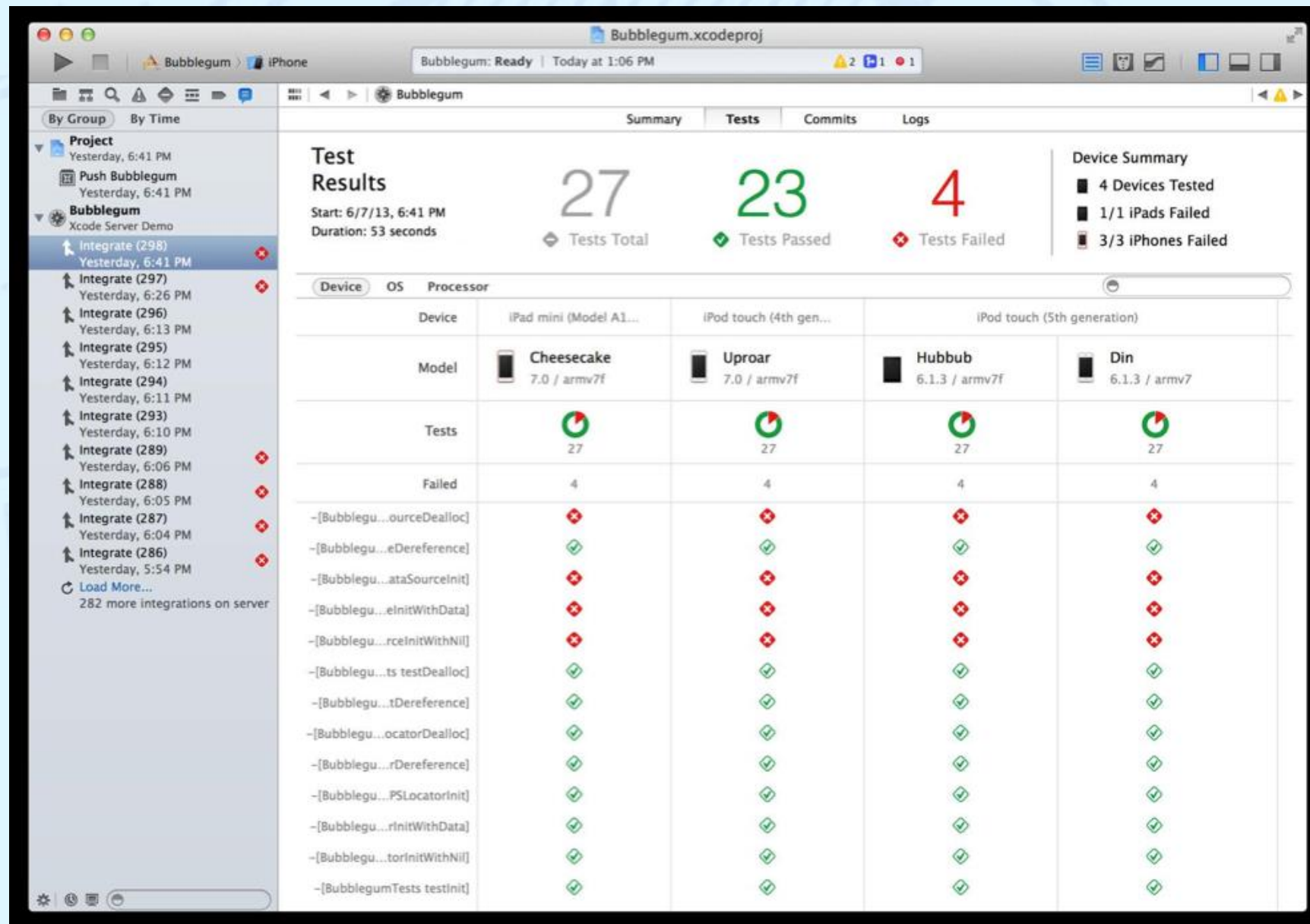


Bots



Bots - is a great solution similar to CI solutions available like Jenkins, TravisCI, etc.

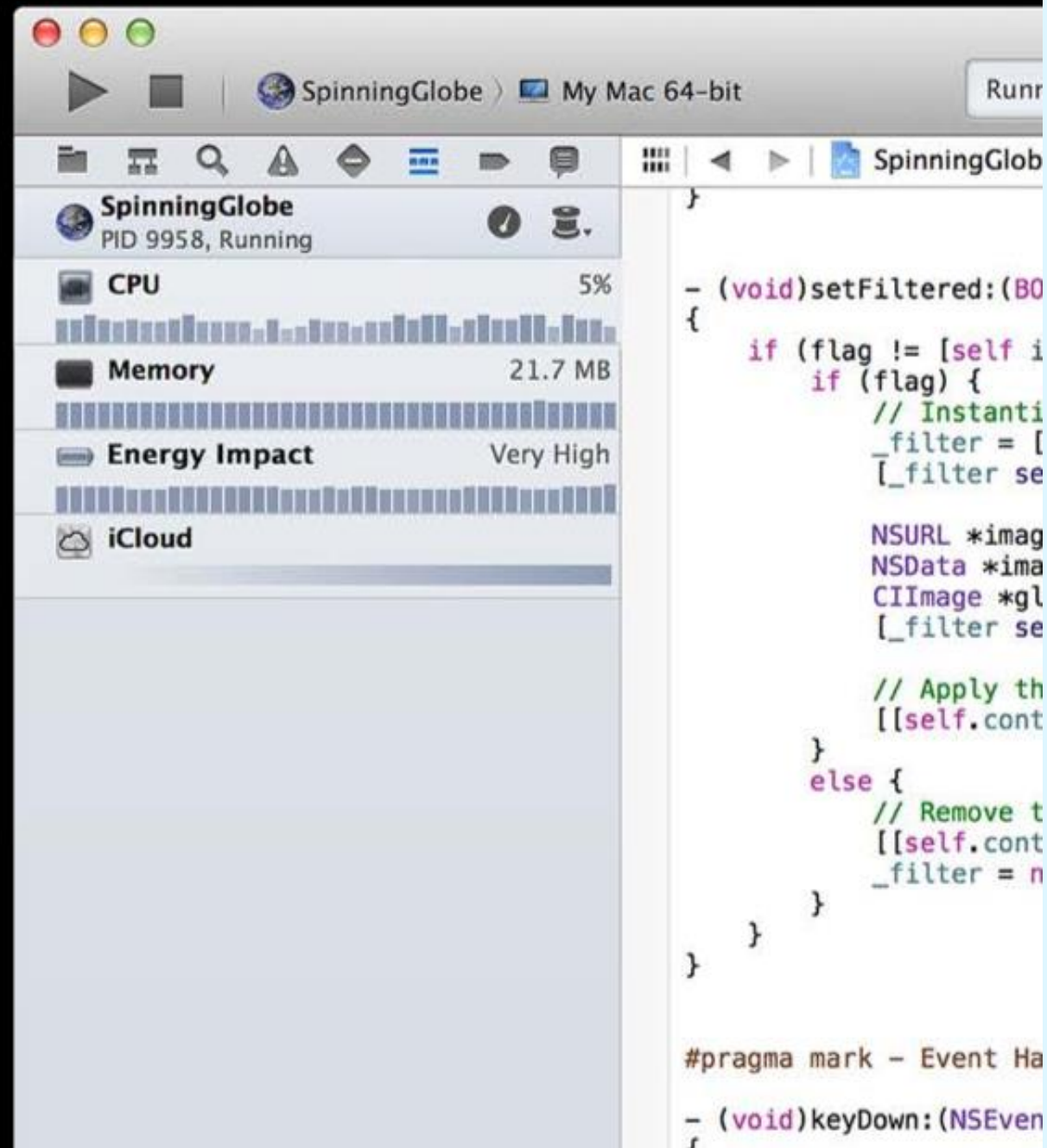
Bots



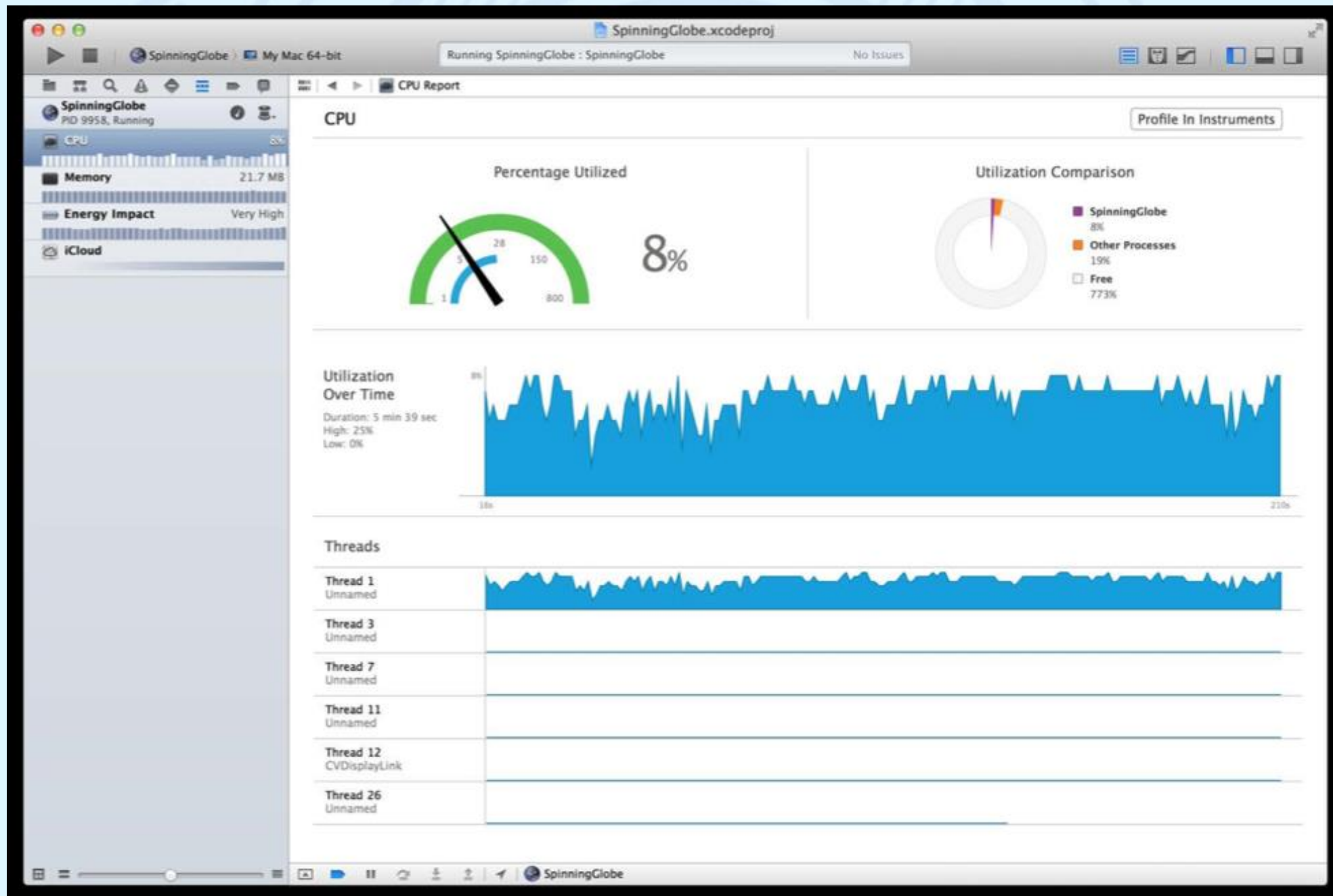
It became much easier and clearer to use debug in Xcode.

Debug Gauges

CPU
Memory
iCloud
Energy
OpenGL ES



Debug Gauges



64-bit

- 2x integer registers
- 2x floating point registers
- More efficient assembly code
- Objective-C runtime optimizations
- Universal code base

64-bit

Great App

It is very important to use device's latest features to make your life easier.

Inviting

Innovative

Familiar

State-of-the-art

Connected

Engaging

Social

Enabling

Accessible

Intuitive

Localized

Memorable

Designed

Personal

Valuable

Fit in

Unique

Stand out



**Optimized
for 64-Bit**



**Motion
Aware**



**Location
Aware**



**Always
Ready**



Secure



That's all! Thanks!