Received(Date): Wed, 30 Jan 2008 15:30:04 -0800

From: Greg Joswiak ██████████

Subject: Fwd: potential distribution alternative

To: Scott Forstall ████████████ >

Cc: Bob Borchers ██████████████ >, Ron Okamoto
██████████████ >

Date: Wed, 30 Jan 2008 15:30:04 -0800

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Scott,

If this is accurate, it sounds like we'll have to make sure our terms don't allow this.

Thoughts?

Joz

Begin forwarded message:

**From:** Ron Okamoto < ████████████████

**Date:** January 30, 2008 2:54:11 PM PST

**To:** Bob Borchers < ██████████████     Greg Joswiak ██████████████

**Cc:** "C.K. Haun" ████████████████

**Subject: FW: potential distribution alternative**

Guys,

Check out CK's email below. It looks like he's identified a possible "leak" in the system.

Thoughts?

Ron.

------ Forwarded Message

From: "C.K. Haun" ████████████████

Date: Wed, 30 Jan 2008 14:39:36 -0800

To: Ron Okamoto ██████████████

Subject: potential distribution alternative

Many games have a healthy after-market in additional game levels,

enhanced graphics for in-game activities, and other data up to and

including completely new games that can be created from a installed

base game engine.  Many for a fee.   Some developers will want this

for their iPhone apps.

This means that;

- A developer can produce and get approval to distribute a game

through iTMS (paid or free)

-  application then uses normal networking APIs to talk to the

developers home server

- developer server communicates to the user (through the app) that a

new, for-fee, level or entire new game is available to download

through the app.

- Customer purchases the app at  (for example) the developer web site

and receives an activation key

- Customer launches app on phone, types in auth code

- Data (not code) is downloaded to the phone and stored in the

applications directory

- Game then uses that data to create an enhanced experience, up to

and including an entirely new (to the user) game

As long as we allow network access and local file storage I cannot

see a way to technologically stop that from happening.

We can and will stop apps from downloading and running code.

However, we are not preventing downloading and storing data.

Which makes the new level/enhanced graphics business for fee (outside

APL-EG_00341450

of iTMS) possible easily.   And many engines now allow rather

advanced scripting languages that are powerful enough to (in effect)

create a new game.

Again, all without going through iTMS.

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--CKH

------ End of Forwarded Message