



Opening Keynote

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Dir. Product Management



You Rock. You Rule. You Rage

deRage™ 8 | The

The collage includes:

- A white Samsung tablet showing its home screen.
- A black Parrot car stereo unit displaying a music interface.
- Three electronic locks in black, silver, and gold finishes.
- A grey iHealth blood pressure cuff connected to a white smartphone dock.



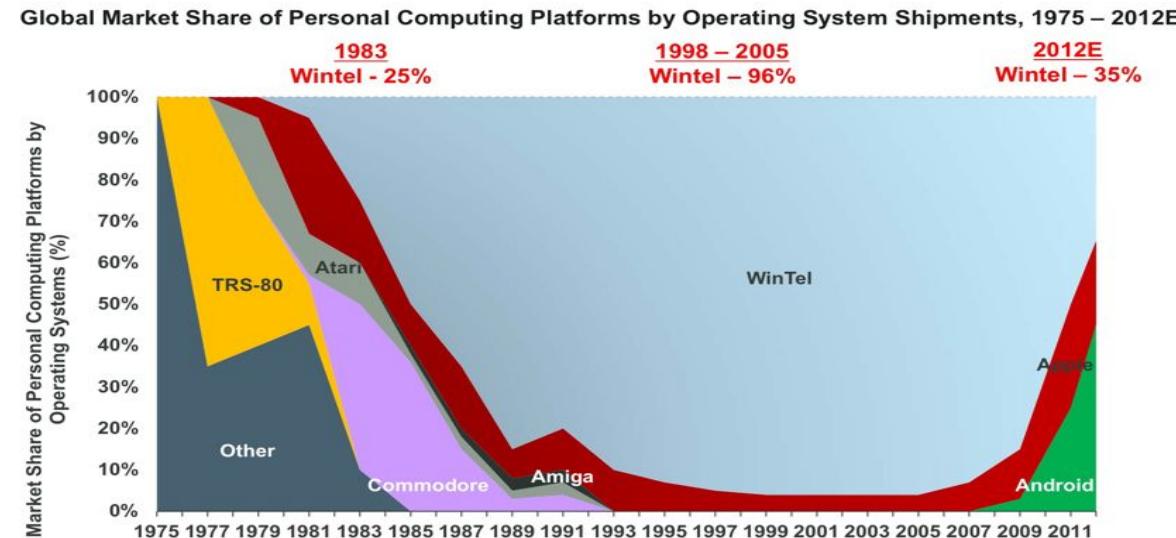
embarcadero

Market Statistics

WHAT'S HAPPENING?

The Client Revolution

Re-Imagination of Computing Operating Systems -
iOS + Android = 45% Share vs. 35% for Windows



KPCB

Source: Asymco.com (as of 2011), Public Filings, Morgan Stanley Research, Gartner for 2012E data. 2012E data as of Q3:12.

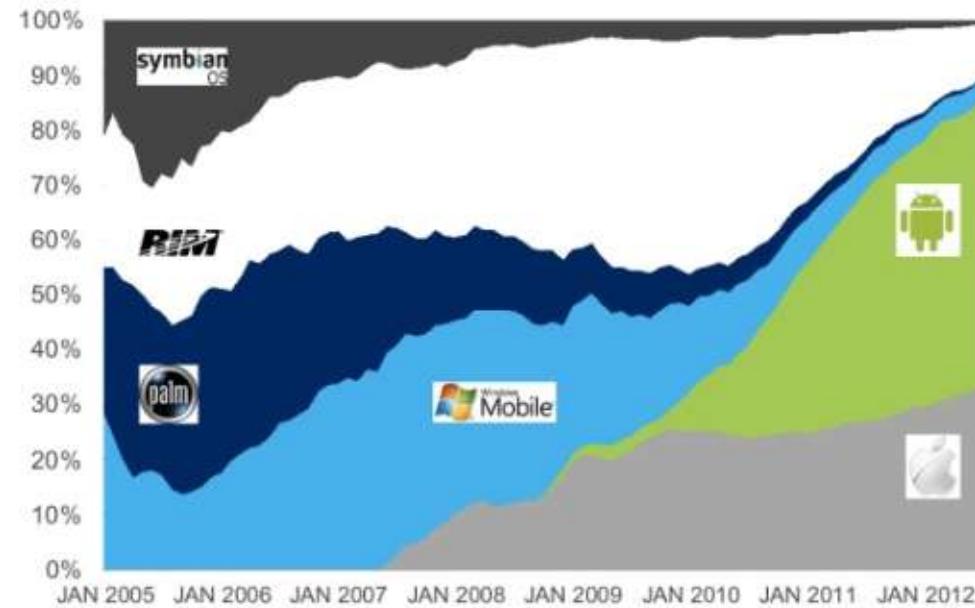
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An Unprecedented Multi-Device Landscape

embarcadero

Mobile Platform Market Share

Historically a Highly Dynamic Platform Market

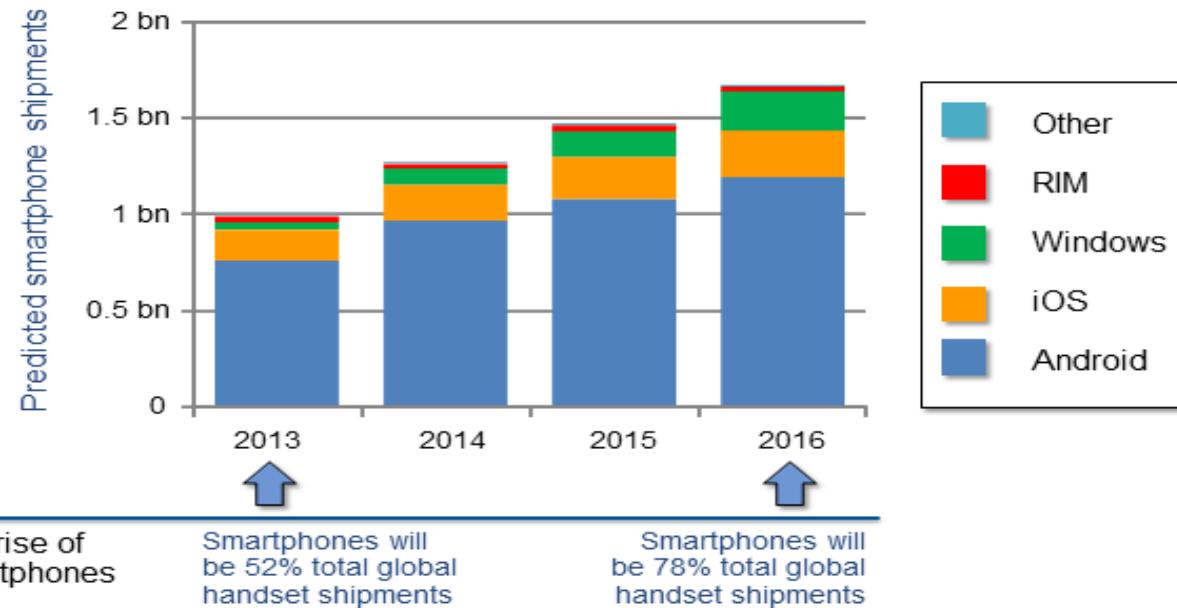


Apple (iOS) vs Samsung (Android)



Global smartphone shipments

Smartphones Will Dominate Handsets



Gartner

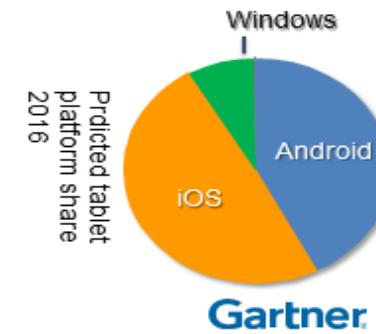
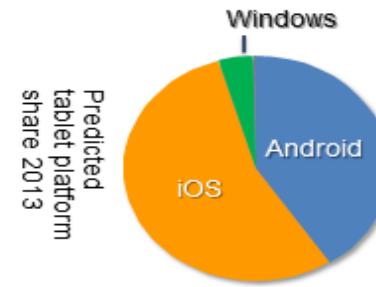
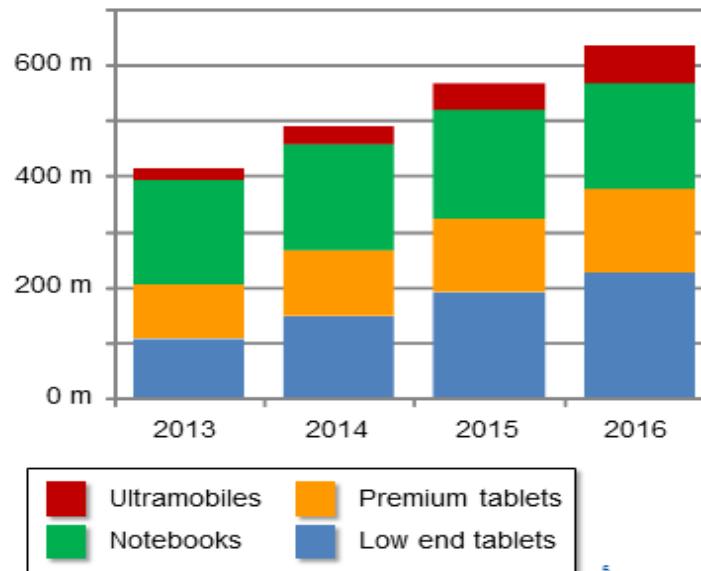
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Global mobile and PC tablet shipments

Mobile PC and tablet shipments

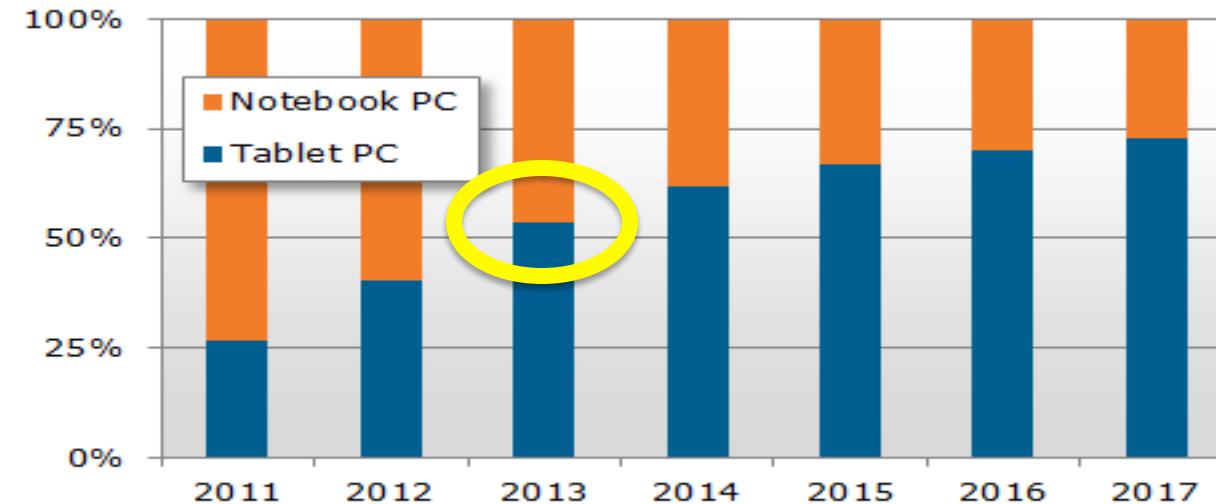
Predicted mobile PC and tablet shipments 2013 to 2016

Gartner predictions published Q4 2012.



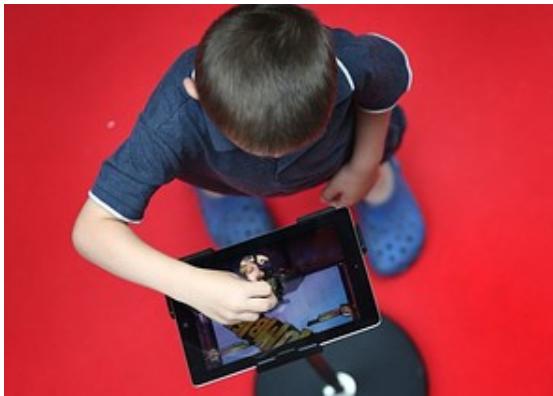
When will Tablets surpass Notebooks? This year.

Figure 2: Worldwide Notebook PC and Tablet PC Shipment Share Forecast



Source: NPD DisplaySearch *Quarterly Mobile PC Shipment and Forecast Report*

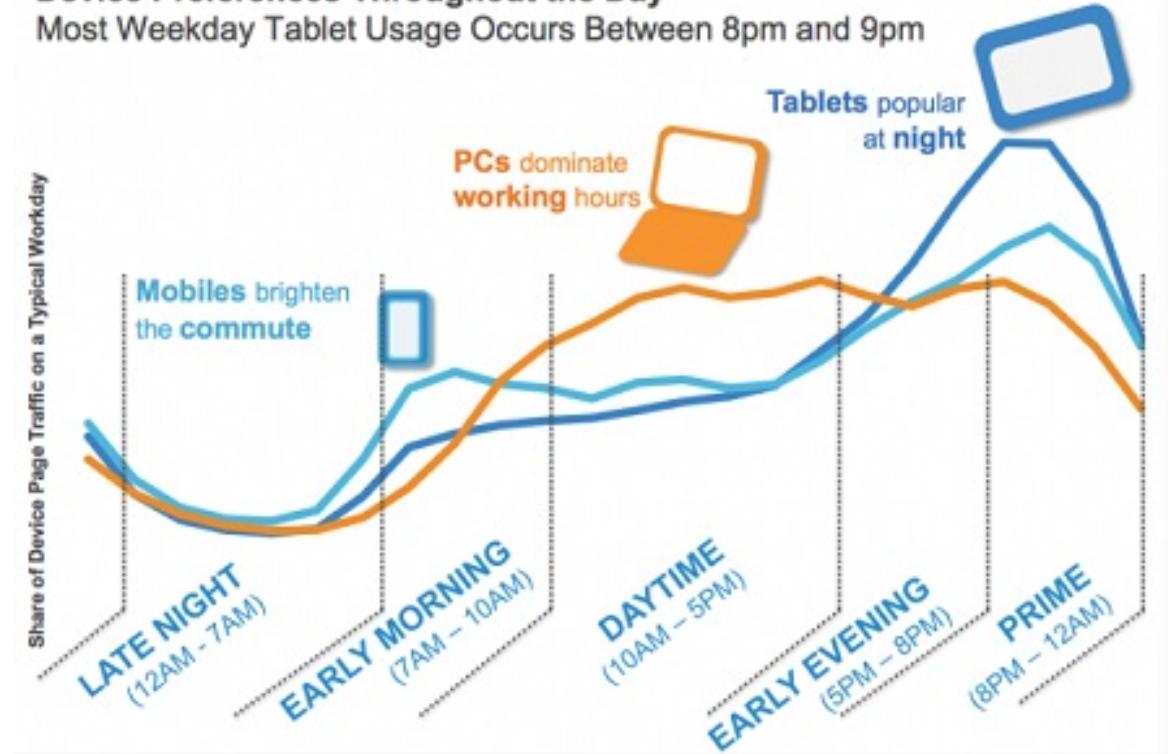
Apps for every device



<http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm



2014+



Client Device Diversity Will Continue to Expand

Windows Developer Survey

HOW ARE OTHER DEVELOPERS VIEWING THIS CHANGE?

A recent market study of Windows developers and mobile

Research Goal

The primary research goal was to quantify the current levels of experience and expertise among developers making the move from Windows desktop to mobile applications.

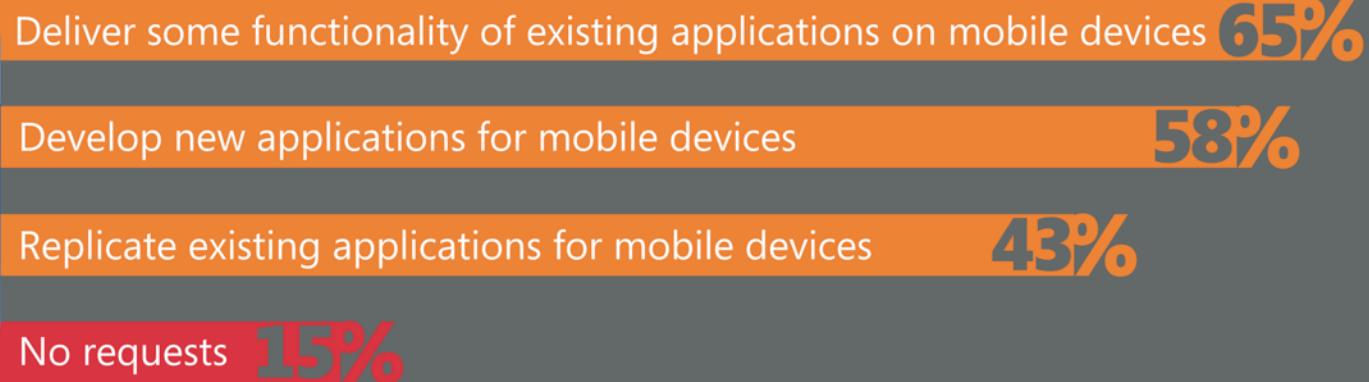
Methodology

Windows developers from around the world were invited to participate in an online survey. They were asked a series of questions about demand for mobile applications, experience with delivering apps, and challenges. The survey was fielded in English and German.

Participants

A total of 1337 individuals completed in the survey. All had responsibility for development of Windows desktop applications.

85% of Windows developers have had requests for mobile applications

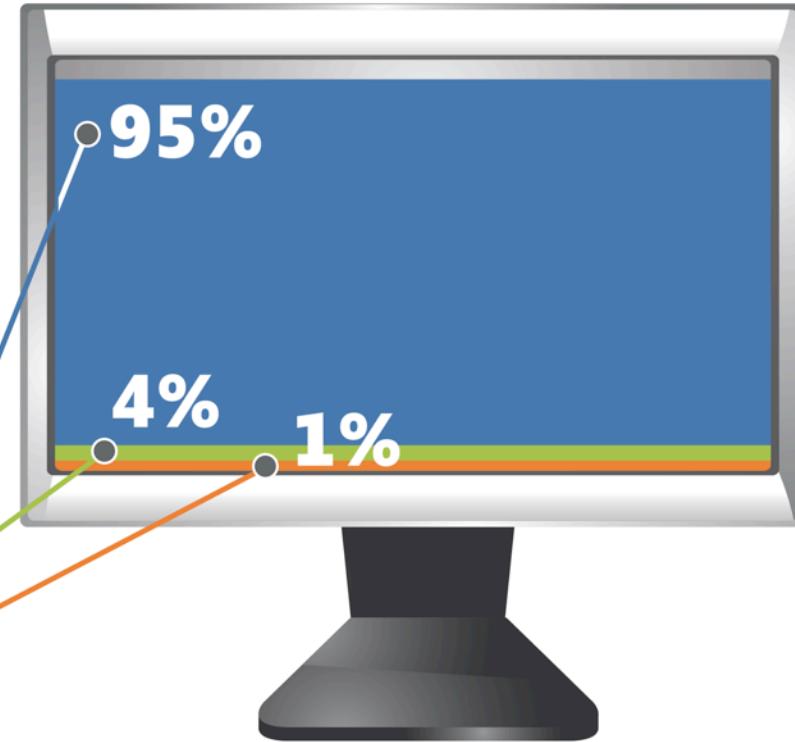


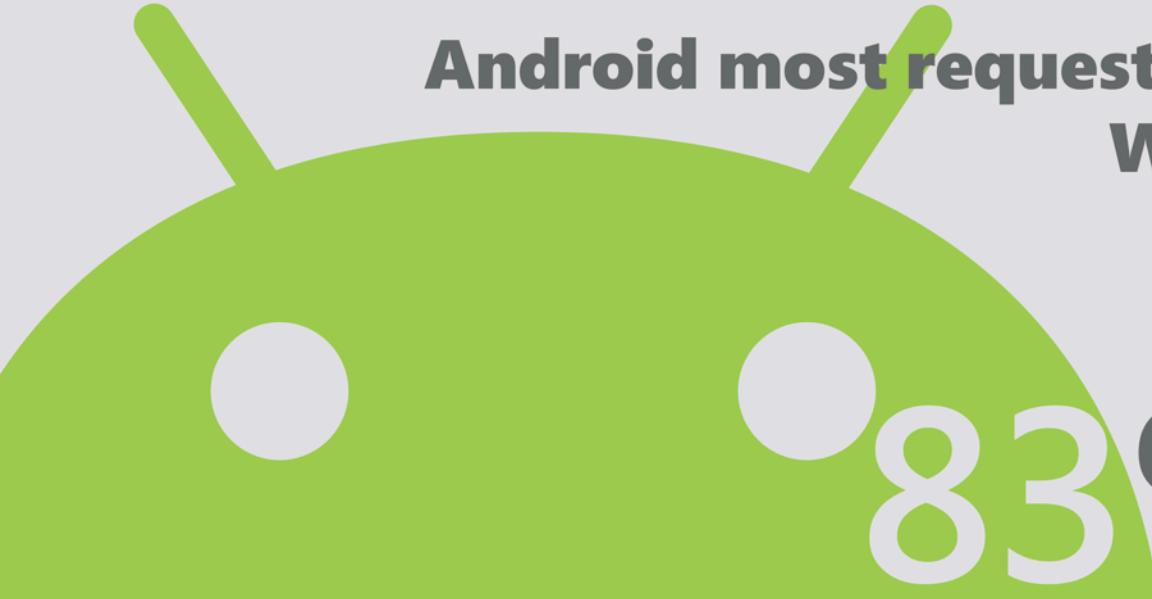
Mobile application development does **NOT** replace existing desktop needs

Yes, we will continue all development and support for the foreseeable future

We will provide support only, no new features

No, we will cease development and support of Windows applications



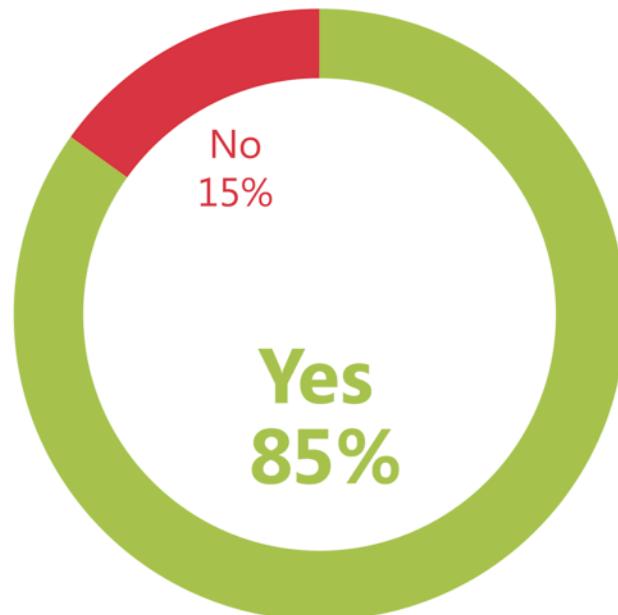
A large green Android robot head is positioned on the left side of the slide, facing right. It has two antennae-like arms extending upwards and two white circular eyes. The number '83%' is overlaid on its body.

Android most requested platform among Windows developers

Android	83%
Apple iOS	67%
Windows Phone	33%
Windows RT	17%
BlackBerry	14%
Other	4%

85%

**say native apps are
best for users**



74% have had challenges using HTML5 and JavaScript to deliver mobile apps

Difficult to access device features **44%**

Inadequate programming language features **38%**

Poor performance **31%**

"Other" challenges experienced include browser incompatibility, poor documentation, debugging, source code maintenance, lack of libraries, time consuming, scalability, form factor, and much more.

Other **8%**

No challenges **26%**

RAD Studio XE5

SO, HOW IS EMBARCADERO HELPING?

Mobile is Changing Everything. So Are You.

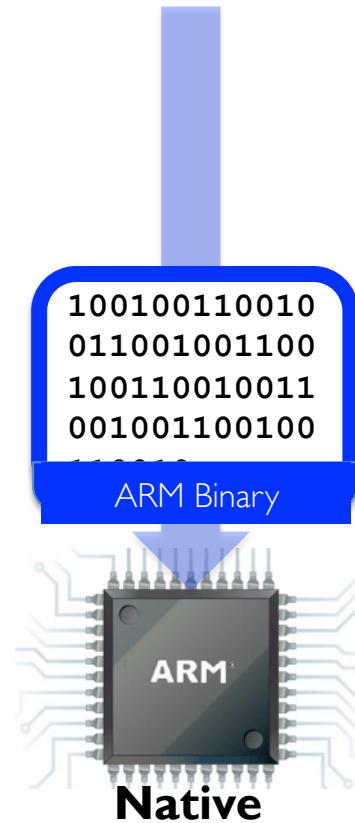
Use RAD Studio to create your next great mobile app for both Android and iOS.



Embarcadero: Multi-Device App Development



RAD Studio, XCode



Appcelerator, HTML5, Sencha, Kendo, Edge, PhoneGap, Kony

Diagram illustrating Scripted mobile development:

- A blue vertical bar represents the JavaScript code.
- The code is shown as:

```
Titanium.Geolocation.distanceFilter
= .15;
Ti.Geolocation.purpose = "Callbacks
Are Your Friend";
// make the API call
Ti.geolocation.getCurrentPosition(function(e) {
    // do this stuff when you have a
    position, OR an error
    if (e.error) {
        Ti.API.error('geo - current
        position' + e.error);
        return;
    }
    // got the location information
});
```
- This code is labeled "JavaScript".
- An orange rounded rectangle represents the "JavaScript Runtime Interpreter".
- An orange arrow points from the JavaScript code to the runtime interpreter.
- An ARM processor chip is shown at the bottom, connected to the runtime interpreter.
- The word "Scripted" is written below the chip.

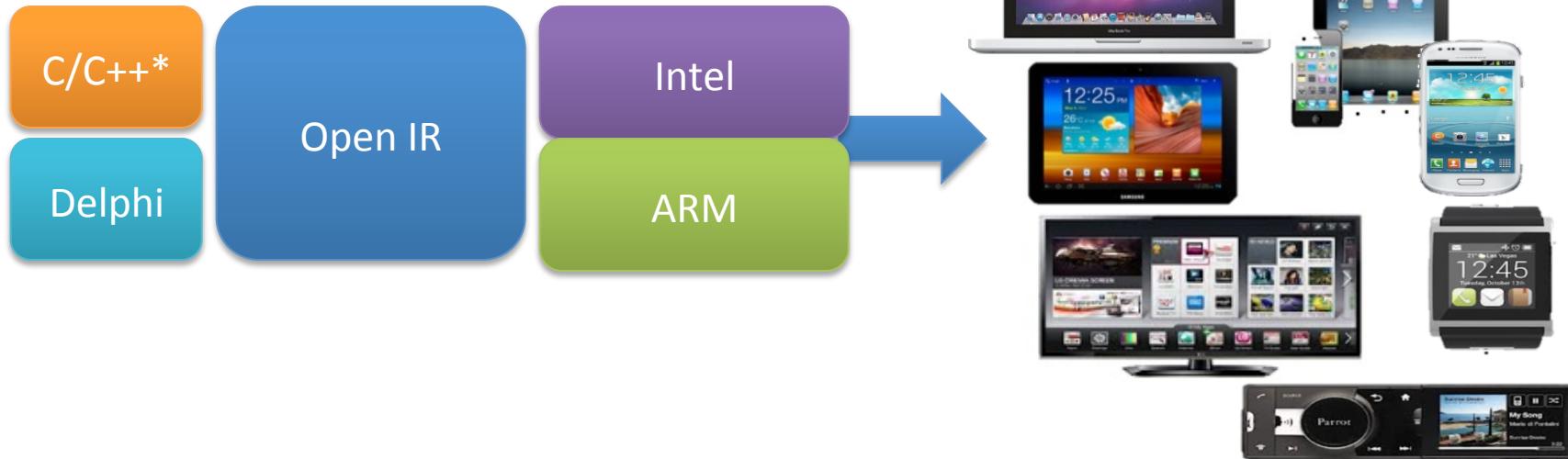
Xamarin, Dalvik

Diagram illustrating VM-based mobile development:

- A blue vertical bar represents the bytecode IL code.
- The code is shown as:

```
0  aload_0
1  invokespecial #199; <init>Primordial()
4  aload_1
5  aload_2
6  invokespecial #205; <init>()
9  invokespecial #210; <init>()
12  invokespecial #214; <init>()
15  invokespecial #217; <init>()
18  invokespecial #220; <init>()
21  invokespecial #223; <init>HostOrTarget()
24  getstatic #226; <clinit>PRIMORDIAL
27  invokespecial #229; <init>HostOrTargetSchemes()
30  invokespecial #230; <init>HostOrTarget()
33  getstatic #190; <clinit>PRISTINE
```
- This code is labeled "Bytecode IL".
- An orange rounded rectangle represents the "Virtual Machine (VM) Runtime".
- An orange arrow points from the bytecode IL code to the VM runtime.
- An ARM processor chip is shown at the bottom, connected to the VM runtime.
- The word "VM" is written below the chip.

Common Compiler Architecture



RAD Studio True Native on Mobile

App Sources

FM Framework

Cocoa SDK

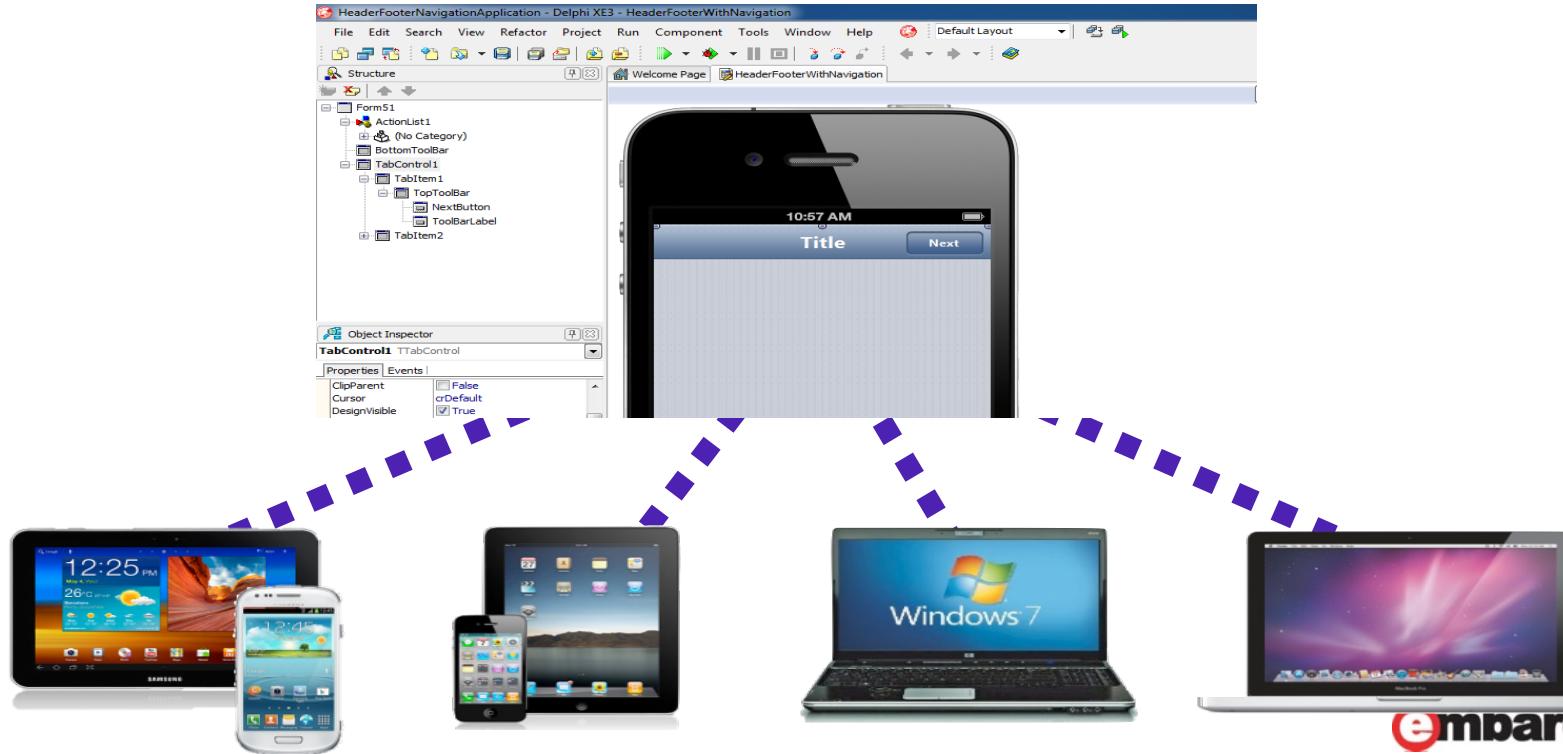
Native Developer Kit

.app in IPA

.so in APK

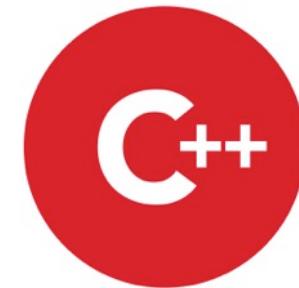


The Fastest Way to build apps for Android and iOS (and Windows and Mac OS)

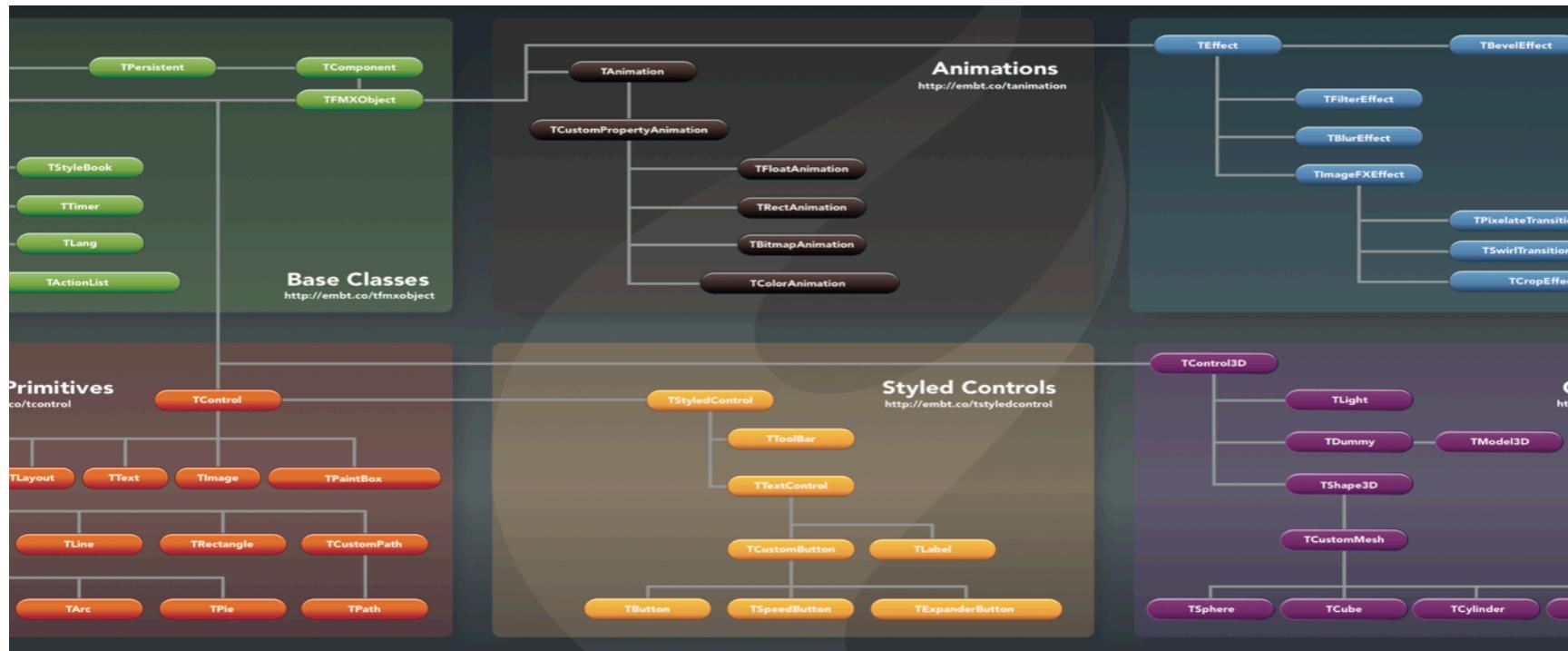


Modern Language Features

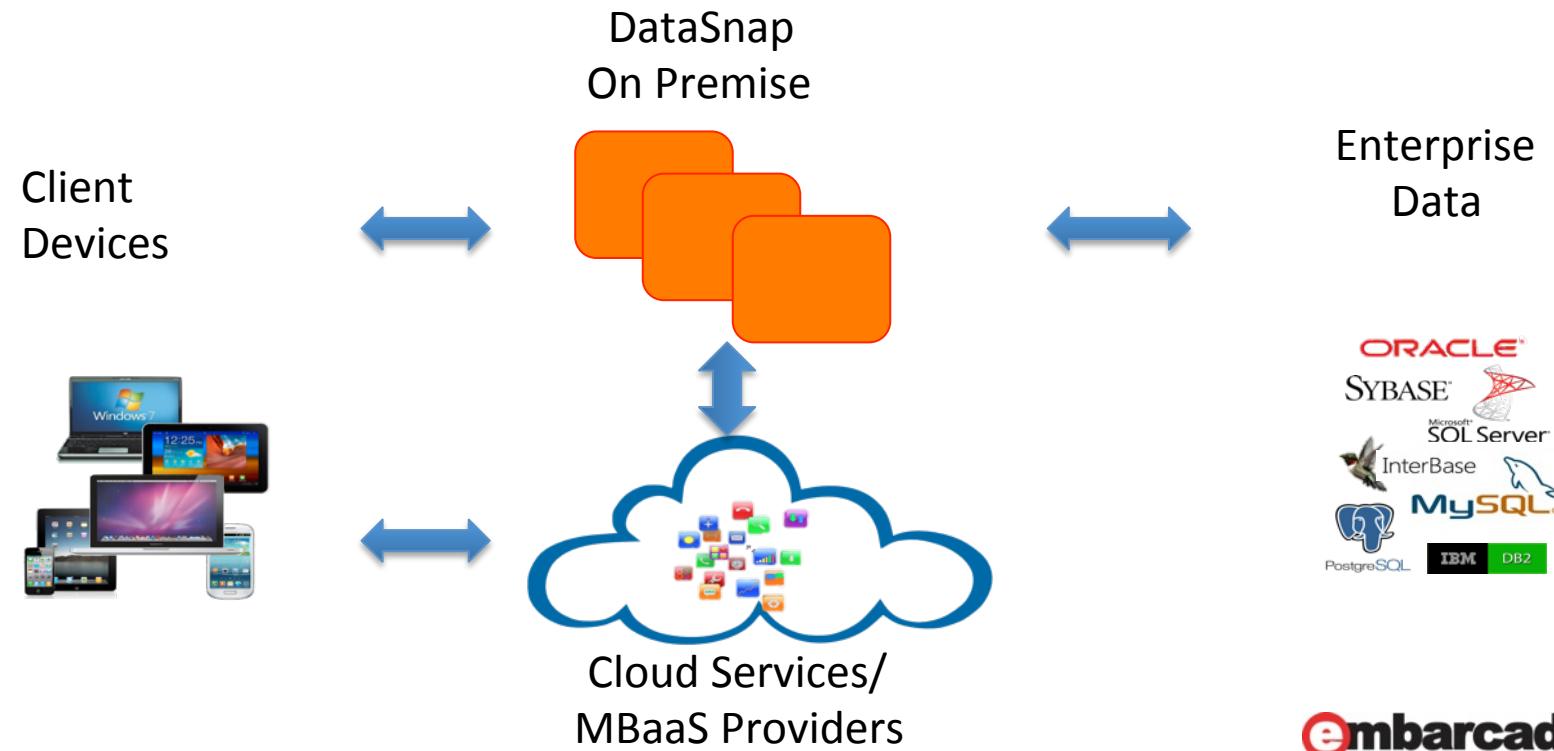
- Property-Method-Event
- Automatic Reference Counting
- Interfaces
- Attributes
- Generics/Collections
- Anonymous Methods (Lambda functions/closures)
- Rich RTTI



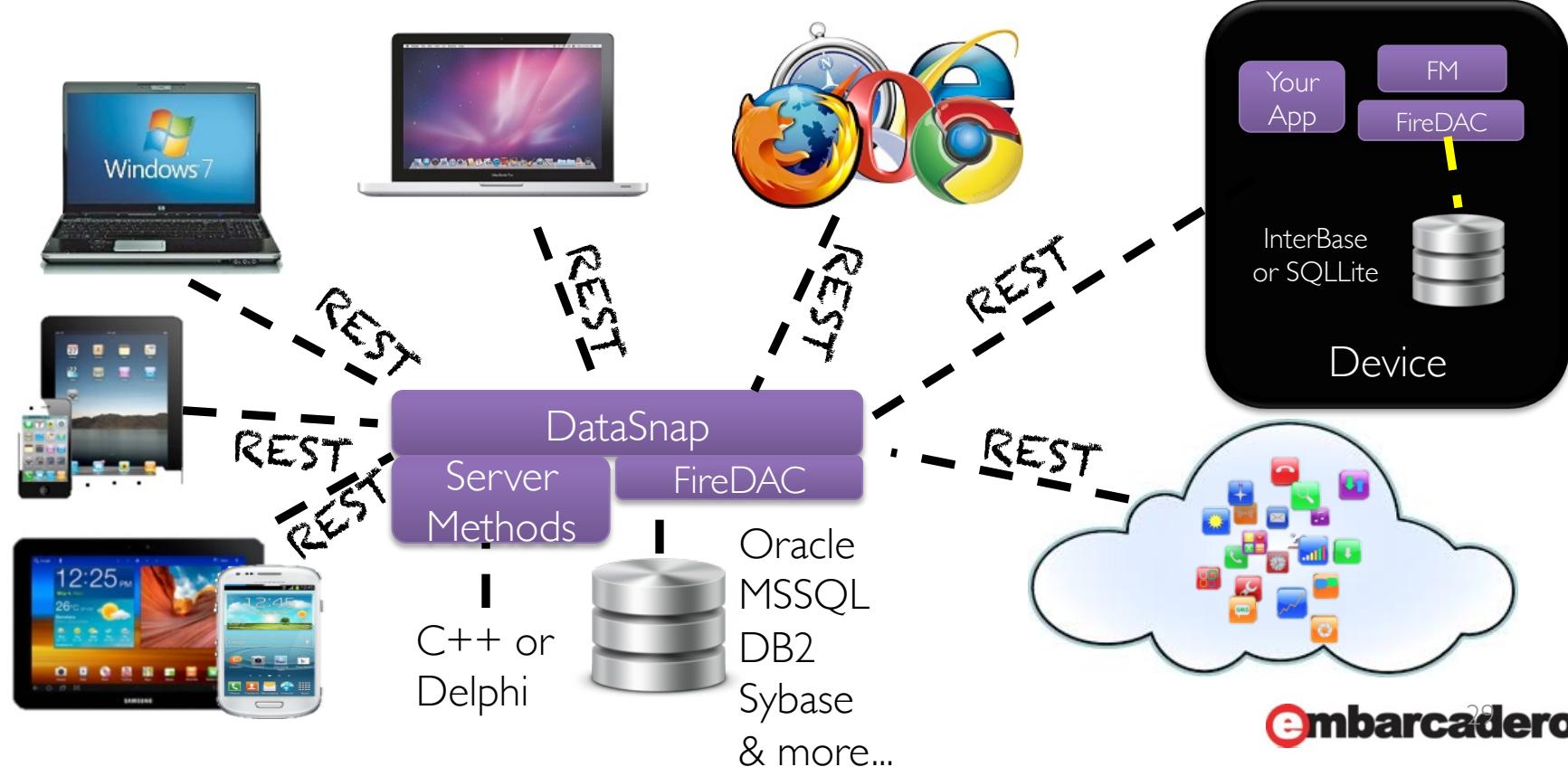
FM Application Platform



Multi-Device Application Platform



RAD Studio XE5- Enterprise Ready



Summary

Multi-Device means you don't have to support multiple development projects to deliver your app natively on multiple platforms (Android, iOS, Windows, and Mac).

True Native app development lets you deliver script-free device native apps optimized for each underlying hardware platform – creating faster, richer apps that end users love.

The Fastest Way to create iOS and Android apps with visual development using a complete application framework.

Multi Device Application Platform means out of the box connectivity to major Enterprise database, on premise multi-tier middleware, and easy to connection to REST cloud services, like MBaaS