

INTRODUCCIÓN IOS WORKSHOP

OBJECTIVE-C

1980

NACIMIENTO OBJECTIVE-C

BEHIND THE FALL OF STEVE JOBS

The board pressed C.E.O. John Sculley to seize the reins at Apple. When he did, Jobs tried to oust him. Now comes the hard part for the shaken company.

■ by Roy Urtal

HE'S ONE THING for Apple Computer's talents in "new marketing," learned corporate executives, to turn into entrepreneurs that may lavish press coverage. Lately, though, the press has been trumpeting events that the Cupertino, Calif., company would prefer not to publicize at all. From the end of May to the middle of June, Apple's board of directors has been meeting weekly to

plan for its future with young entrepreneurs, like the Johnsons. Appalled of personal computing, the leading spokesman of "technology for the people." Until June, John led the development and marketing of the Macintosh computer, an ergonomic, technologically advanced machine on which Apple has staked its future. Many insiders are shocked by his removal; they fear Apple has lost the spirit and vision that made it a true business phenomenon. Some say, "They've cut the heart out of Apple and substituted an artificial one. We'll just have to see how long it pumps."

No players in the drama have explained publicly why Jobs came to grief. But several of them, promised anonymity, have revealed the essential details to *Fortune*. Though Jobs, a celebrated visionary, and Sculley, a driven corporate professional, are radically different personalities, they formed a strong bond. Sculley seems to retain an animosity of affection for Jobs even today. "I decided to change my life and come to Apple," he says,

1986

STEVE JOBS DEJA APPLE Y CREA NEXT



In autumn days last October, Apple Computer's chairman, Steve Jobs left, on the left, and John Sculley, shown here at the students' pavilion at California's Stanford University.

"because of our admiration for Steve and what he had done. Our organization was all the more painful because we are such close friends."

What emerges from Apple's history is a tale of adversity—a general slowness in the personal computer business and disappointing sales at the Mac division—causing a wedge between Sculley and Jobs. Apple's board of directors, with strong outside members such as Arthur Rock, the San Francisco venture capitalist, played an important part in Jobs's downfall. On several occasions, beginning last December, the board granted Sculley to assert his authority over the company. Even then, Sculley put off action, partly from indecision, partly out of concern for Jobs's feelings. But Sculley was forced to emerge more than conquering hero, when he learned that the board was going to

Apple's top management had been meeting weekly since May to plan for the company's future. The board, which had been meeting monthly, was shocked by the abruptness of the changes. Then came news that the company's once highly decentralized divisions, most of which had broad responsibility for a product line, into an organization structured according to such business functions as engineering, manufacturing, and marketing. One marketing group, for example, would handle advertising and promotion for all Apple products.

Transforming Apple was a tougher task than Sculley first imagined. Under Jobs the company had acquired a few unusual traits in products; the chairman described Apple's range with talk of "incredibly great" new computers, and he made stars of product designers. By the beginning of 1984, though, Sculley had managed to consolidate Apple's divisions into just three: a sales division for all products, a division for the Apple II family of products, and one with the forthcoming Macintosh as its centerpiece and Jobs as its general manager.

The organization appeared to work at first. Under Delbert W. Vicars, 42, a native



1988
NEXT LICENCIA
OBJECTIVE-C

(APPKIT Y FOUNDATION KIT)

1996

APPLE ADQUIERE NEXT

1997

MAC OS ES LANZADO

A dark, slightly blurred background image of Steve Jobs. He is wearing glasses and a dark turtleneck sweater. He is holding a white iPhone in his right hand, showing its screen towards the camera. The overall mood is dramatic and focused on the product.

2007
IPHONE ES ANUNCIADO

2008

IPHONE SDK ES LANZADO

A black and white photograph of Steve Jobs. He is wearing glasses and a dark turtleneck sweater over a collared shirt. He is looking down at a silver iPhone he is holding in his hands. The screen of the phone is visible, showing several app icons. The background is dark and slightly blurred.

2010

IPAD ES ANUNCIADO

WWDC 2014

IOS WORKSHOP. 11 DE JULIO. 2016



Objective-C

adventuretime-gifs



IOS WORKSHOP, 11 DE JULIO, 2016

NEW EPISODE
CN
Cartoon Network

WWDC 2015

IOS WORKSHOP. 11 DE JULIO. 2016

Open Source





IOS WORKSHOP, 11 DE JULIO, 2016

SWIFT

IOS WORKSHOP. 11 DE JULIO. 2016

OBJECT ORIENTED VS PROTOCOL (?) ORIENTED

STATIC VS DYNAMIC

MÁS SEGURO

OBJECTIVE-C

- › AL HACER UNA LLAMADA A UN OBJETO NIL. NADA OCURRE (NO-OP).
 - › APP NO SE DETIENE.
- › COMPORTAMIENTOS IMPREDECIBLES EN RUNTIME → BUGS.

SWIFT

- > OPTIONALS
- > MANEJO DE NO VALOR EN TIEMPO DE COMPILACIÓN.

MÁS LIMPIO Y SENCILLO
DE LEER

OBJECTIVE-C:

```
NSString *name = @"Francisco";
int age = 29;
NSString *s = [NSString stringWithFormat:@"%@ is %d years old", name, days];
```

SWIFT

```
let nem = "Francisco"
let age = 29
let s = "\(nem) is \(age) years old"
```

OBJECTIVE-C

```
Person *person = [[Person alloc] init]
```

SWIFT

```
let person = Person()
```

MANEJO DE MEMORIA

MÁS FÁCIL DE
APRENDER

APPLE ESTÁ APOSTANDO
FUERTEMENTE POR SWIFT



XCODE



Quick Help

Declaration `func application(application: UIApplication, didFinishLaunchingWithOptions launchOptions: [NSObject : AnyObject]?) -> Bool`

Description Tells the delegate that the launch process is almost done and the app is almost ready to run.

`false` if the app cannot handle the URL resource or continue a user activity, otherwise return `true`. The return value is ignored if the app is launched as a result of a remote notification.

Parameters `application`
Your singleton app object.

`launchOptions`
A dictionary indicating the reason the app was launched (if any). The contents of this dictionary may be empty in situations where the user launched the app directly. For information about the possible keys in this dictionary and how to handle them, see [Launch Options Keys](#).

Returns `NO` if the app cannot handle the URL resource or continue a user activity, otherwise return `YES`.

Availability iOS (3.0 and later)

Declared In UIKit

Reference [UIApplicationDelegate Protocol Reference](#)

Guides [App Programming Guide for iOS, Local and Remote Notification Programming Guide](#)

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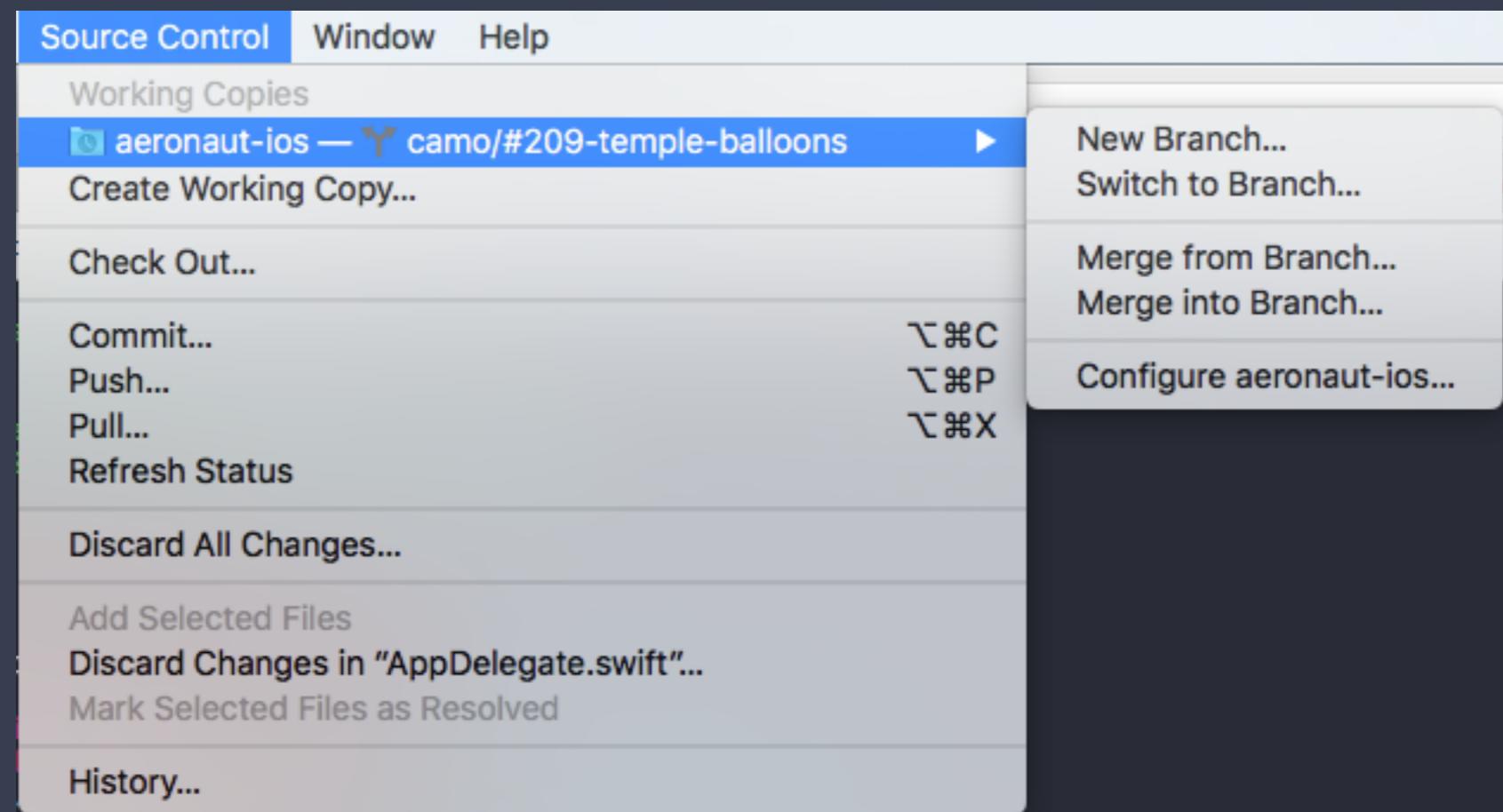
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ALT + CLICK



SOURCE CONTROL

GIT / SVN



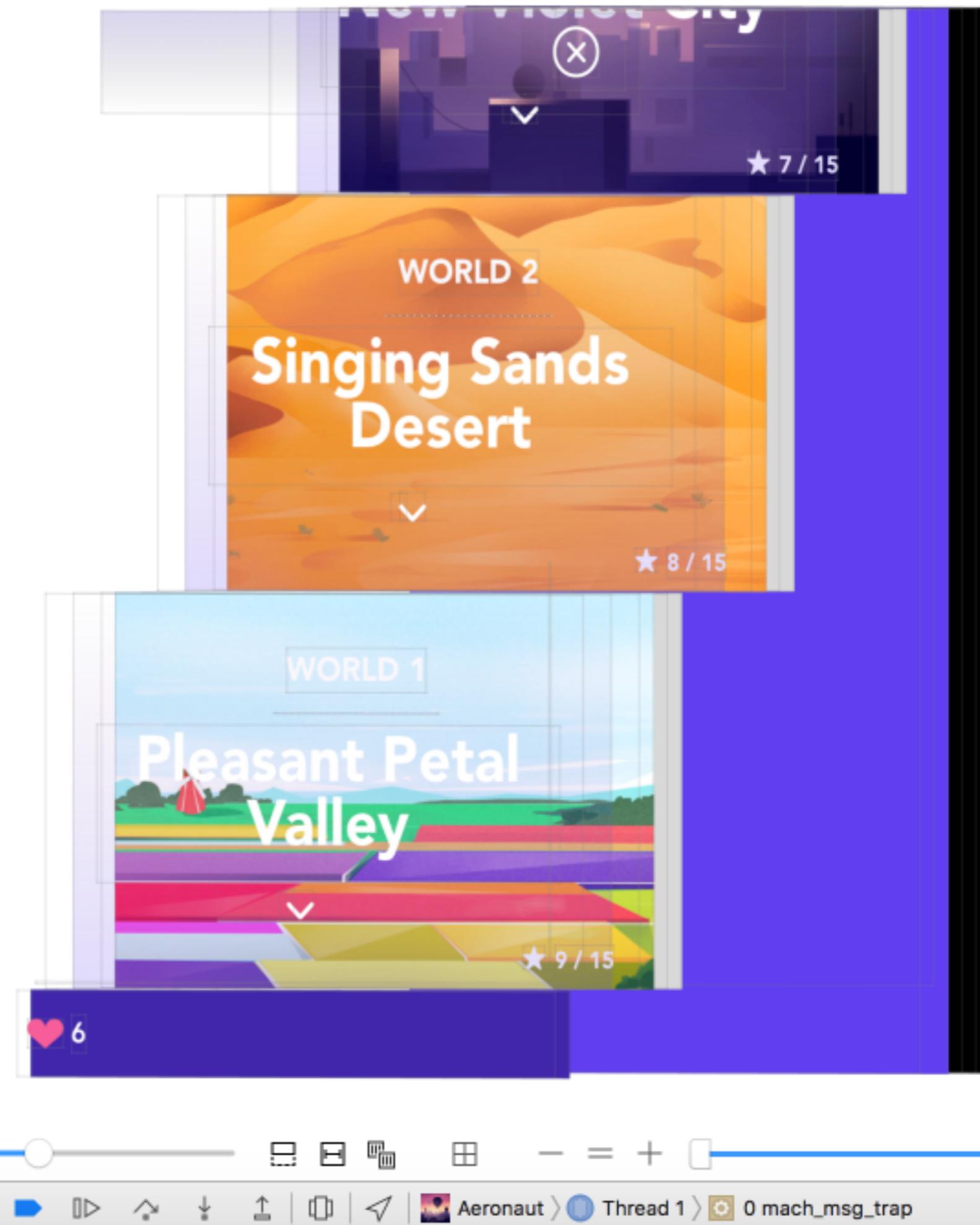
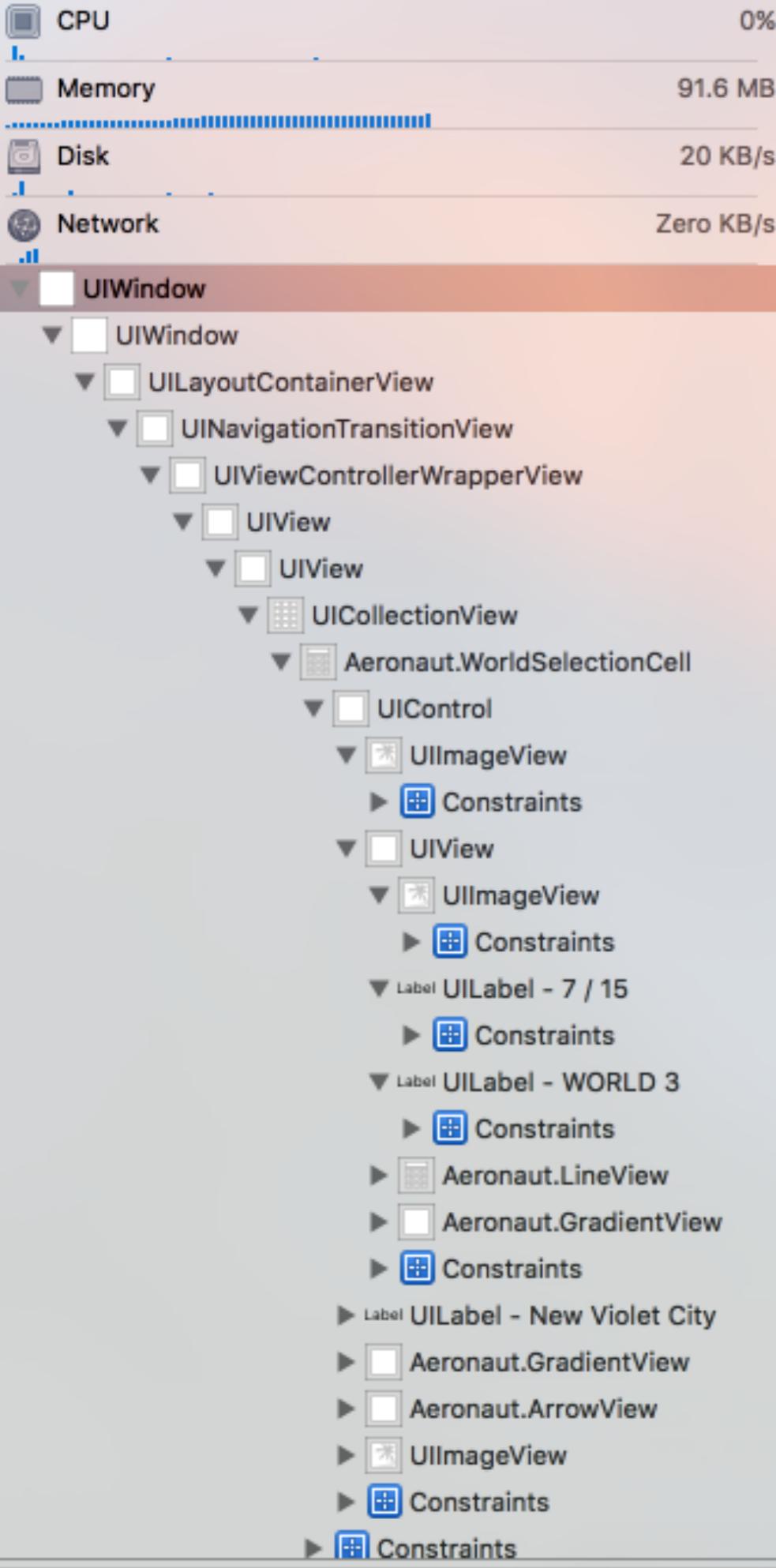


INTERFACE BUILDER

Label	Button	1 2	Text	-	Switch	...	+	
Item								







Aeronaut > iPhone 6

Running Aeronaut on iPhone 6

ModelDataManager.swift Empty Tab LevelScenePresenter.swift

Aeronaut PID 7188

CPU: 59% Memory: 127.2 MB Disk: 20 KB/s Network: Zero KB/s

Thread 1 Queue: com.apple.main-thread (serial)

- 0 ModelDataManager.getBalloons(Int, gridSize : Int, completion : @escaping (Result<[Balloon], NSError>) -> Void) {
- 1 protocol witness for BalloonsDataManager.getBalloons(Int, gridSize : Int, completion : @escaping (Result<[Balloon], NSError>) -> Void) {
- 2 BalloonInteractor.getBalloons(forLevel : Level, inWorld : World, completion : @escaping (Result<[Balloon], NSError>) -> Void) {
- 3 protocol witness for GetBalloonsInteractor.getBalloons(forLevel : Level, inWorld : World, completion : @escaping (Result<[Balloon], NSError>) -> Void) {
- 4 LevelScenePresenter.balloonPresenters(inRect : CGRect, completion : @escaping ([Balloon]?) -> Void) {
- 5 protocol witness for LevelScenePresenterProtocol.balloonPresenters(inRect : CGRect, completion : @escaping ([Balloon]?) -> Void) {
- 6 LevelScene.didMoveToView(SKView) -> ()
- 9 -[SKView presentScene:]
- 10 LevelViewController.presentScene(in: _Nonnull) -> ()
- 11 LevelViewController.viewDidLoadSubviews() -> ()
- 25 UIApplicationMain
- 26 main
- 27 start

Thread 2 Queue: com.apple.libdispatch-manager (serial)

Thread 5

com.apple.NSURLConnectionLoader (8)

com.mixpanel.WebSocket.NetworkThread (10)

com.apple.CFSocket.private (11)

Thread 16

ModelDataManager.swift

Empty Tab

LevelScenePresenter.swift

File Editor View Run Devices Window +

```
100    }
101
102    private func queryForLevel(withId levelId: String) -> NSPredicate {
103        return NSPredicate(format: "id == %@", levelId)
104    }
105}
106
107extension ModelDataManager: BalloonsDataManager {
108    func getBalloons(numberOfBalloons: Int, gridSize: Int, completion: Result<[Balloon], NSError> -> Void) {
109        let sequence = RandomBalloonSequence(balloons: numberOfBalloons, gridSize: gridSize)
110        completion(.Success(Array(sequence)))
111    }
112
113    func createBalloon(withRadius radius: CGFloat, coordinate: CGPoint, completion: Result<Balloon, NSError> -> Void) {
114        completion(.Success(Balloon(radius: radius, coordinate: coordinate)))
115    }
116}
117
```

Thread 1: breakpoint 2.1

numberOfBalloons = (Int) 5
gridSize = (Int) 10
completion = (@escaping (Aeronaut.Result<[Aeronaut.Balloon], NSError>) -> Void) 0x000000010318daf0 Aeronaut`pa...
self = (Aeronaut.ModelDataManager) 0x00007f9e93dc9200
sequence = (Aeronaut.RandomBalloonSequence)

2016-07-11 13:03:45.568 Aeronaut[7188:10260196] [Crashlytics]
Version 3.7.2 (112)
(lldb)

Filter Auto Filter All Output



INSTRUMENTS

Choose a profiling template for: iPhone 6 (9.3) > Aeronaut

Standard

Custom

Recent

Filter



Blank



Activity Monitor



Allocations



Automation



Cocoa Layout



Core Animation



Core Data



Counters



Energy Log



File Activity



GPU Driver



Leaks



Metal System
Trace



Network



OpenGL ES
Analysis



System Trace



I/O



Time Profiler



Zombies

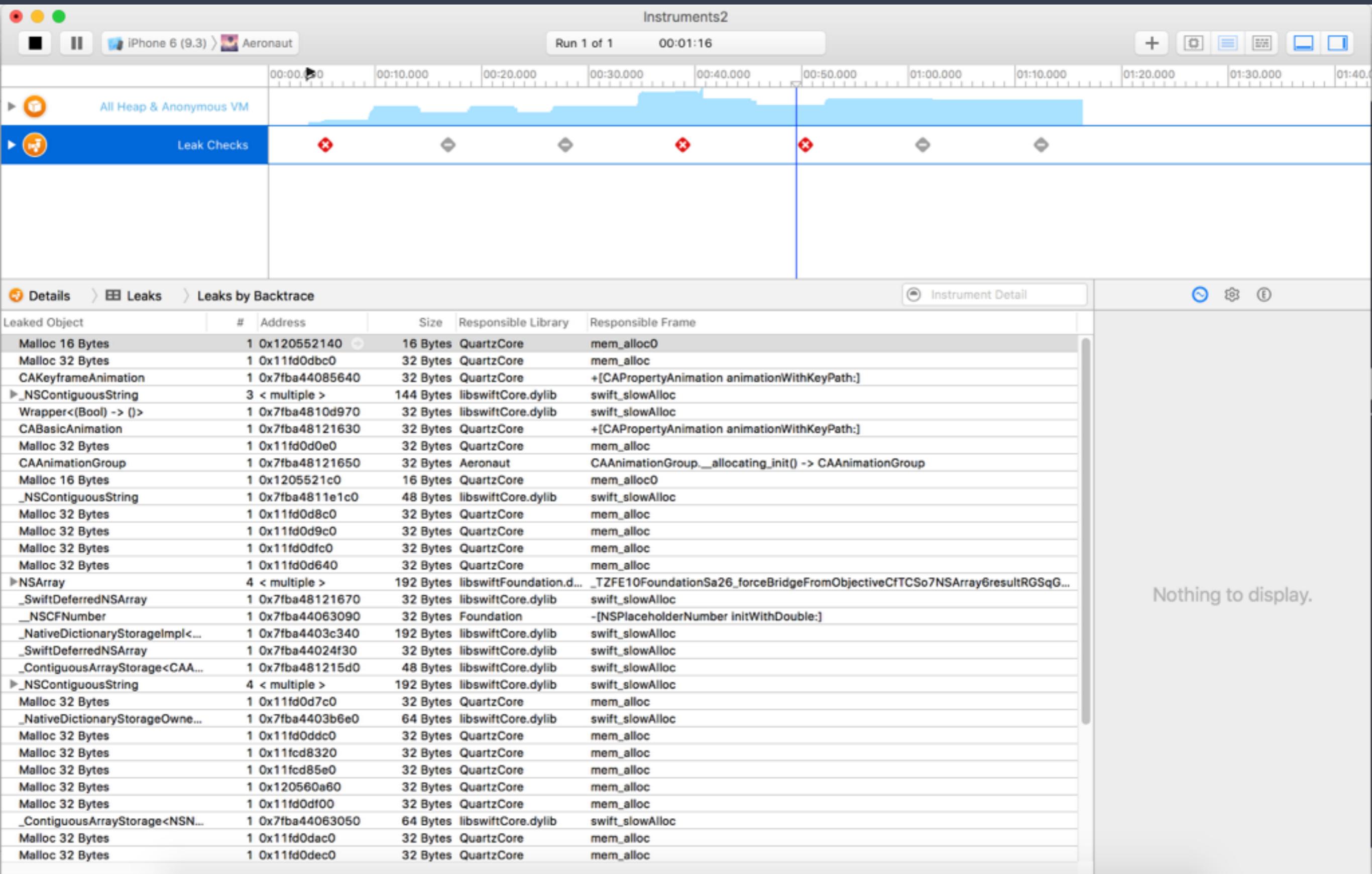


Blank

A blank trace document that can be customized with instruments from the Library.

Cancel

Choose





PLAYGROUNDS



Ready | Today at 2:49 PM



< > MyPlayground

```
1 //: Playground - noun: a place where people can play
2
3 import UIKit
4 import XCPlayground
5
6 func path(fromPoint fromPoint: CGPoint, toPoint: CGPoint) -> UIBezierPath {
7     let path = UIBezierPath()
8     path.moveToPoint(fromPoint)
9     path.addQuadCurveToPoint(toPoint, controlPoint: CGPointMake(x: toPoint.x, y: (fromPoint.y + toPoint.y)/2))
10    return path
11 }
12 let p = path(fromPoint: CGPointMake(x: 0, y: 100), toPoint: CGPointMake(x: 150, y: 300))
13 p.appendPath(path(fromPoint: CGPointMake(x: 300, y: 100), toPoint: CGPointMake(x: 150, y: 300)))
14
15 p
```

(2 times)
(2 times)
(2 times)
(2 times)

2 path elements
4 path elements

4 path elements



16
17
18

