

fabric

presentation by Joe Cosenza



introduction

- 🔥 Developed by Twitter
- 🔥 Designed for SDK integration to create mobile applications
- 🔥 Provides tools and libraries to integrate Twitter-type features into the user's mobile application
- 🔥 The mission statement of fabric is to solve the challenges developers face: stability, distribution, revenue and identity



fabric

features

- ✦ fabric has four main features
 - ✦ Crashlytics Kit
 - ✦ Supports iOS and Android
 - ✦ Twitter Kit
 - ✦ Supports Android and iOS SDKs
 - ✦ MoPub Kit
 - ✦ Mobile app business tracking product
 - ✦ Digits
 - ✦ Twitter identity/sign-on tools

crashlytics

- A system for tracking app usage

- User interaction
- Crashes

- Provisions

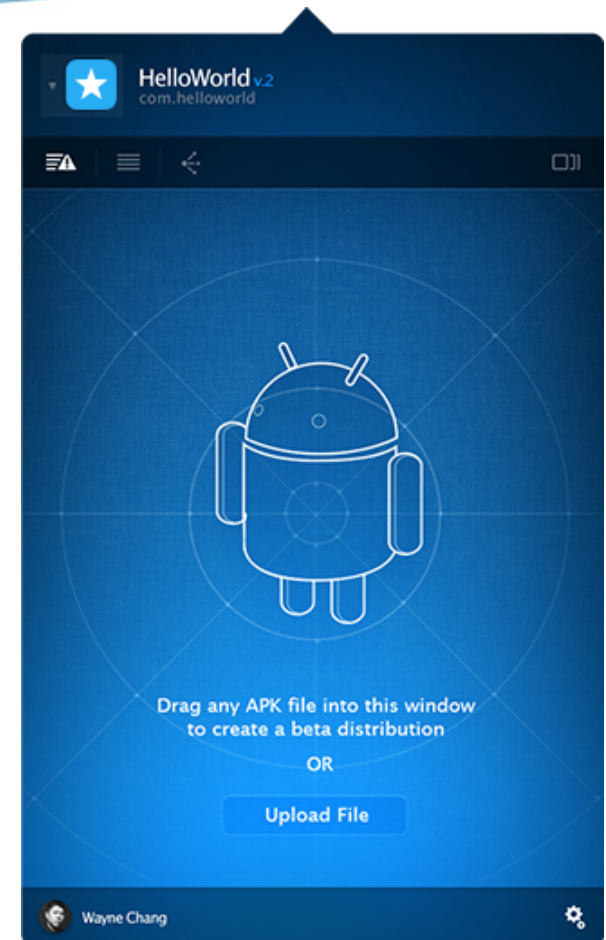
- Defensive reporting
- Stack unwinding
- Mach exceptions
- Uncaught/caught exception reporting
- Fully automated deobfuscation

- Supports Android NDK for Android developers

- Kits include

- crashlytics
- crashlytics (beta)
 - Provides cross-platform support for iOS and Android
 - Tracks tests from multiple users and developers
- crashlytics Answers

- Supports integration with many IDE's such as Xcode, Android Studio, Eclipse, and IntelliJ



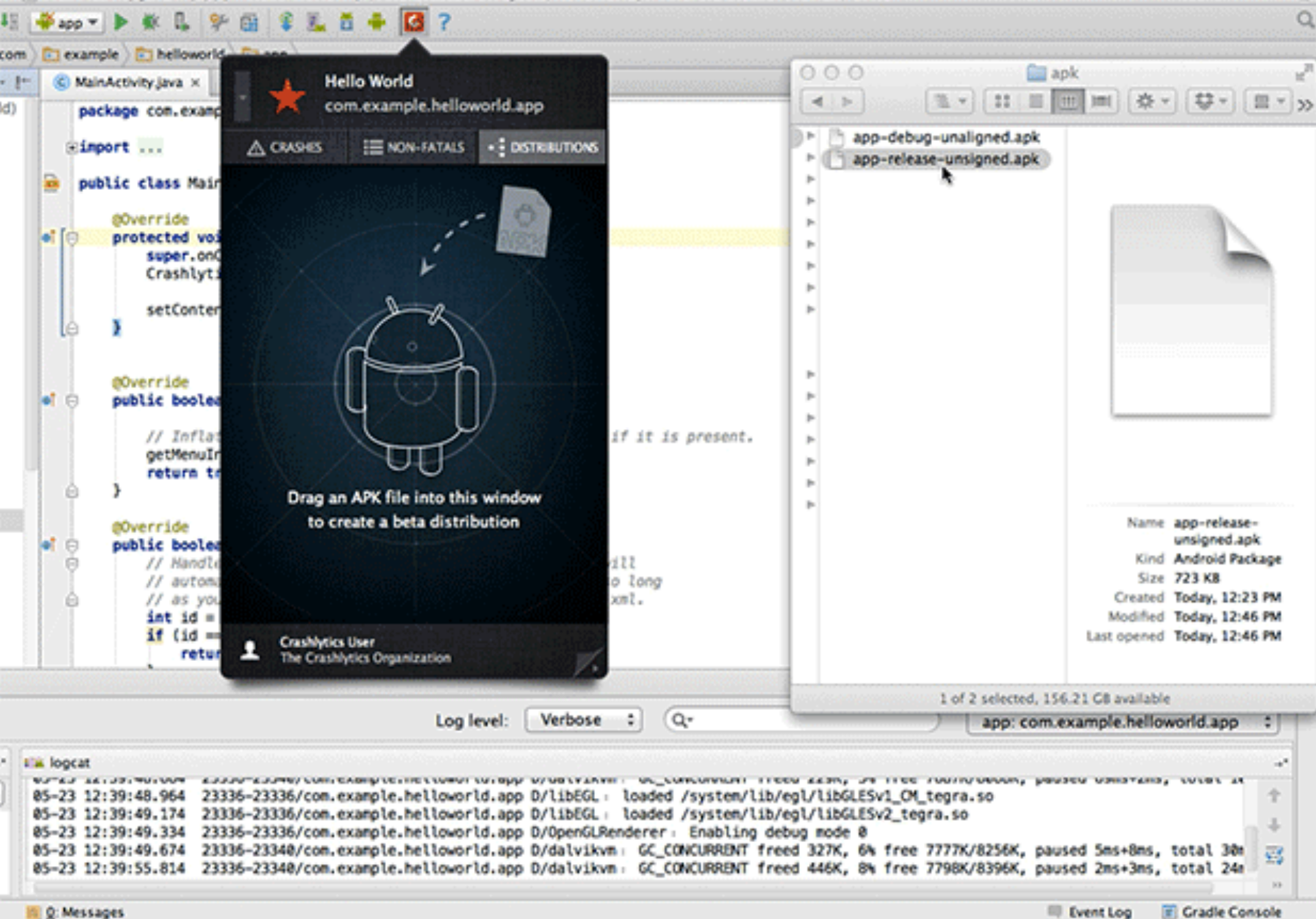
crashlytics (screenshot)



twitter kit

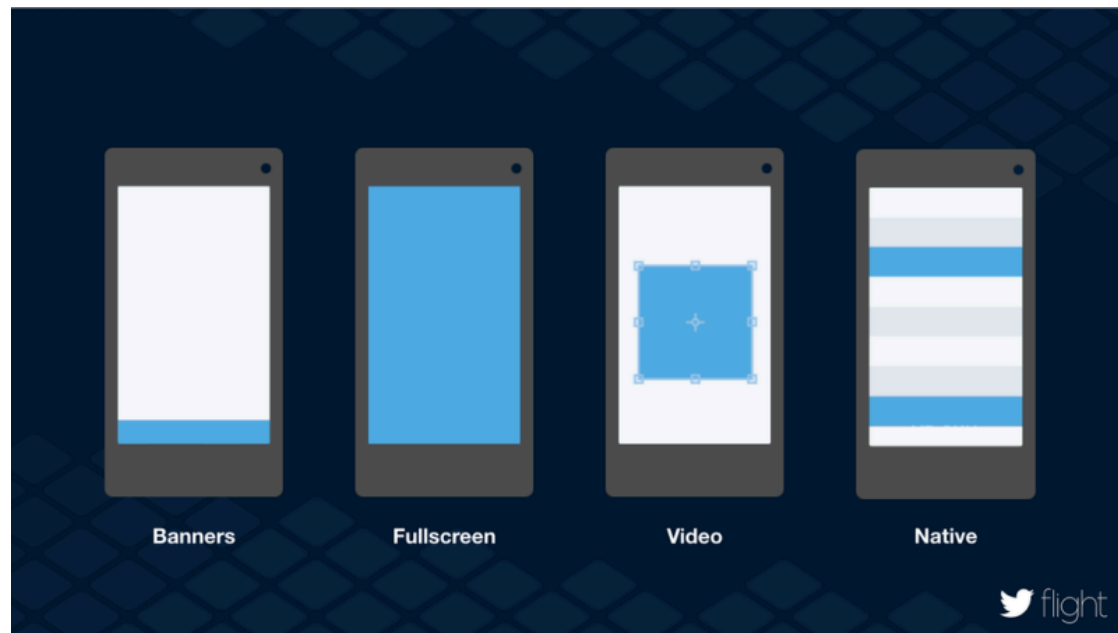
- 🔥 Allows easy integration of twitter into the developer's application
- 🔥 Biggest feature: Users can use their Twitter account to sign into the application
- 🔥 Supports user sign in, user tweet, real-time public tweet access, keyword searching etc.
- 🔥 Lets developers access Twitter content/services including their APIs and SDKs





MoPub

- MoPub is basically an easy to use advertisement manager to integrate advertisements into your application
- Supports Google based advertisements, imported from third party companies
- Main purpose is to generate advertisement income for the developer

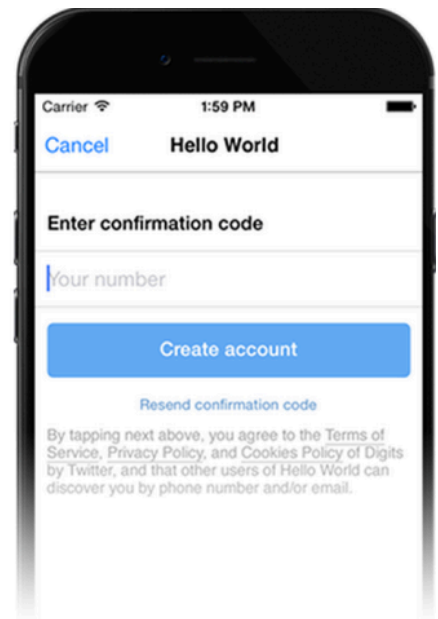
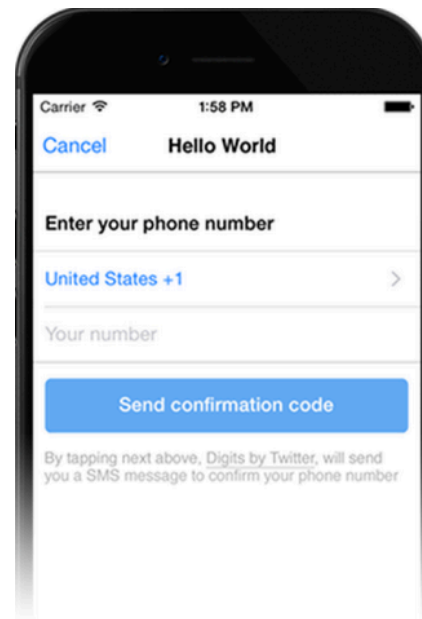


digits

- ✦ Digits allows users to sign on and create accounts on the application using their phone number rather than a social account or email

- ✦ Easier and more accessible to users who do not use social media or email as their main form of communication thus including a larger consumer base

- ✦ *“Twitter created digits because the state of the login ecosystem is so dysfunctional”* –Jeff Seibert, fabric Director of Product.



conclusion

- ✦ Twitter-Out your mobile app with fabric
- ✦ fabric provides developers with the “tools of Twitter” to boost downloads, popularity and revenue... This also applies to Twitter, by heavily utilizing their services
- ✦ If you’re interested, fabric is free to obtain at <http://get.fabric.io>
- ✦ More information can be found at <https://blog.twitter.com/2014/introducing-fabric>

