



Mario Stallone

A BRIEF HISTORY OF THE iPhone

DEC 1999

Apple buys **iPhone.org**, triggering speculation that it is moving toward the mobile phone market.

JAN 2007

Steve Jobs announces the **iPhone** at MacWorld.

JUN 2007

The **iPhone** is released.



JUL 2008

Apple releases the **iPhone 3G** one day after the launch of the iOS App Store.

OCT 2011

Apple releases the **iPhone 4s**, introducing **Siri**.



SEP 2012

Apple announces the **iPhone 5**.

1999

2005

2006

2007

2008

2009

2010

2011

2012

The **ROKR**, a phone designed by both Apple and Motorola, is released with the first mobile version of iTunes.

SEP 2005



Time Magazine names iPhone the **Invention of the Year**.

OCT 2007

Apple releases the iPhone 3GS, the first with **voice control**.

JUN 2009

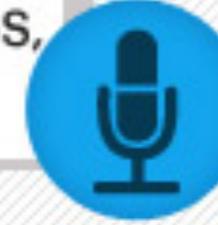
Apple releases the iPhone 4, unique for its **video-calling capabilities**.

JUN 2010

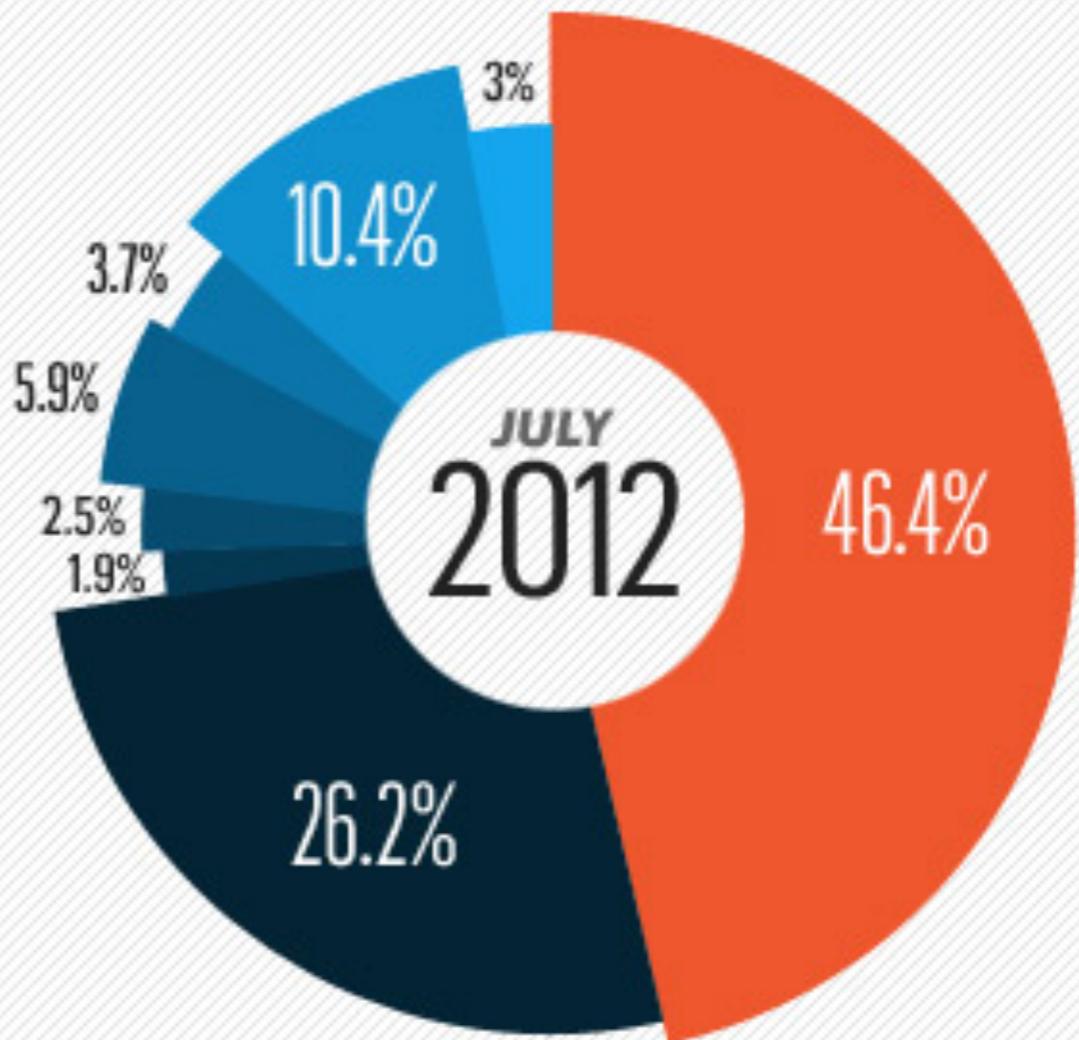
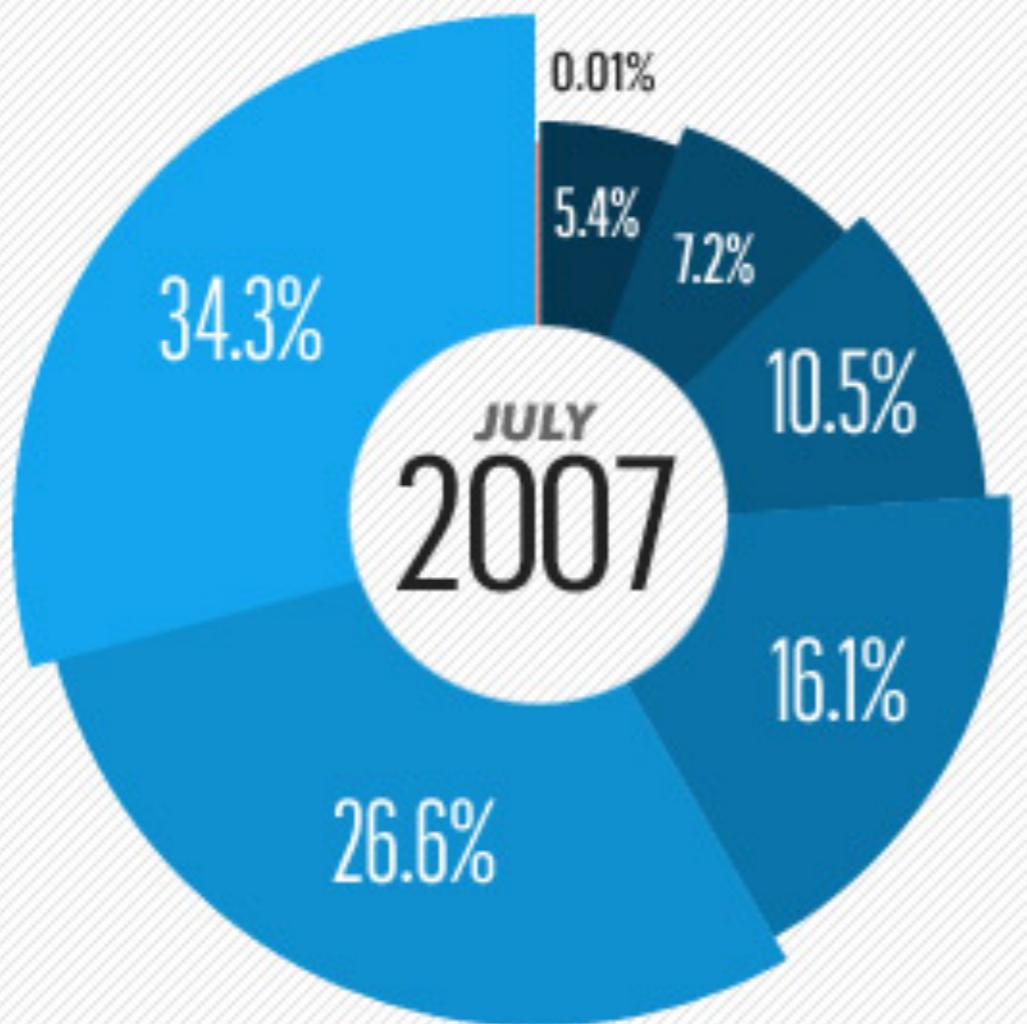


The **10 billionth iPhone App** is downloaded.

JAN 2011



APPLE'S SALES: A BREAKDOWN



iPhone

iPod

Laptops

Desktops

iTunes Store

Software
/Services

Peripherals

iPad

iOS Development

Target Devices

- iPhone
- iPad
- iPod Touch
- Apple TV



Why Develop for iOS?

- Sizable Market Share
- Ease of Development
- Users pay for Apps
- Good Developer Community



Android vs iOS shoot-out

% of developers ranking each platform top, among developers using both Android & iOS (n=1,200)



37%

User base

37%

32%

Low cost development

14%

26%

Ease of learning

20%

25%

Development environment

33%

24%

Documentation & support

34%

23%

App discovery

50%

12%

Revenue potential

66%

31%

Lead platforms

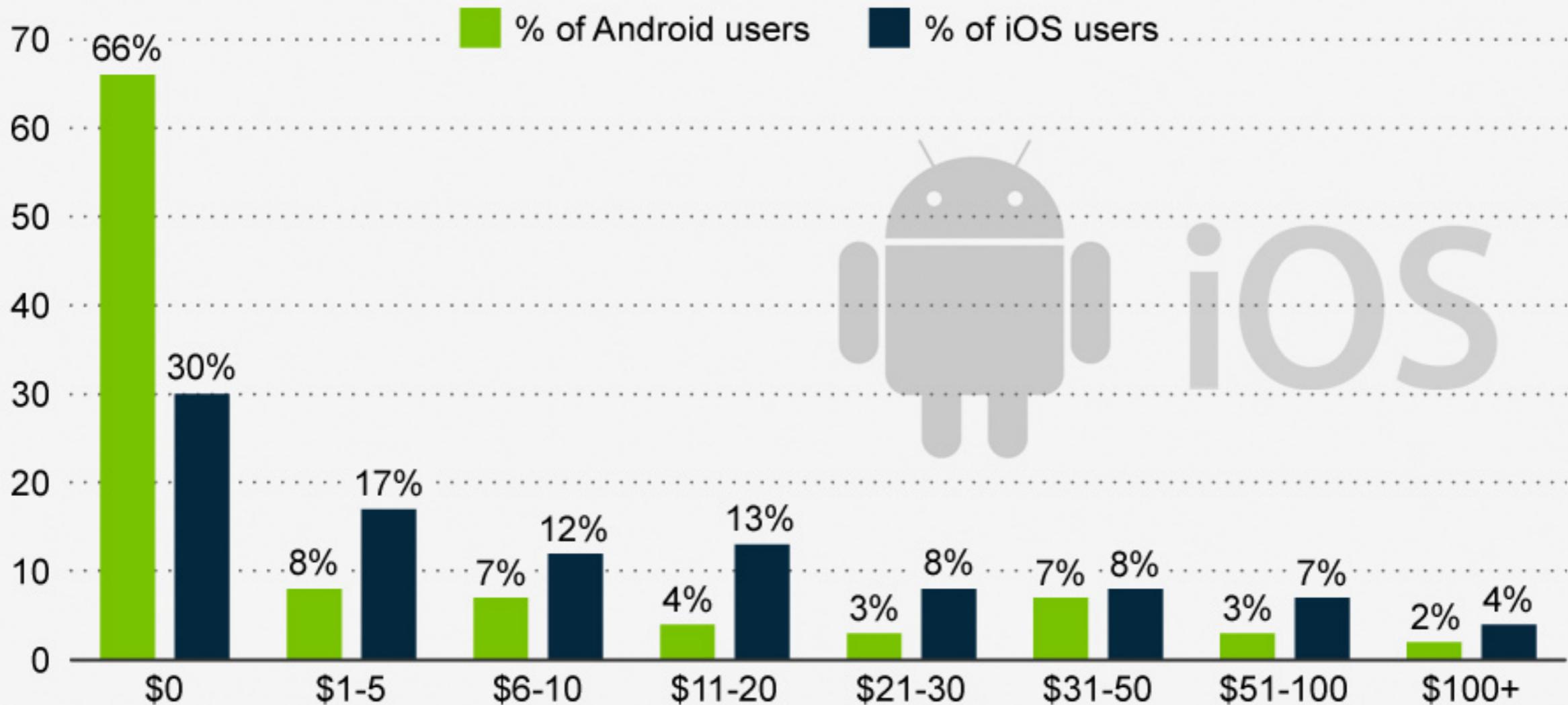
42%

Source: Developer Economics 2013 | www.DeveloperEconomics.com | January 2013
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Two Thirds of Android Users Don't Pay for Apps

Amount of money spent on smartphone apps in the last year

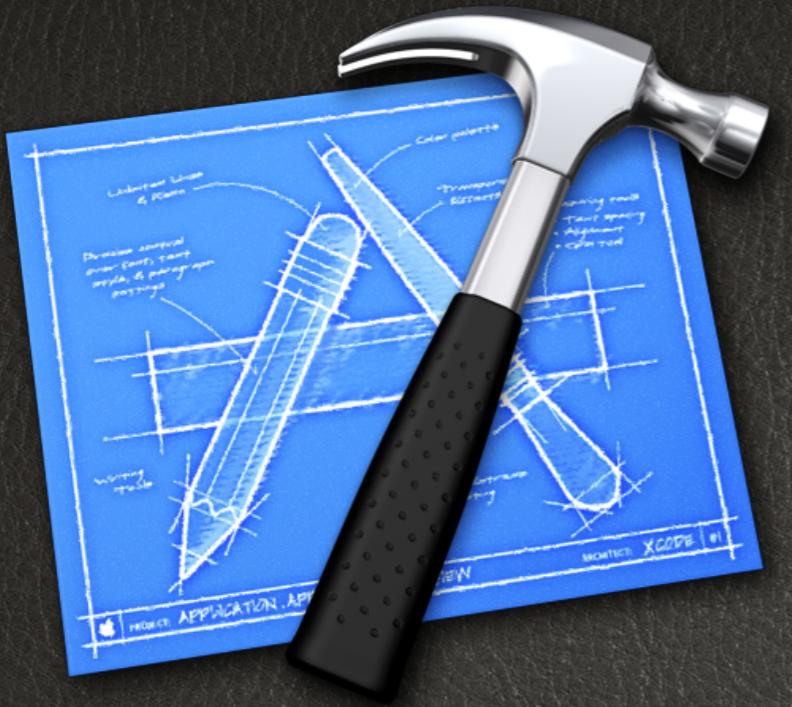


Base: 509 Android owners and 387 iOS owners

How to Develop for iOS?

- XCode with Objective C
- Ruby Motion
- Xamarin (Mono Touch)
- RoboVM, etc.
- Cross Platform eg. Titanium, PhoneGap



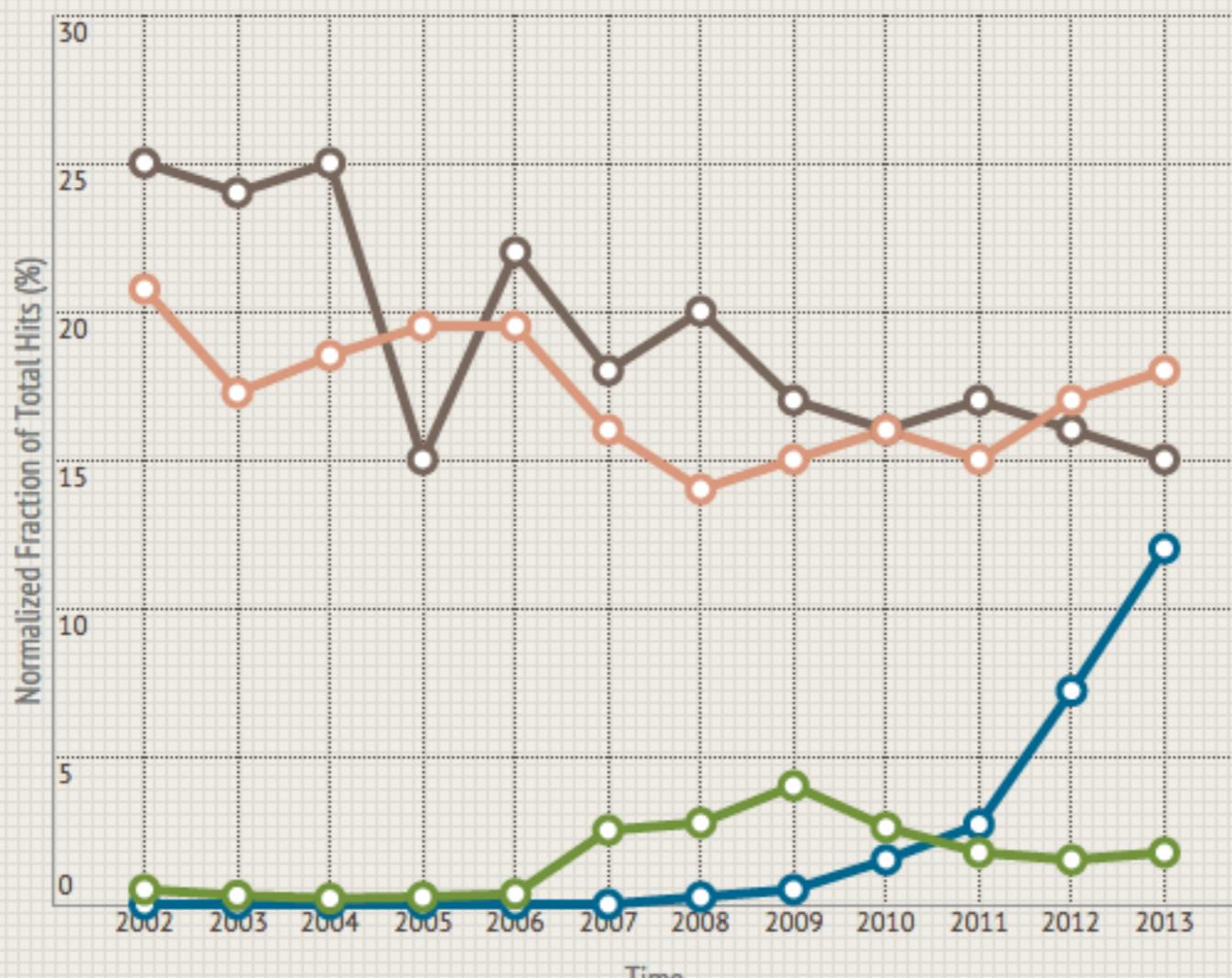


OBJECTIVE C

THE TIOBE INDEX: AN INDICATOR OF THE POPULARITY OF VARIOUS LANGUAGES, BASED UPON GLOBAL NUMBERS OF ENGINEERS, COURSES, AND THIRD-PARTY VENDORS

POSITION MARCH 2013	POSITION MARCH 2012	DELTA IN POSITION	PROGRAMMING LANGUAGE	RATINGS MARCH 2013	DELTA MARCH 2012
1	1	=	Java	18.156%	+1.05%
2	2	=	C	17.141%	+0.05%
3	5	↑↑	Objective-C	10.230%	+2.49%
4	4	=	C++	9.115%	+1.07%
5	3	↓↓	C#	6.597%	-1.65%
6	6	=	PHP	4.809%	-0.75%
7	7	=	(Visual)Basic	4.607%	+0.24%
8	9	↑	Python	4.388%	+1.10%
9	13	↑↑↑↑	Ruby	2.150%	+0.74%
10	10	=	Perl	1.959%	-0.74%

THE RISE OF OBJECTIVE C



Objective C Java C Ruby

Why Objective C?

- Native Language
- Great Integration with XCode
- Active community of developers
- It's a cool language :)



DEMO

Any Questions?

Thank You