

# AppleTV Apps

## Are you ready for the big screen?



# Prediction

AppleTV will be the most successful  
game console in history

## APPLICATION CATEGORY DISTRIBUTION [DETAILS]

### Most Popular Categories

- 1 - Games (75977 active)
- 2 - Books (57330 active)
- 3 - Entertainment (48766 active)
- 4 - Education (42423 active)
- 5 - Lifestyle (35582 active)

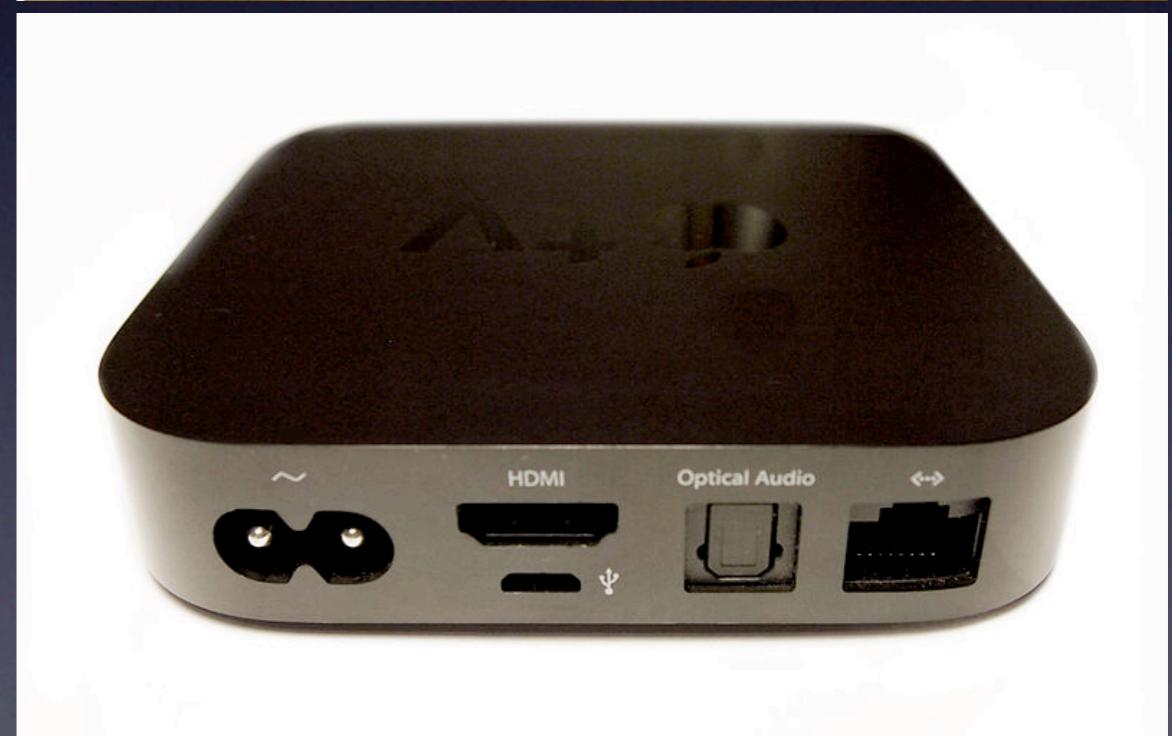
# Games, Games, Games

AppStore has more games than every console in history...combined.



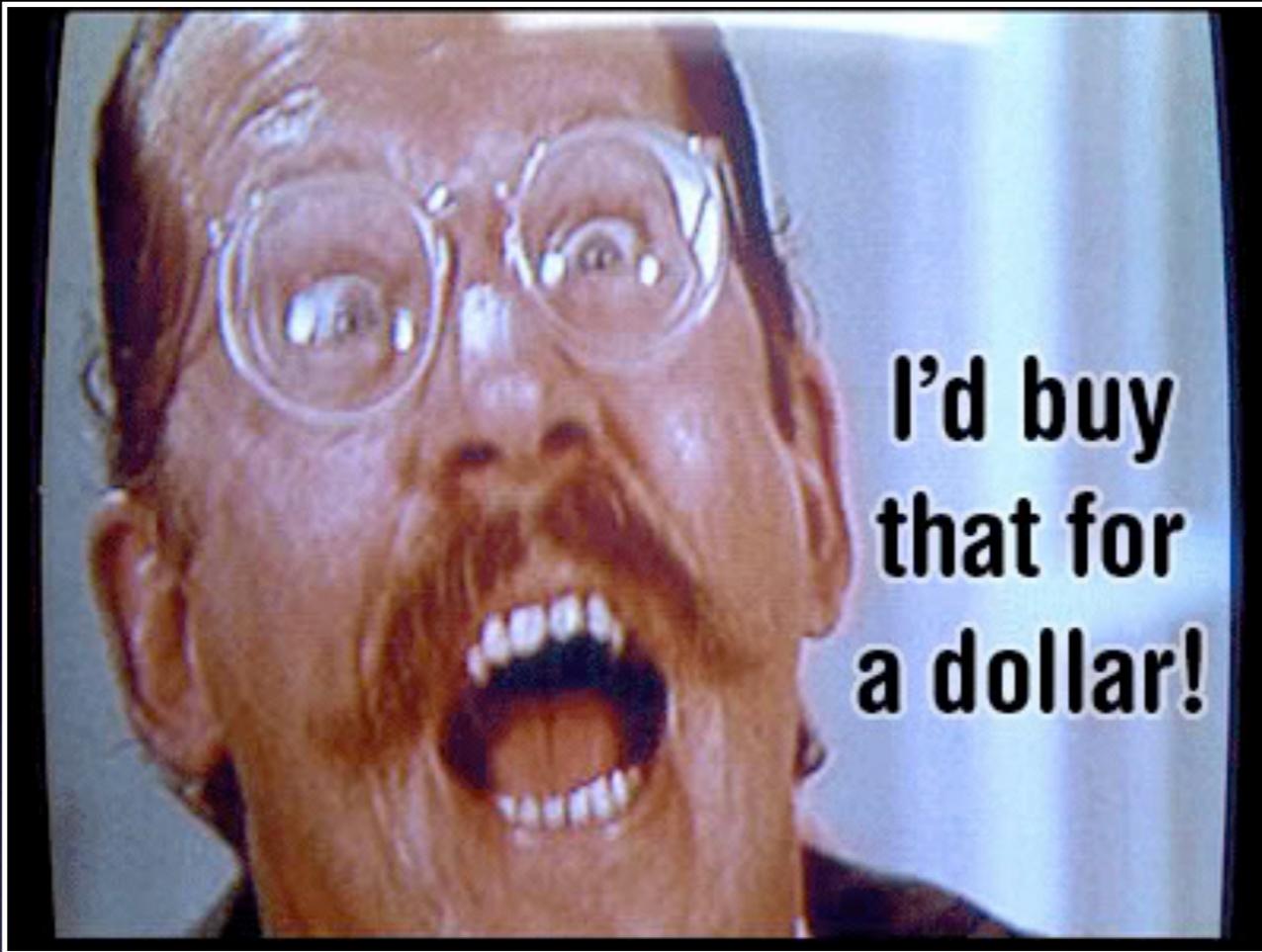
# Back to the Future

# A Brief History Of AppleTV



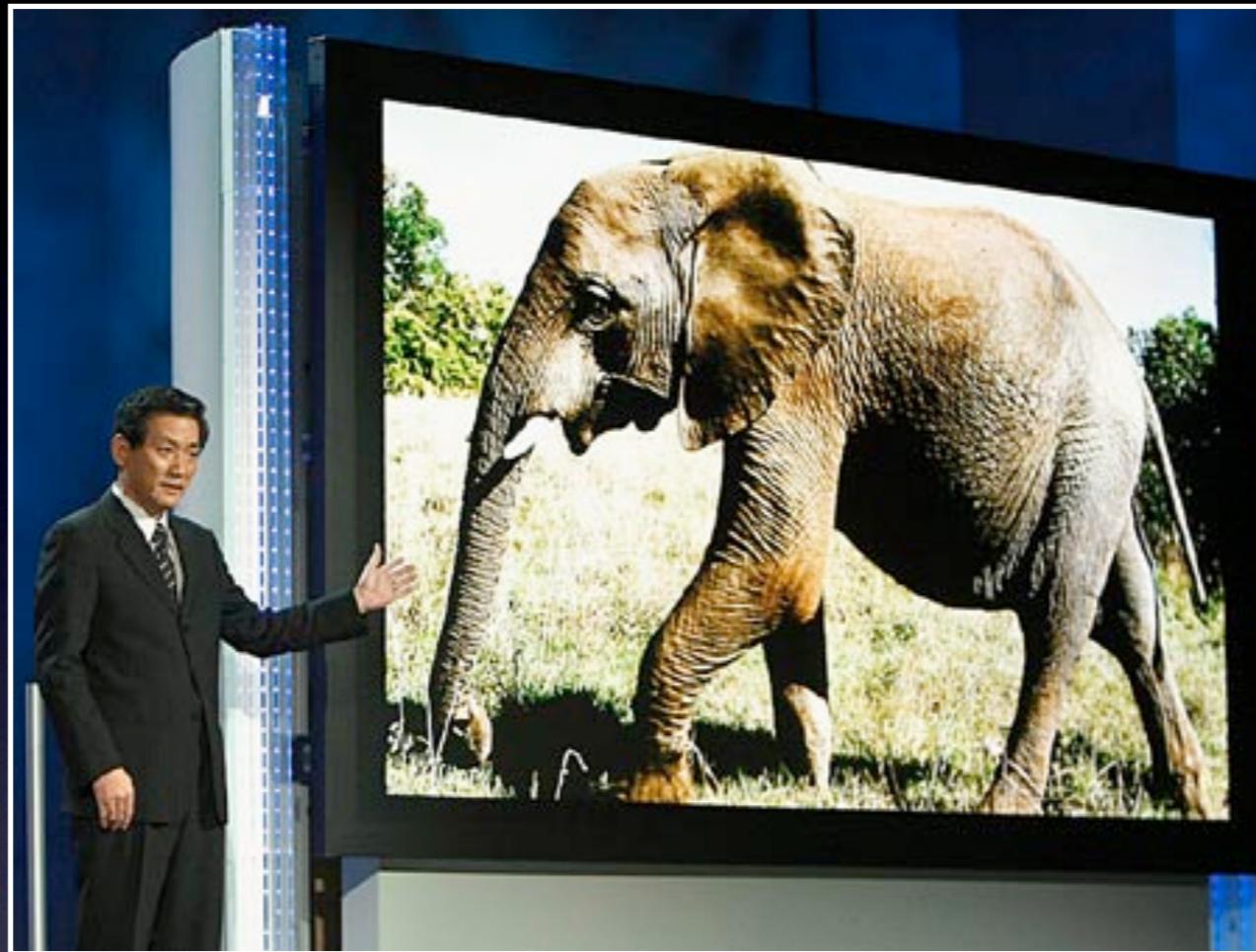


Tiny, less space than an  
AppleTV, lame...



# Market Advantages

iOS Everywhere  
Common Hardware Platform  
Pricing (Hardware & Apps)



# A Really Big Screen

What could you do with a 105" display?



# OpenGL Teapot Demo

I'm Intrigued  
How Do I Get Started?

# Jailbreak (For Now)

But You Didn't Hear It From Me

# SSH & VNC

## Getting Comfortable With Your Environment

‘apt-get install com.whatanutbar.exposed’

# The Bad Old Days

## Development Hacks

# Xcode Build & Deploy

Use What You Already Know

# Flying Blind

‘-undefined dynamic\_lookup’



# AppleTV.app

## Anatomy of an Appliance

Why Not Use  
BRAplicationMain &  
BRWindow?



# BackRow Framework

## Goodbye UIKit



# HelloWorld Demo



# 360iDev Demo

## Using Menus



# User Input

## Good Old-Fashioned Button-Mashing



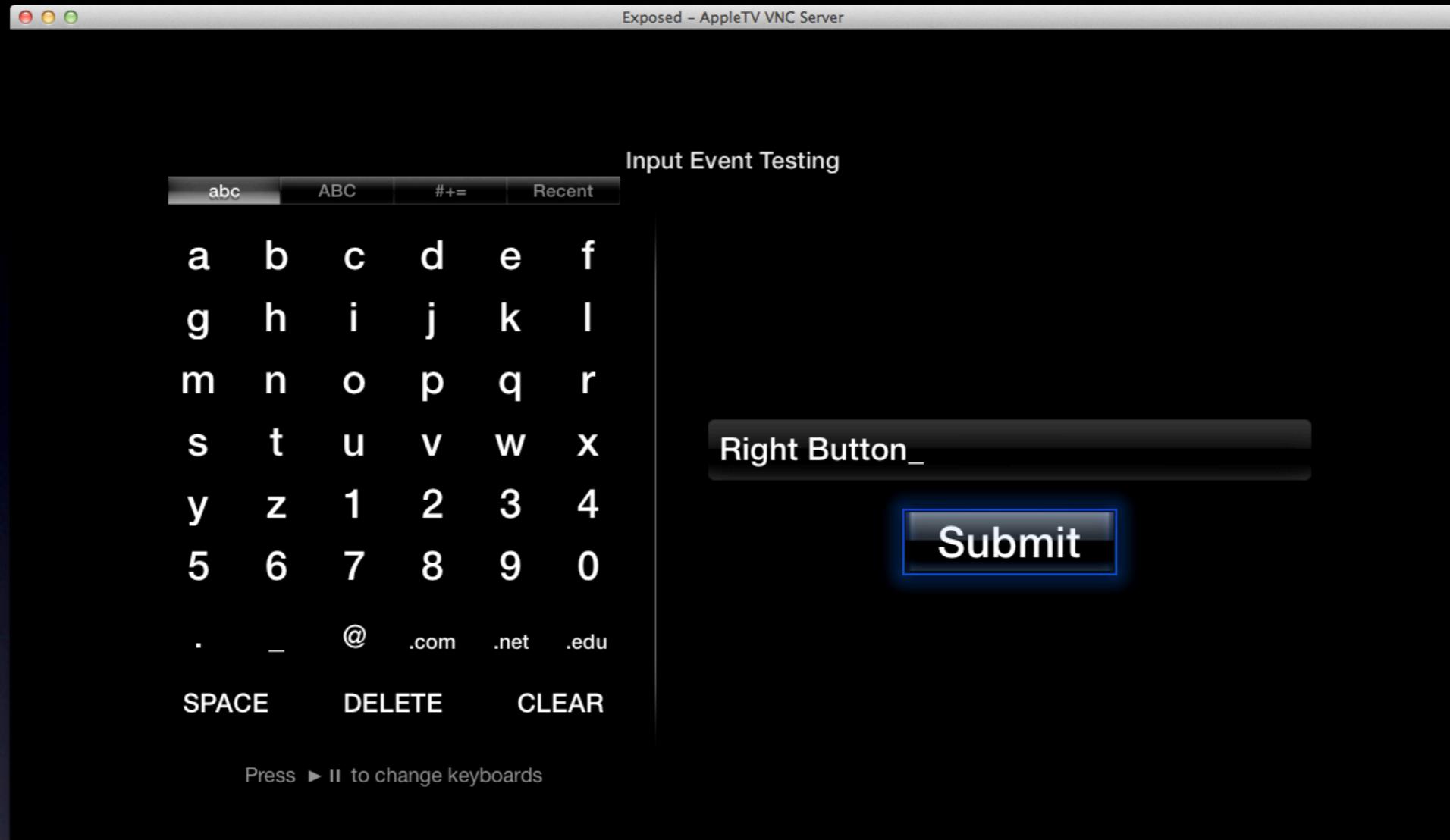
# Hybrid Gaming

## Complementary Platforms



# Input Demo

## Using BREvent



# Input Demo

## Using BRTextEntryController



# Media Handling

## Handling A/V Files



# Video Demo

## Using Media Assets



# EAGLControl Demo

## Foundations for a new game platform



mgile / atvHelloWorld

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Switch Branches (1) ▾ Switch Tags (0) Branch List

Sample project template for building AppleTV2 apps using only XCode 4 — [Read more](#)  
[click here to add a homepage](#)[Downloads](#)

SSH HTTP Git Read-Only git@github.com:mgile/atvHelloWorld.git

[Read+Write access](#)[Clone in Mac](#)

Finalizing project for 360iDev presentation

mgile authored about 3 hours ago

commit aa50a1615c

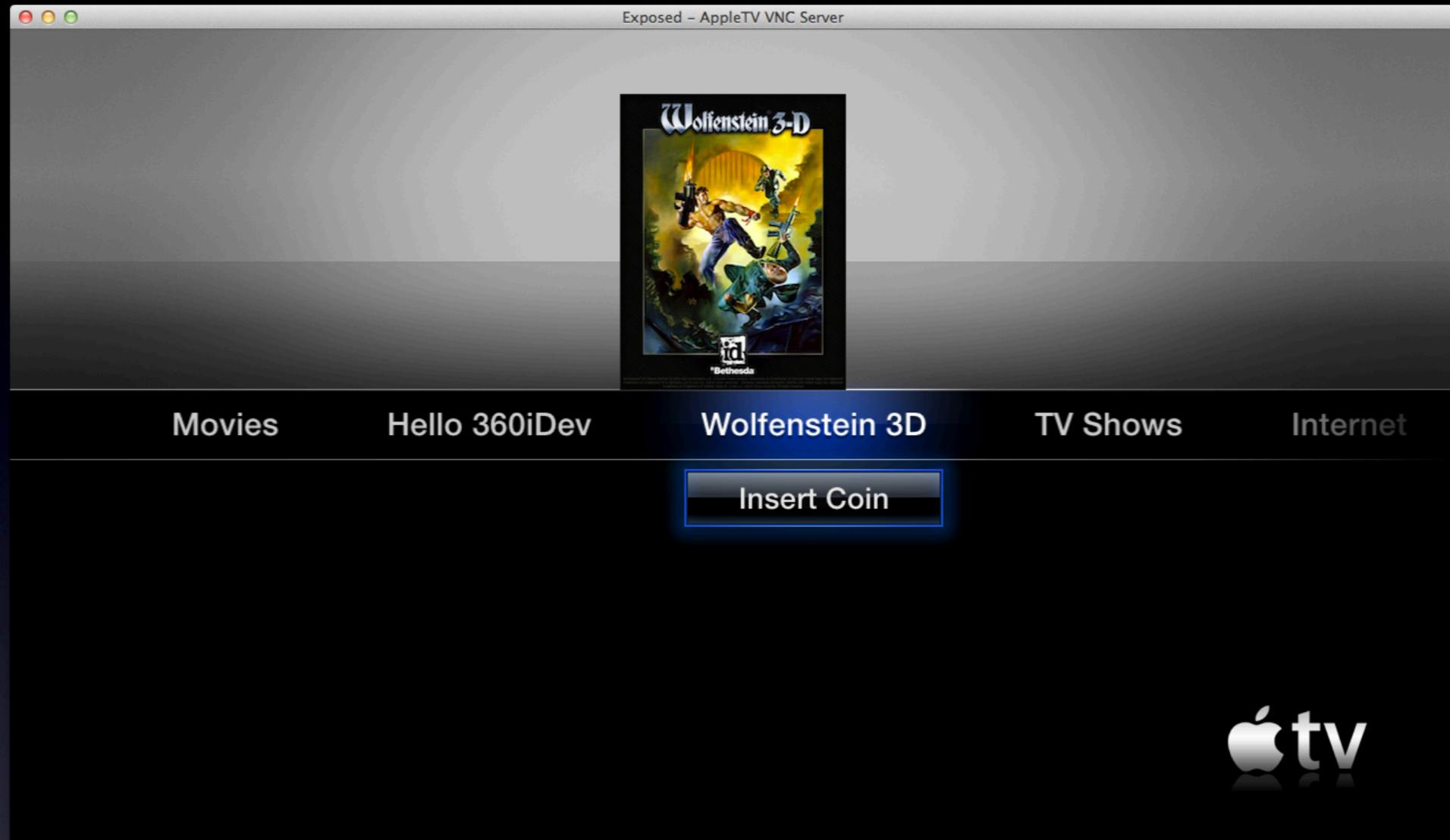
[atvHelloWorld /](#)

name	age	message	history
atvHelloWorld/	about 3 hours ago	Finalizing project for 360iDev presentation [mgile]	
.gitignore	1 day ago	first commit, functional on ATV2-iOS 4.3 [mgile]	
README.md	1 day ago	Adding repo for atvHelloWorld [mgile]	

# atvHelloWorld

[github.com/mgile/atvHelloWorld](https://github.com/mgile/atvHelloWorld)

One-click Xcode build and deploy to AppleTV



# What I'm Working On

## And Why You Should Join Me

# One More Thing...



# Cocos2D-ATV

Available in October



# Thank You!

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