

TTLABS - IOS LABS

Лекция I - Въведение

ПРЕГЛЕД

- опознаване на xCode
- изграждане на UI
- класове и структура
- практика - проект
- динамично съдържание

КАКВО Е IOS?

- 29.07.2007 - iPhone 2G
- 06.03.2008 - iPhone OS 2.0 + AppStore
- 07.06.2010 - iPhone OS -> iOS (излизане на iPad)



УСПЕХ НА СТАРТА

- Благодарности
- Поставете си цел

КОНЦЕПЦИЯТА

- Tentouch
- Tentouch Labs

APP STORE



ПОДХОДИТЕ

- Отгоре-надолу
- Отдолу-нагоре

УСПЕХЪТ

- Първа фаза
- Там сме

iPad 17:32 97%

Apple Inc. itunesconnect.apple.com/WebObjects/iTunesConnect.woa Google

iTunes Connect

Stoyan Marinov, Ten Touch Ltd. [Sign Out](#)

Welcome, Ten Touch Ltd.
iTunes Connect provides tools to help manage your content in the App Store.

Are you looking for opportunities to generate additional revenue and market your apps to millions of iPhone and iPod touch users around the world? Apple now offers two choices to help promote your apps and earn extra revenue through advertising. iAd Network allows you to create media-rich ads and earn 60 percent of advertising revenue generated by iAds served to your app. iAd for Developers gives you a unique, cost-effective way to promote your iOS 4 apps to millions of iPhone and iPod touch users. Learn more about the [iAd Network](#) and [iAd for Developers](#) and take advantage of these programs today.

Sales and Trends
Preview or download your daily and weekly sales information here.

Contracts, Tax, and Banking
Manage your contracts, tax, and banking information.

Payments and Financial Reports
View and download your monthly financial reports and payments.

Manage Users
Create and manage both iTunes Connect and In App Purchase Test User accounts.

Manage Your Applications
Add, view, and manage your applications in the iTunes Store.

iAd Network
View ad performance and manage the ads that appear in your apps.

Contact Us
Having a problem uploading your application? Can't find a Finance Report? Use our Contact Us system to find an answer to your question or to generate a question to an iTunes Rep

[Download the Developer Guide.](#) [FAQs](#) Review our answers to common inquiries.

[iTunes Connect Mobile](#)

iPad 17:35 * 97%

iTunes Connect

itunesconnect.apple.com/WebObjects/iTu... Google

"This app is very helpful and very simple to use." – K.G.
"I was very impressed by the shape recognition." – B.G.
"You have developed a very simple, user friendly and very useful app" – A.R.
"I just downloaded iDesk and I'm enjoying it immensely. Again, I love your app," – C.K.

What's New in this Version

- Shadows
- Gradients
- Text and Stroke Opacity
- PDF Export
- Dropbox Import and Export
- iTunes Import and Export
- Flawlessly Smooth Custom Shapes and Splines (Bezier)
- Minor bug fixes and improvements

Primary Category **Productivity**

Secondary Category (optional) **Education**

Keywords **vector, notes, flow, chart, venn, diagram, sketch, draw, plan, graph, design, mind, list, docs, calendar, map,**

Copyright **TenTouch Ltd.**

Contact Email Address **support@tentouch.com**

Support URL **<http://www.tentouchapps.com/support>**

App URL (optional) **<http://www.tentouchapps.com/idesk>**

Privacy Policy URL (optional)

Review Notes (optional)

Uploads

Large Icon

iPad Screenshots

EULA

Currently, the [standard End User License Agreement \(EULA\)](#) is being applied to your app. If you want to provide your own EULA, click Edit.

App Summary

УСПЕХЪТ

- Втора фаза
- Вътре съм
- Вие къде сте?
- Ало-ало? Не ви чувам!

iPad 17:29 * 97%

reportingitc.apple.com/subdashboard.faces Google

iTunes Connect

Ten Touch Ltd. 85021998

Sales and Trends

Dashboard Sales

View : Daily Weekly Day : Dec 06, 2011 Free Apps Paid Apps In Apps Updates

Sales Trend

Change from last week: -59.2%

Top Free Apps 461 Total

Product	Units	Change
1. iDesk - Diagram ... Ten Touch Ltd.	393	-646 (-62.18)%
2. iDesk - Diagram ... Ten Touch Ltd.	53	-26 (-32.91)%
3. Find Yourself L ... Ten Touch Ltd.	9	0 (0)%
4. Santa Escape Ten Touch Ltd.	3	3 (100)%
5. Word Escape Ten Touch Ltd.	3	2 (200)%

Top Markets 461 Total

Market	Units	Change
1. USA	125	-287 (-69.66)%
2. UK	32	-33 (-50.77)%
3. Germany	22	-34 (-60.71)%
4. Spain	20	-7 (-25.93)%
5. Italy	19	-24 (-55.81)%
6. Mexico	18	-37 (-67.27)%
7. Canada	17	-17 (-50)%
8. Russia	14	-12 (-46.15)%
9. France	14	-13 (-48.15)%
10. China	13	-17 (-56.67)%

Fiscal Calendar Download User Guide Download Mobile Guide Done

УСПЕХЪТ

- Трета фаза
- О, да! Oh, yeah!
- Сега накъде?
- Следващите стъпки

ПЕРСПЕКТИВИТЕ

- За гората
- За дървото
- За нирвана - края на гората

ПРОГРАМИРАНЕ ЗА МОБИЛНИ ПЛАТФОРМИ



iOS

ПРЕДИ ЗА ЗАПОЧНЕМ

- Препоръки за UI /guidelines/
- стандартни контроли
- www.developer.apple.com

ОГРАНИЧЕНИЯ

- ефективна работа с паметта
- бърза
- отзивчива - responsive
- да пази батерията
- само позволени библиотеки

ПАМЕТТА Е МАЛКО!

- не е толкова важно колко е паметта а колко бързо я взимаш
- SEGA Dreamcast 16MB RAM и 8MB VRAM

	КОЛКО ИАМЕМ (МБ)	КОЛКО НИ ДАВАТ Apple (МБ)	КОЛКО ИМА ОБЩО (МБ)
iPhone 2G	10 - 12	30 - 40	128
iPhone 3G	15 - 18	30 - 40	128
iPhone 3GS	40 - 60	100	256
iPhone 4G		210	512



REAL RACING 2



РАЗМЕРИ НА ЕКРАНА

- iPhone 2G / 3G / 3GS - 480 X 320 @ 163 ppi
- iPhone 4G / 4GS - 960 X 640 @ 326 ppi
- iPad Original / 2G 1024 X 768 @ 132 ppi

BE FAST OR DEAD

- Собствен ресурс
- Споделен ресурс
- Чужд ресурс
- **iOS5**

БЪРЗ / МЪРТЬВ

- старт до 20 сек
- връщане до 15 сек
- излизане до 6 сек
- приспиване до 10 сек
- завършване на задача до 10мин
- никакво забавяне при стартиране

АРХИТЕКТУРА

CORE OS

iOS e Mac OS X който е UNIX

Cocoa Touch

Media

Core Services

Core OS

Security FW

Accelerate FW

External Accessory FW

System

- Threading (POSIX threads)
- Networking (BSD sockets)
- File-system access
- Standard I/O
- Bonjour and DNS services
- Locale information
- Memory allocation

CORE SERVICES

Cocoa Touch

Media

Core Services

Core OS

Threading

File Access

Preferences

Collections

- NSArray
- NSDictionary
- NSSet

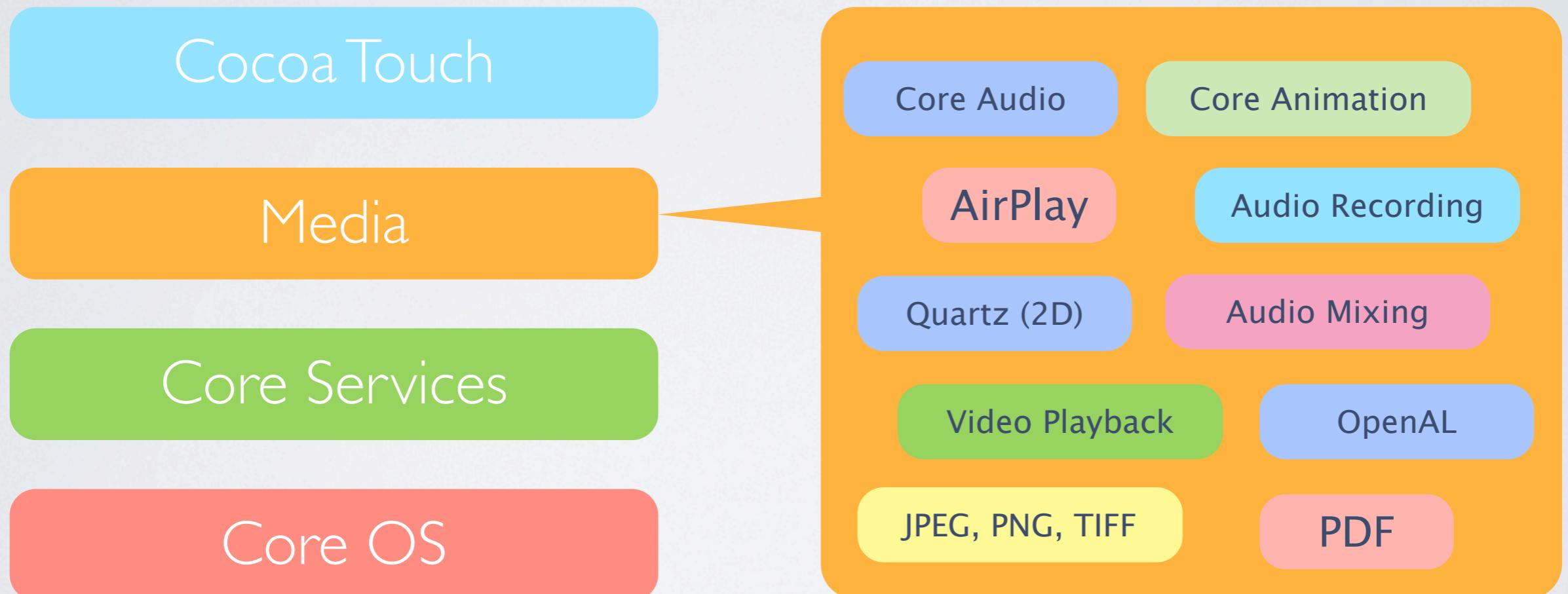
High-Level Features

- ARC (Automatic Reference Counting)
- iCloud
- GCD(Grand Central Dispatch)
- In-App Purchase
- SQLite

Networking

Address Book

MEDIA LAYER



COCOA TOUCH

Cocoa Touch

Media

Core Services

Core OS

Map Kit

iAd

Game Kit

Events (Touch)

View Controllers

UIKit

High-Level Features

- Push Notifications
- Storyboard
- Local Notifications
- Printing
- Gesture Recognition
- File Sharing

XCODE ИНСТАЛИРАНЕ



СЛЕДВАЩАТА ЛЕКЦИЯ

- MVC
- xCode файлове в проекта
- Application Lifecycle
- UIKit
- Interface Builder

БЛАГОДАРЯ!