

What the hell is PhoneGap?

A 30 minute primer



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The PhoneGap Story

code, **community**, and beer



Nitobi

Tiny web consultancy
Vancouver, Canada
Founded in 1998

Around 2008 we got into mobile.

Around 2008 we got into mobile.

Objective-C > iOS

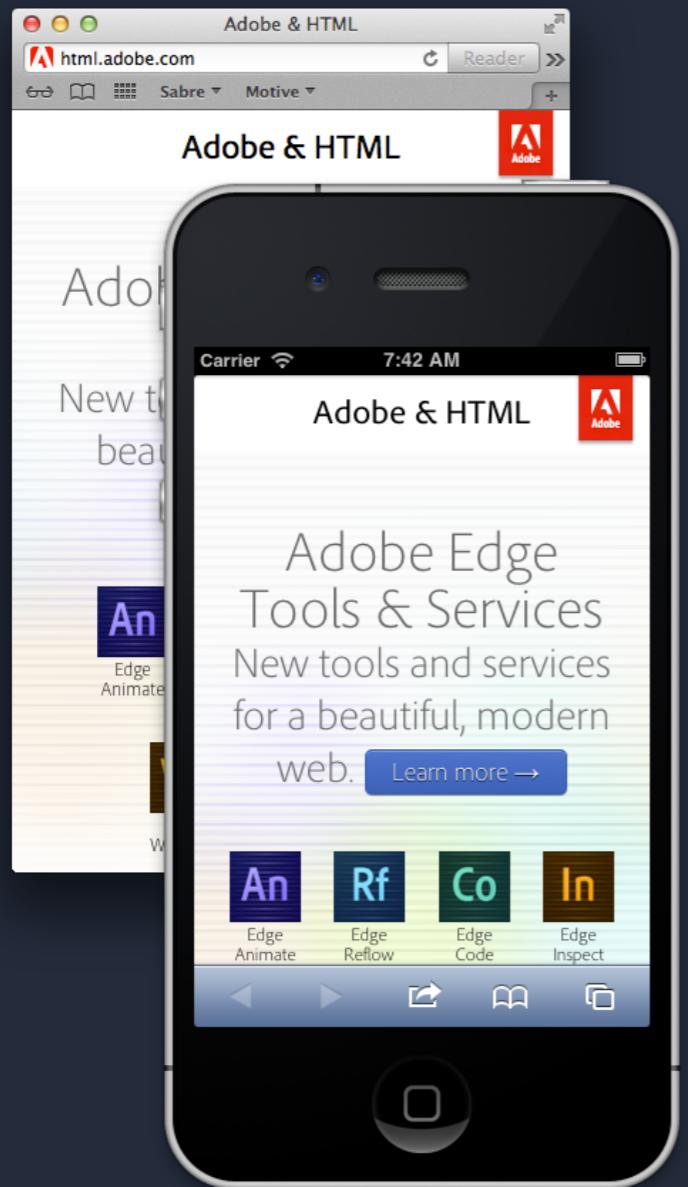
Java > Android

Java > BlackBerry

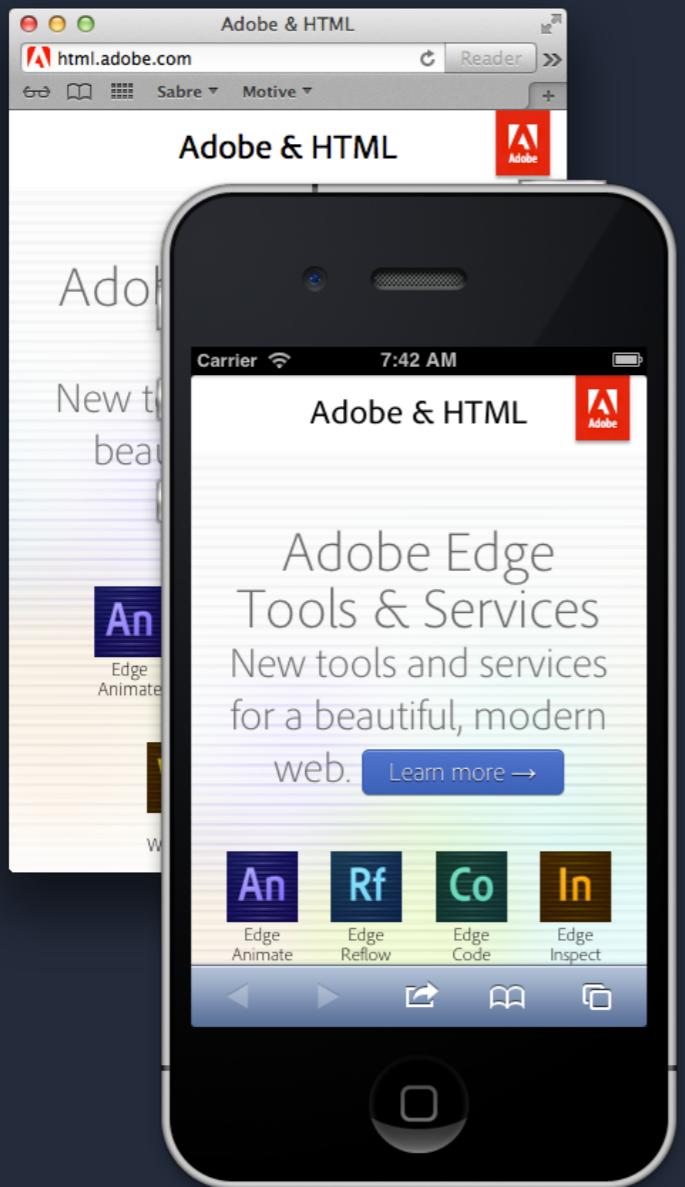
.NET > Windows CE

HTML > webOS

People want the same app
on every device.



The Web
Solved this long ago
Looks identical everywhere



Web Apps

Not installable
No offline mode
Limited functionality
Browser quirks



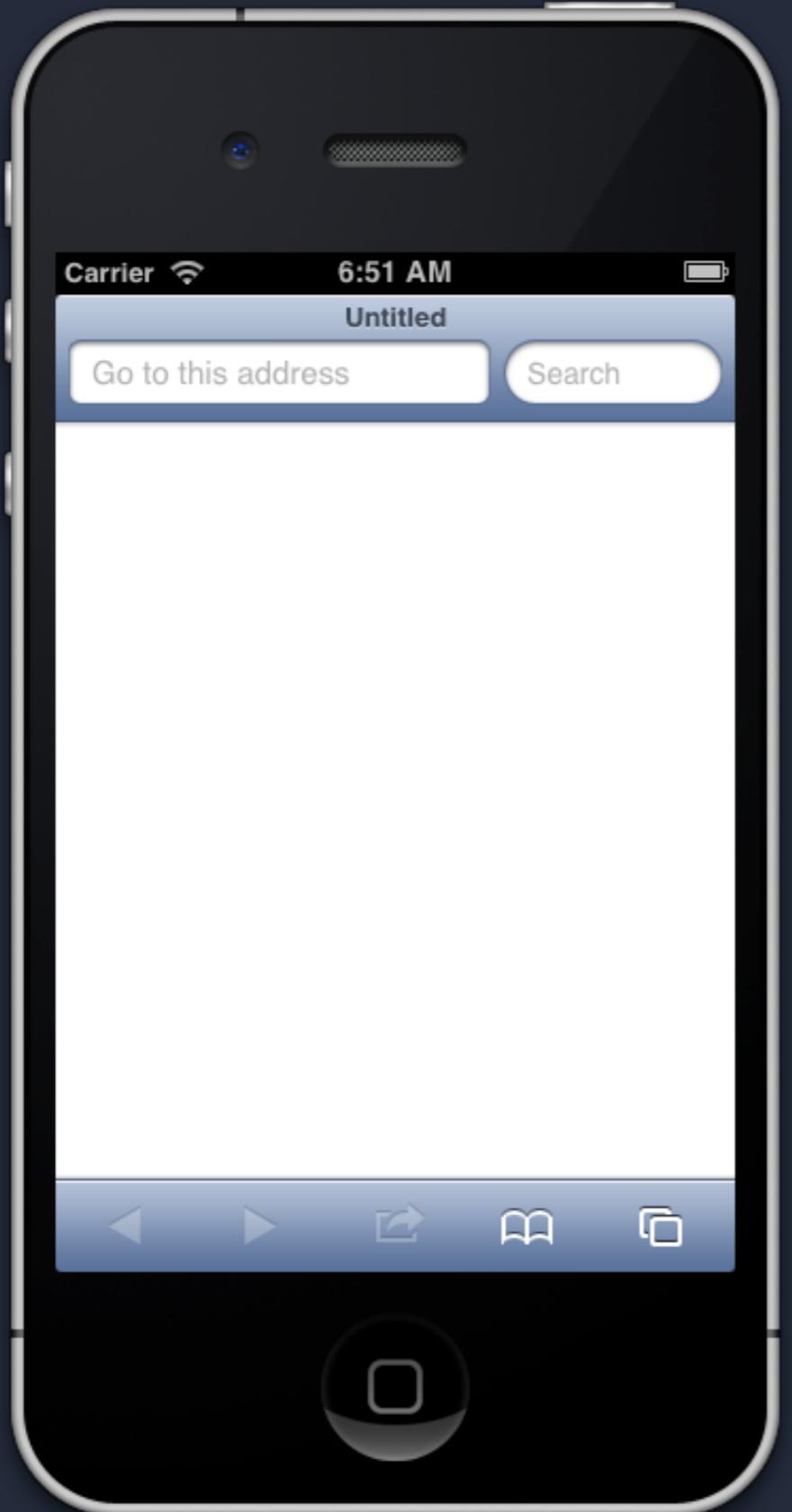
PhoneGap
Installable web
Supports offline
Extends functionality
Polyfills browser

How it works



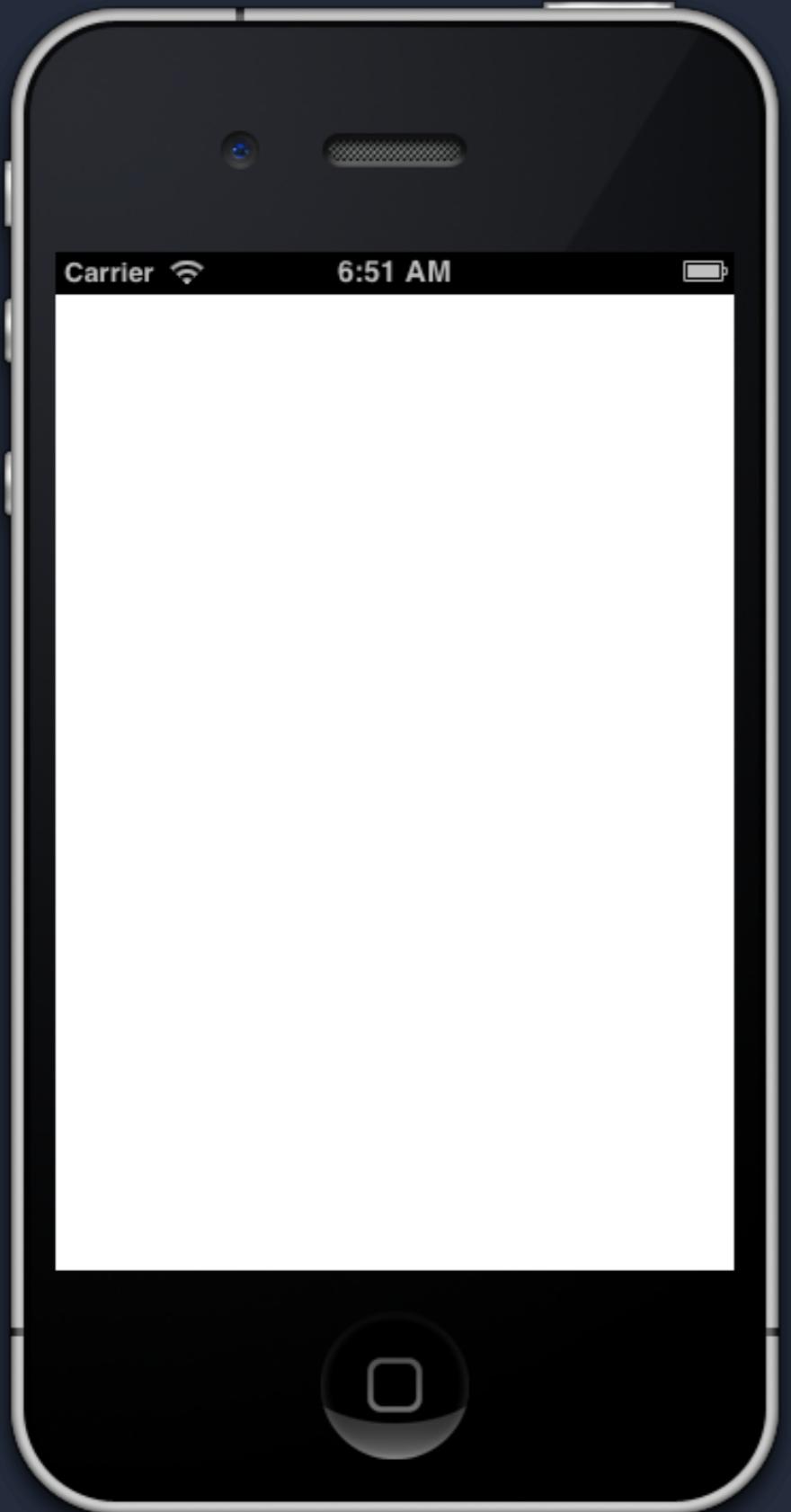
How it works

Native application



How it works

Native application
Fullscreen browser instance



How it works

Native application
Fullscreen browser instance
Without an interface



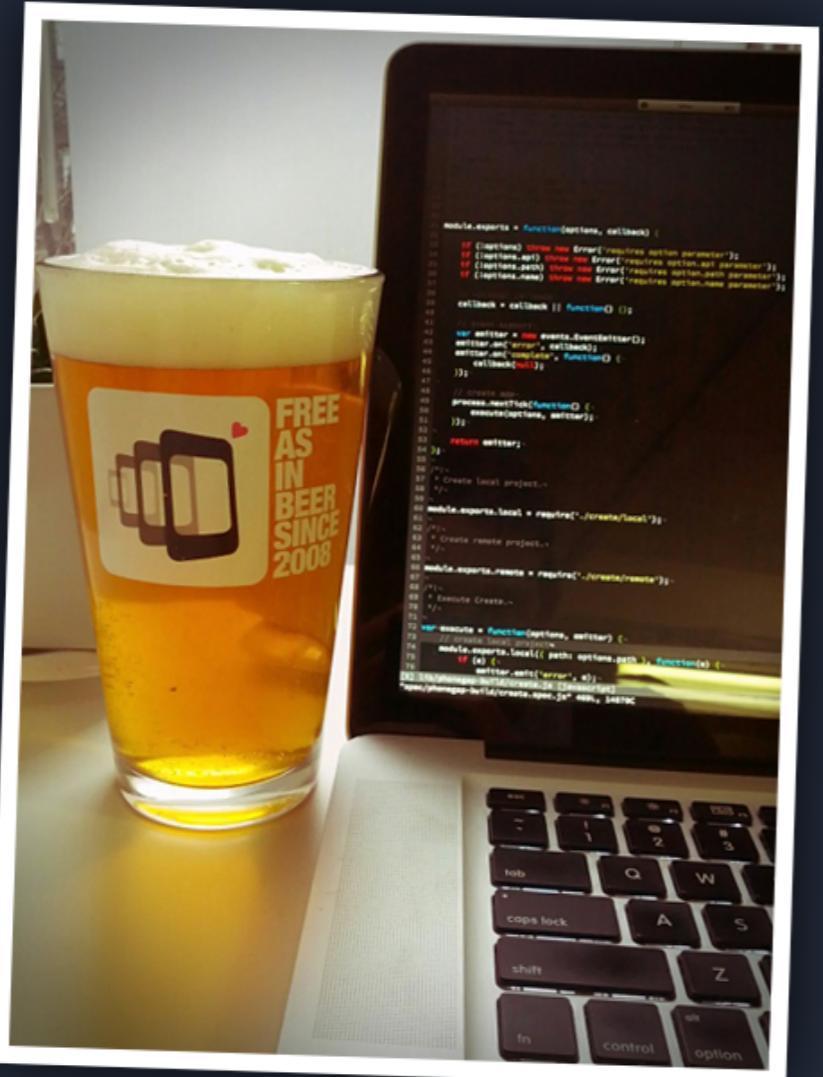
How it works

Native application
Fullscreen browser instance
Without an interface
Loading local HTML file



How it works

Native application
Fullscreen browser instance
Without an interface
Loading local HTML file
Binding JavaScript-to-Native



Open Sourced
Free as in **beer** in 2008
Licensed Apache 2.0

Fast forward to 2015

80+ contributors

100+ community groups

523,685 new users in 2014

10-20% of app store top free 100

PhoneGap Today

in three parts



part one

Apache Cordova

Hybrid app development engine

Active contributor community

Powers various **hybrid app** platforms



Active contributor community

Powers various **hybrid app** platforms

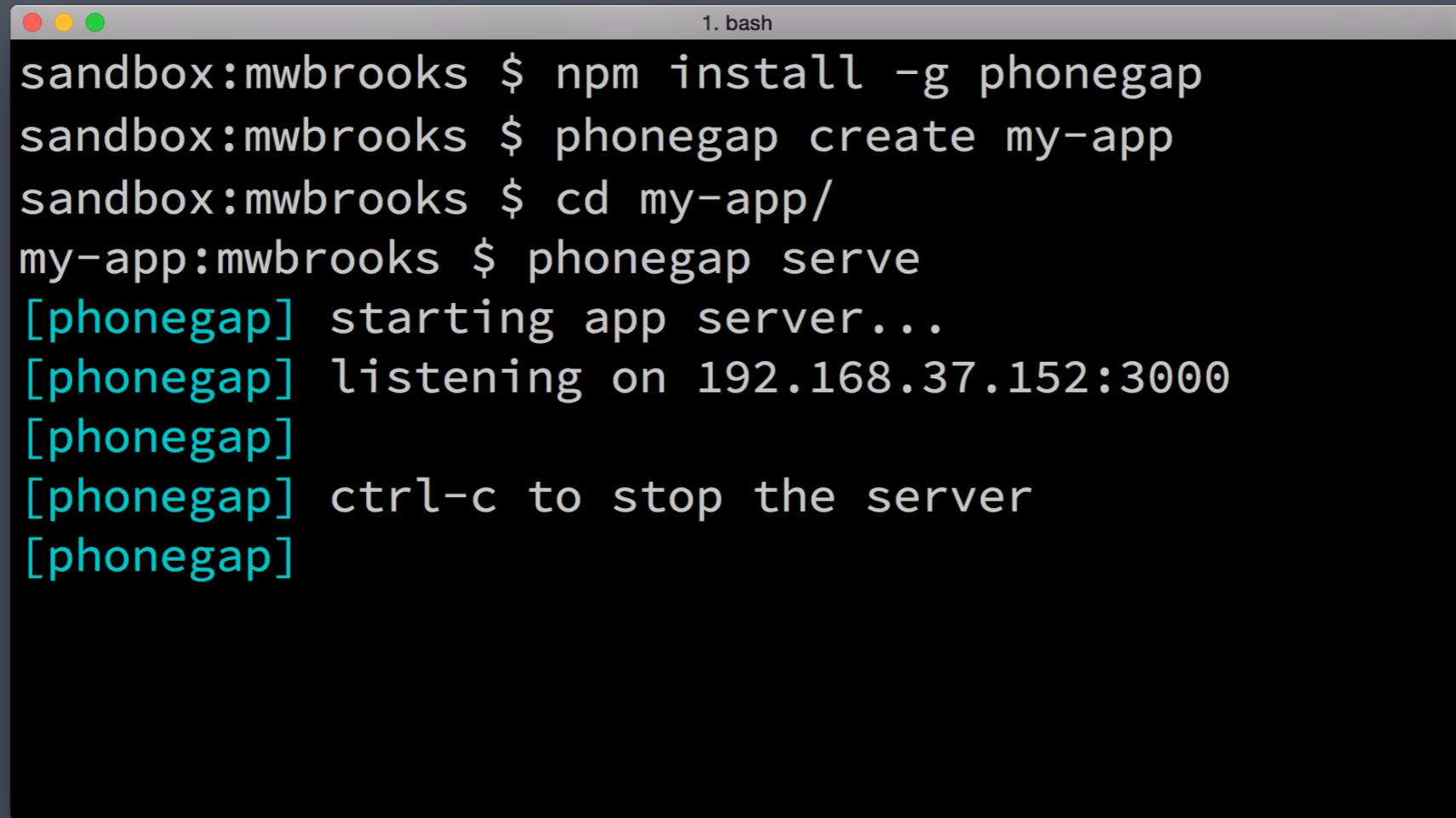


part two

PhoneGap

Hybrid mobile development

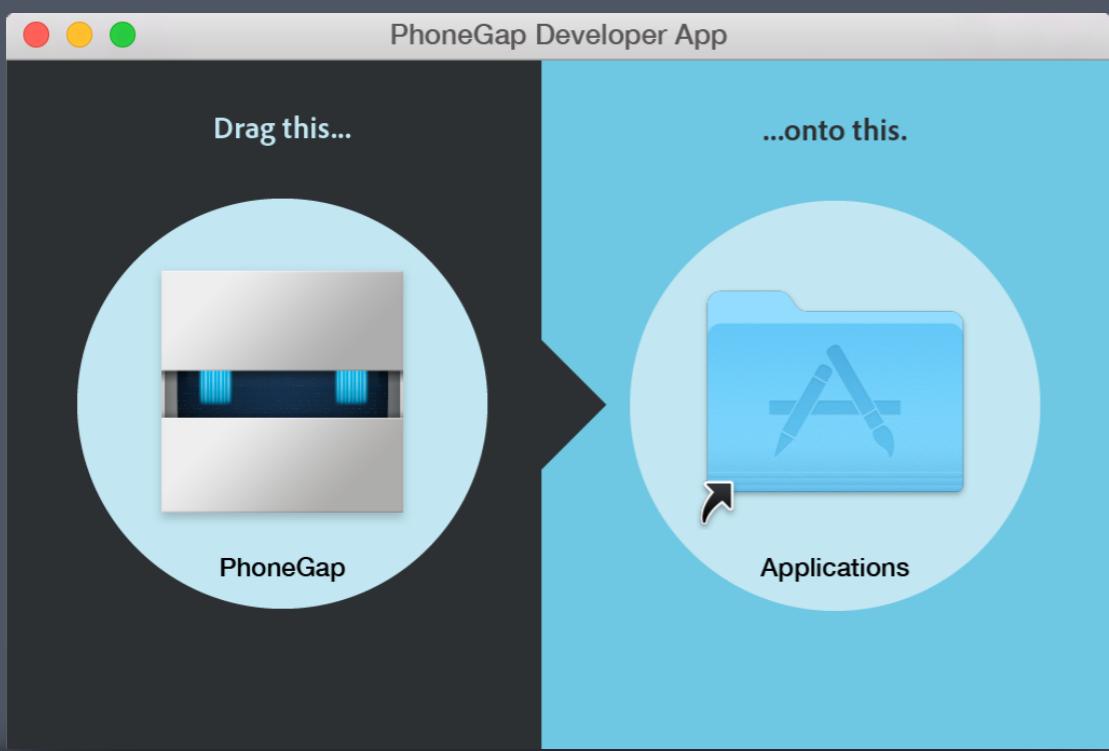
Command-line Interface



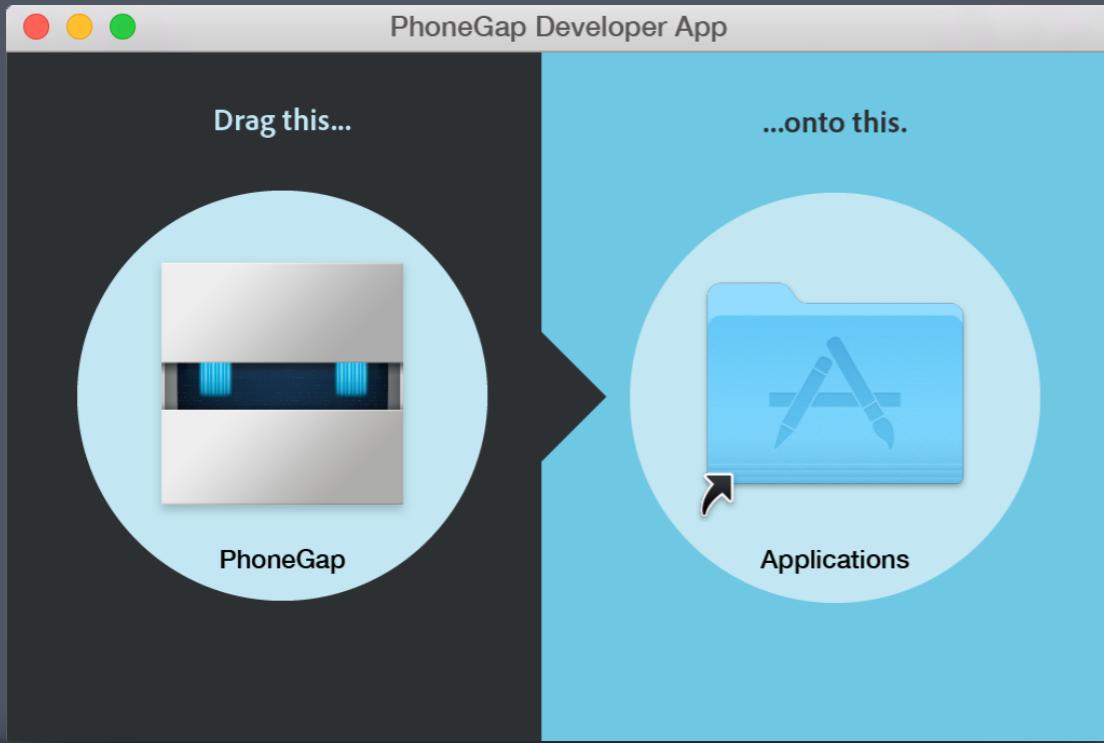
```
1. bash
sandbox:mwbrooks $ npm install -g phonegap
sandbox:mwbrooks $ phonegap create my-app
sandbox:mwbrooks $ cd my-app/
my-app:mwbrooks $ phonegap serve
[phonegap] starting app server...
[phonegap] listening on 192.168.37.152:3000
[phonegap]
[phonegap] ctrl-c to stop the server
[phonegap]
```

Terminal not your kinda window?

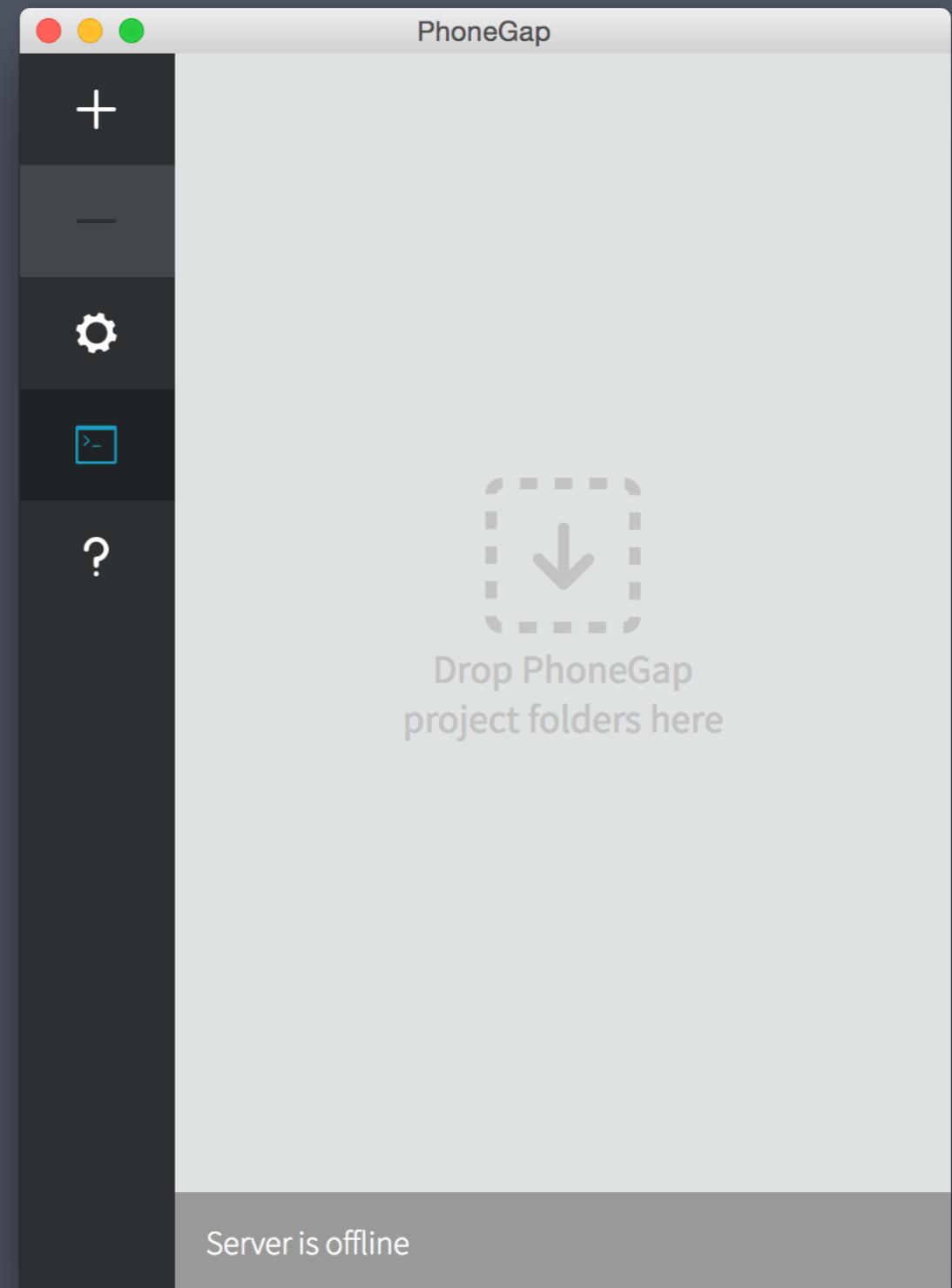
Try the PhoneGap Desktop app

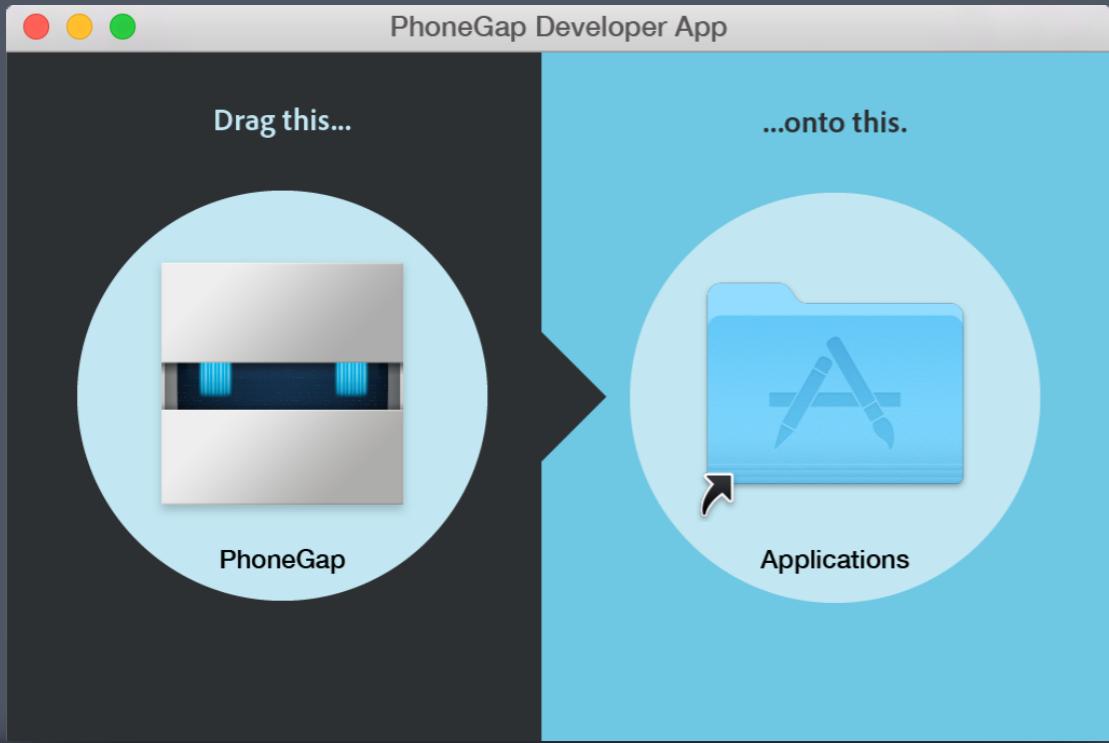


Windows supported too!

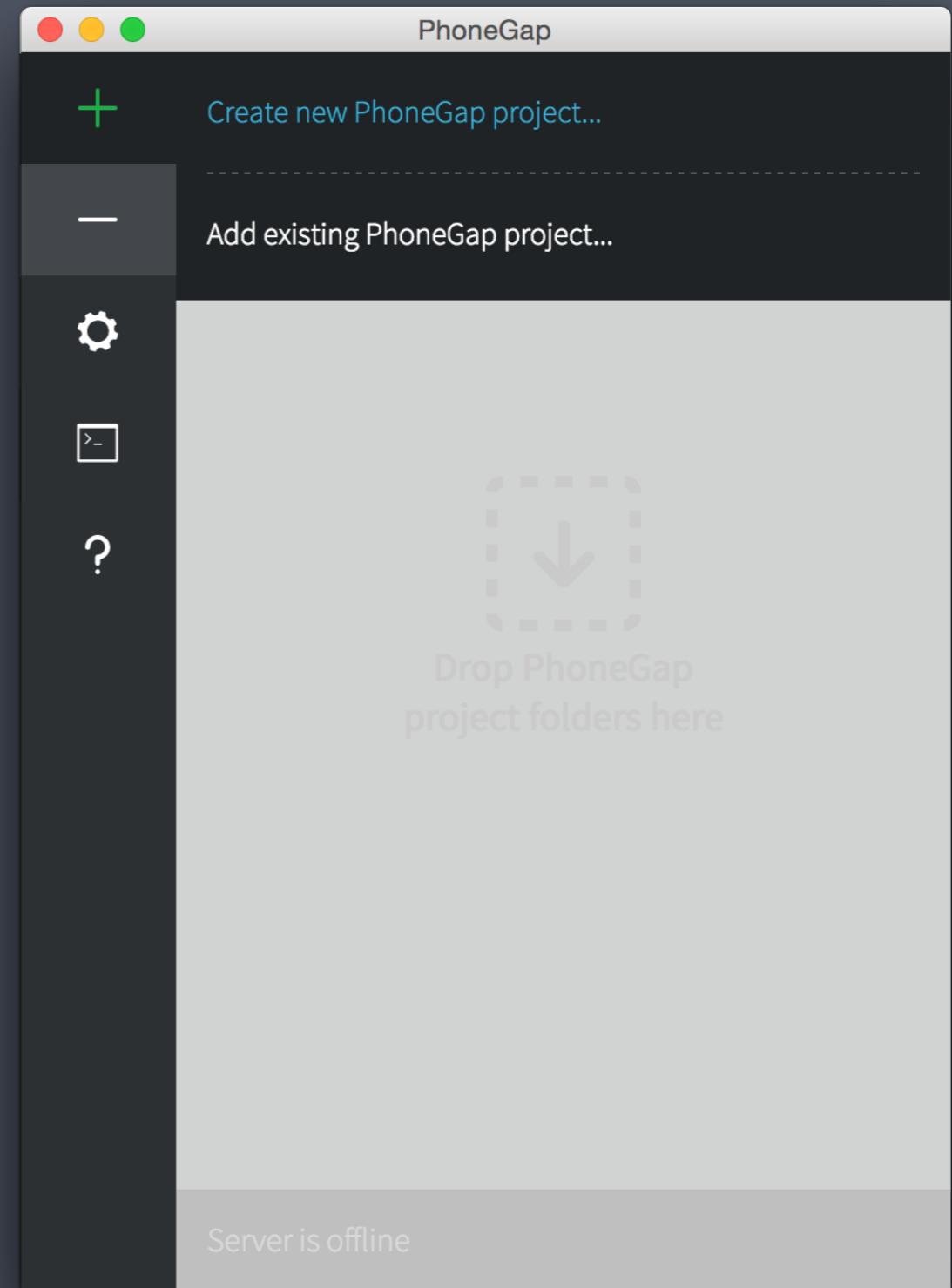


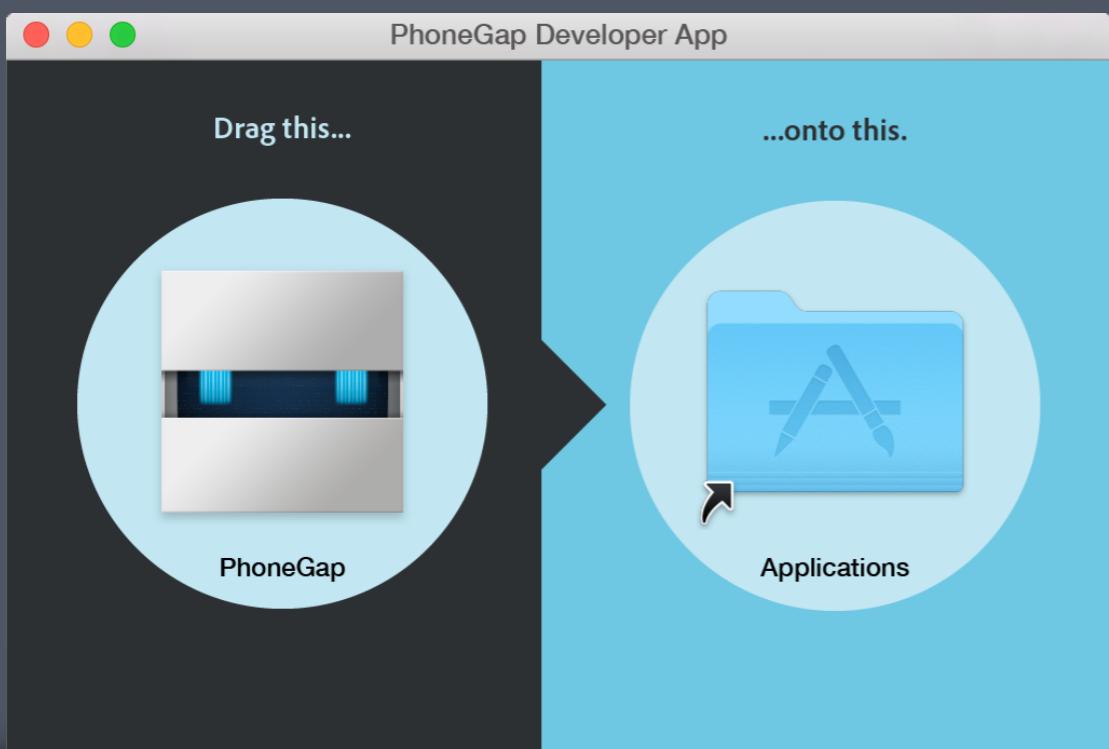
Windows supported too!



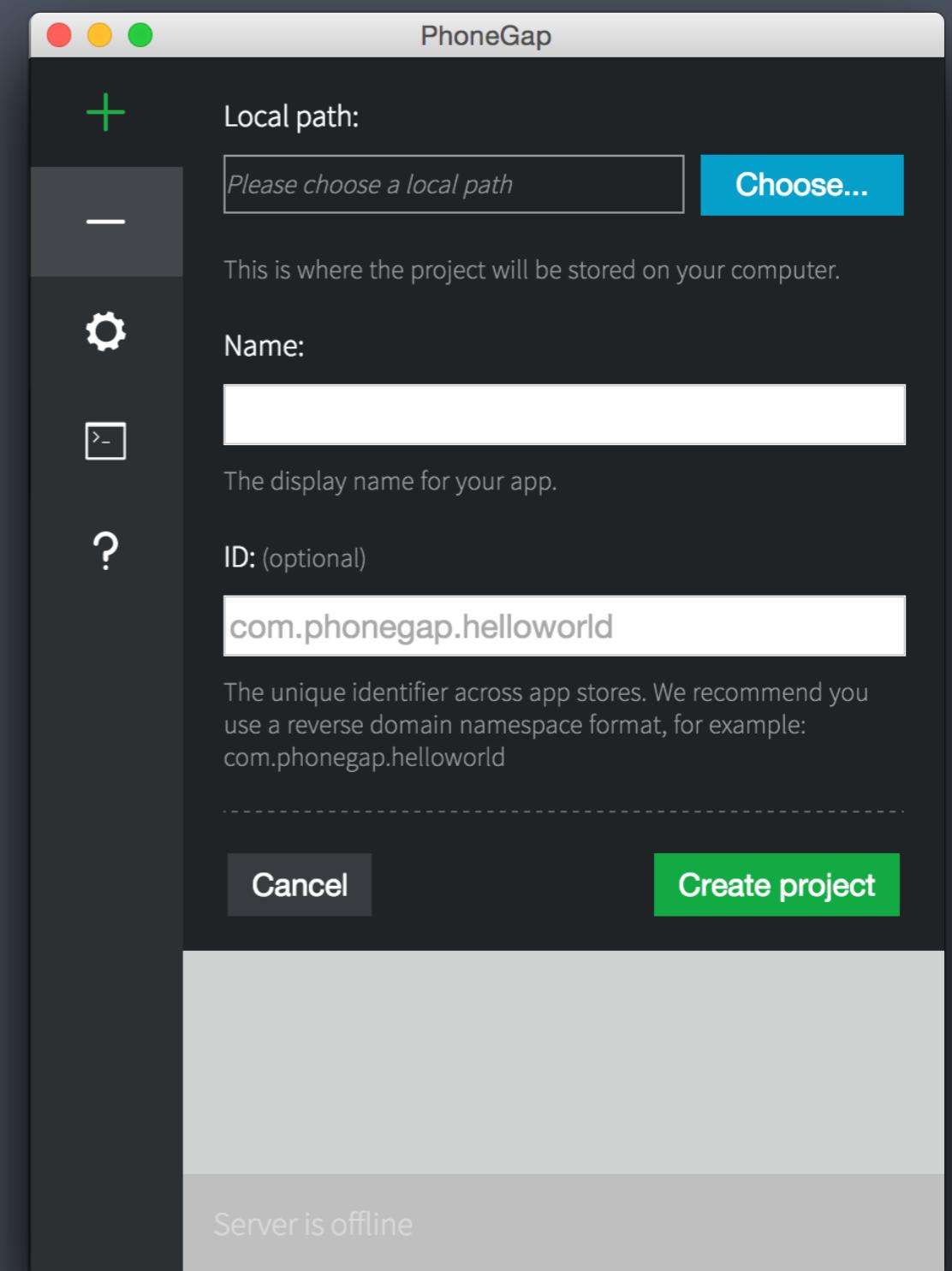


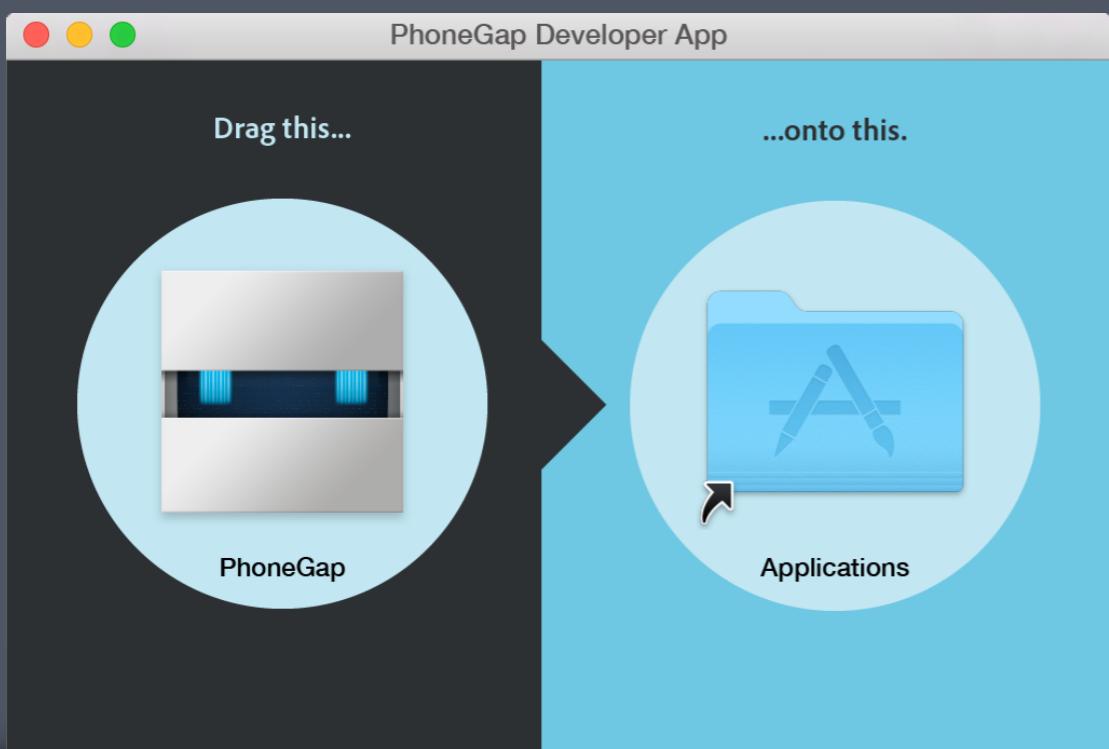
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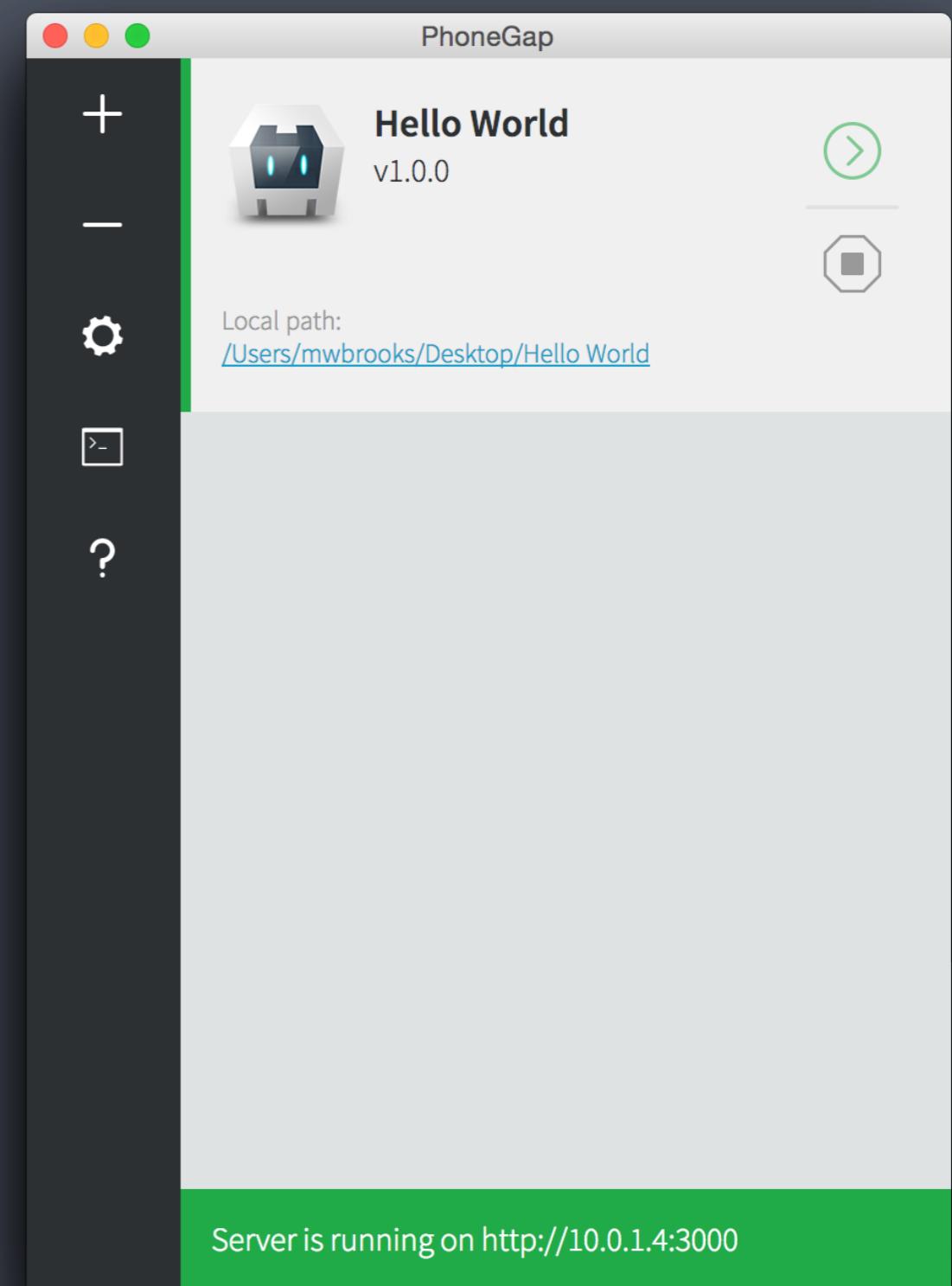


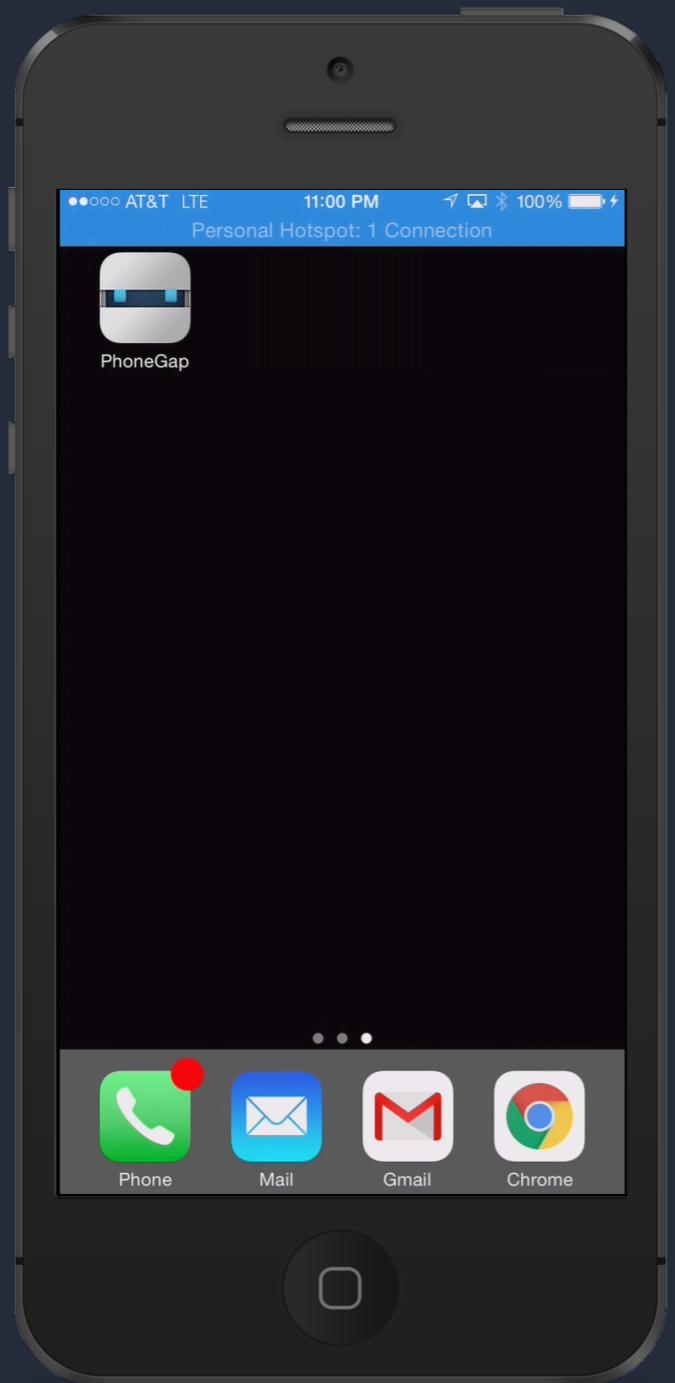
Windows supported too!





Windows supported too!





PhoneGap Developer App



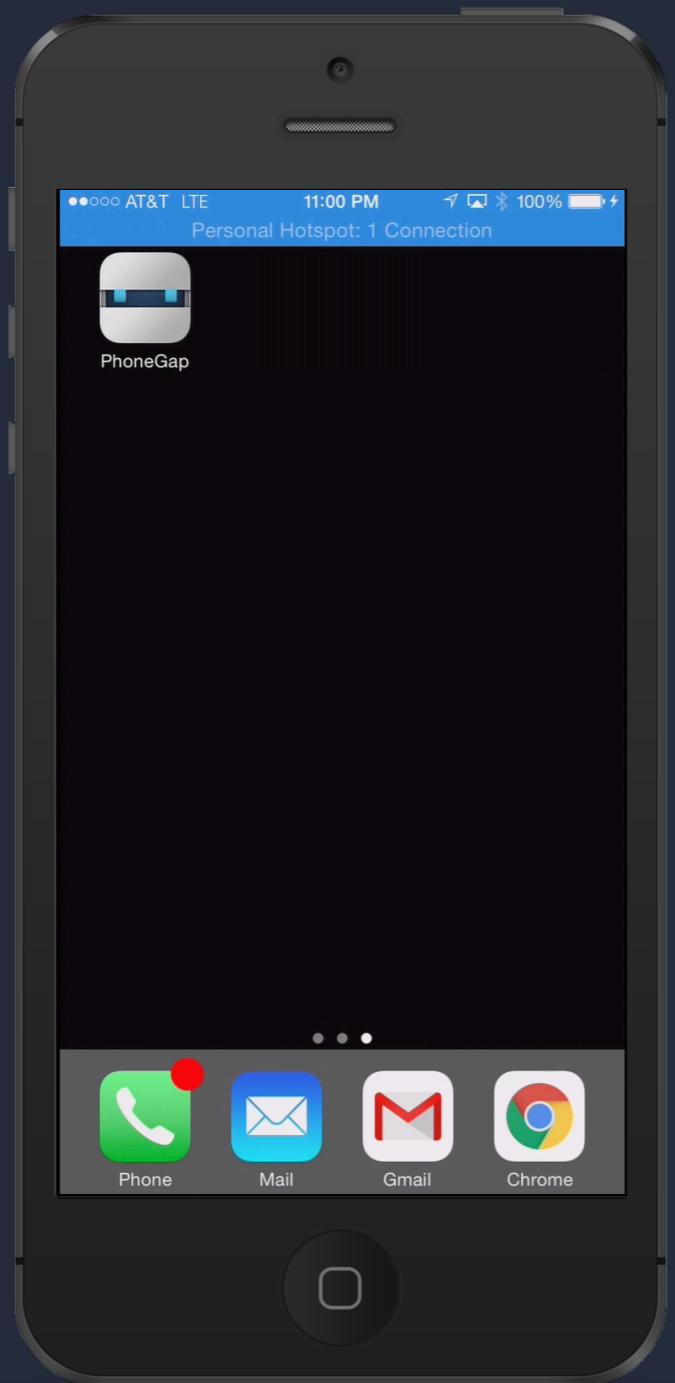
Apple App Store



Google Play Store



Windows Phone Store



PhoneGap Developer App



Apple App Store



Google Play Store



Windows Phone Store



PhoneGap Developer App



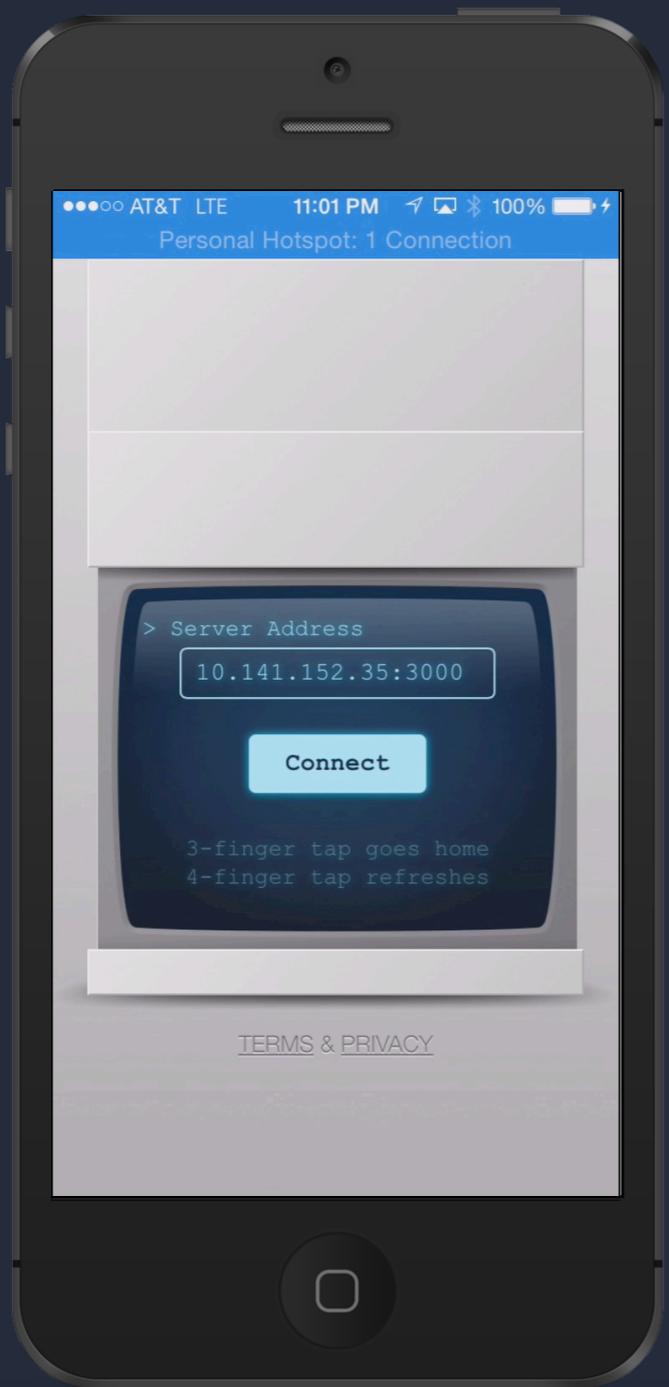
Apple App Store



Google Play Store



Windows Phone Store



PhoneGap Developer App



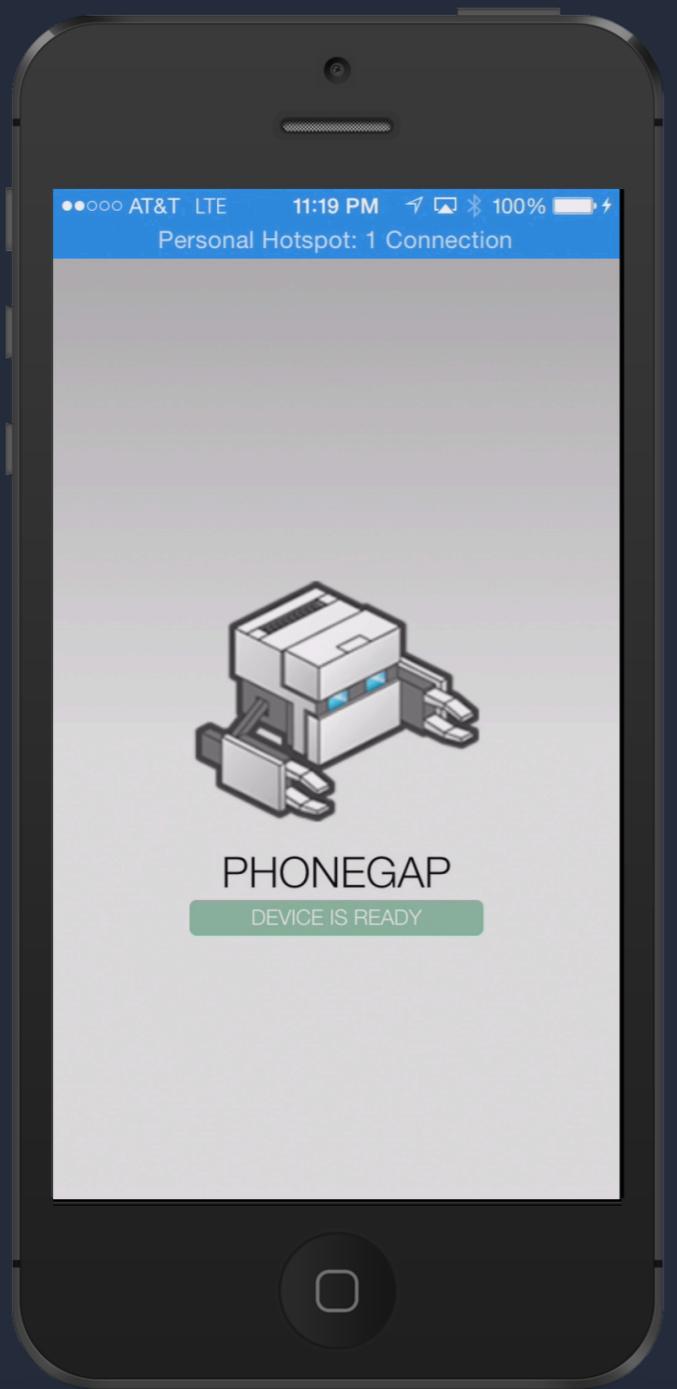
Apple App Store



Google Play Store

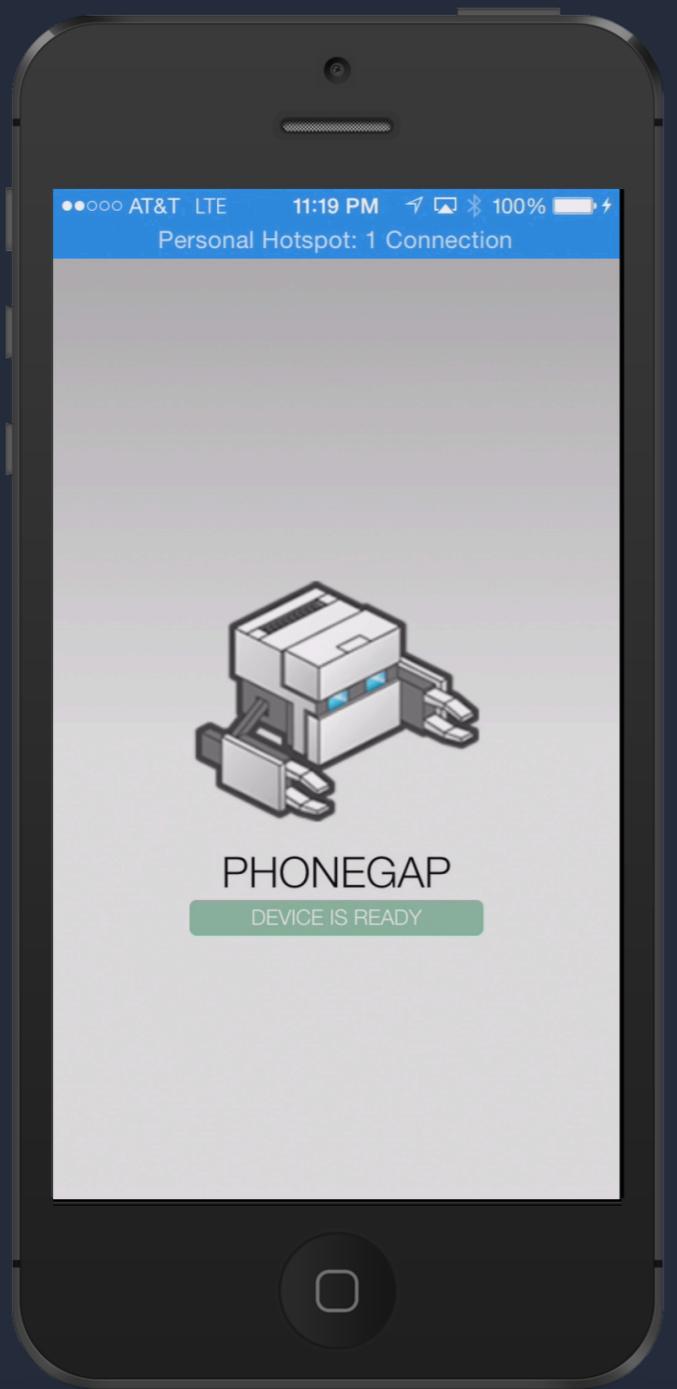


Windows Phone Store



PhoneGap Developer App

-  Apple App Store
-  Google Play Store
-  Windows Phone Store



PhoneGap Developer App

-  Apple App Store
-  Google Play Store
-  Windows Phone Store

A screenshot of a web browser window displaying the PhoneGap Build interface at build.phonegap.com. The page shows a sidebar with 'Feedback' selected, and a main area for the 'Hello World' application. The application details include:

- Name:** Hello World
- Description:** Hello World sample application that responds to the deviceready event.
- Platform:** iOS (selected), Android, Windows
- Actions:** Update code, Rebuild all

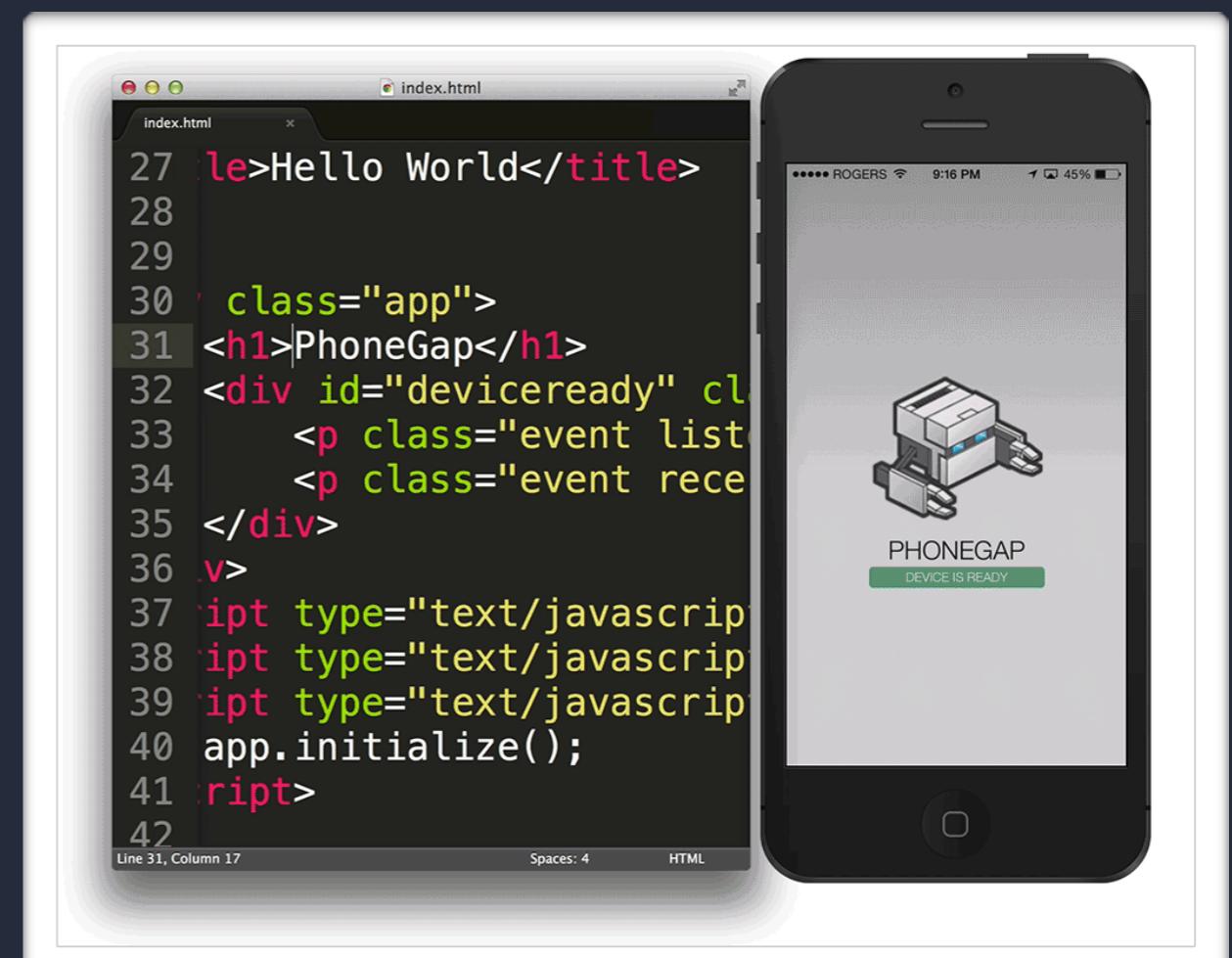
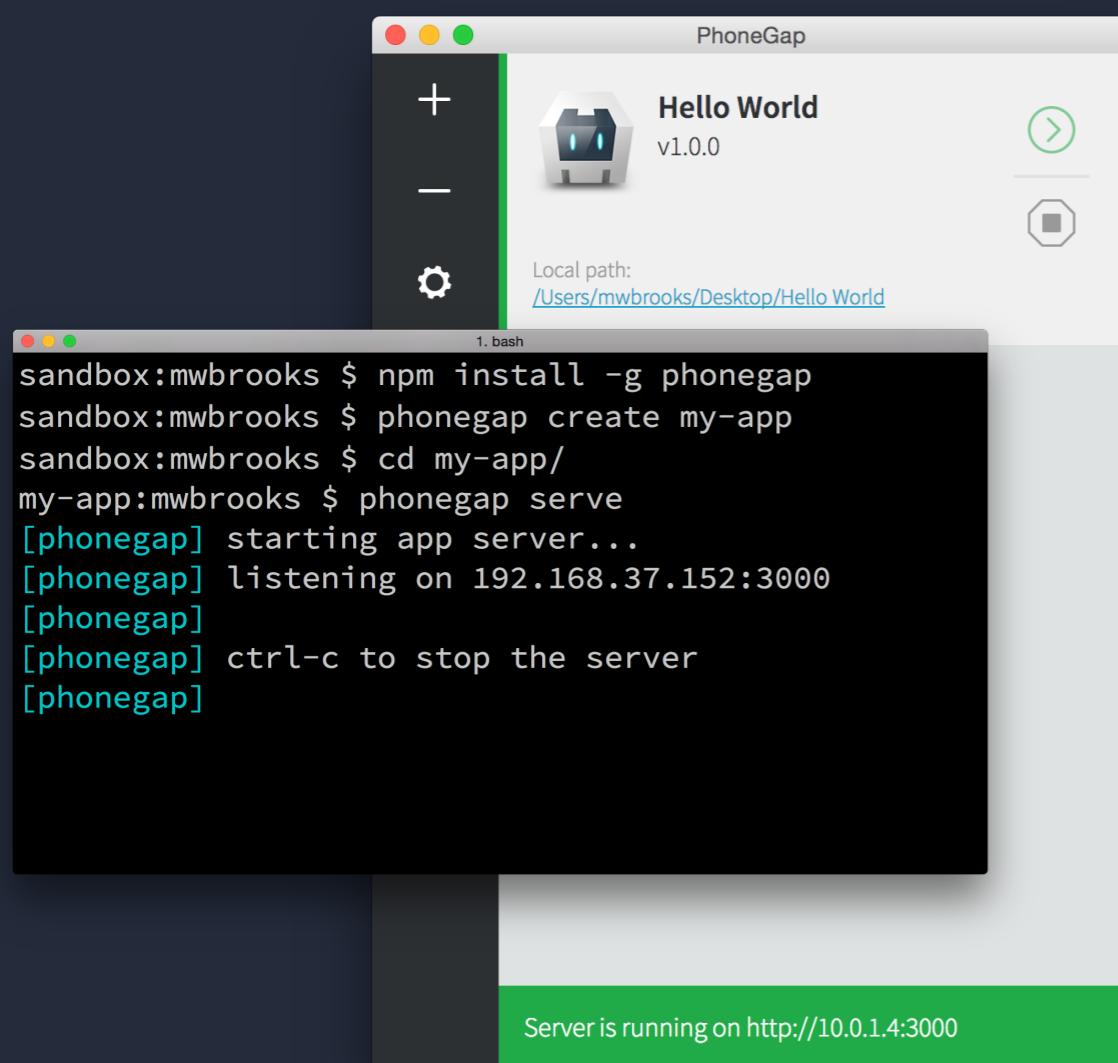
The interface also features a QR code, a 'private' sharing option, and navigation links for Apps, Plugins, Docs, Blog, FAQ, and Support. The bottom footer includes language selection (English), powered by Adobe PhoneGap, copyright information, and trademark notes.

PhoneGap Build

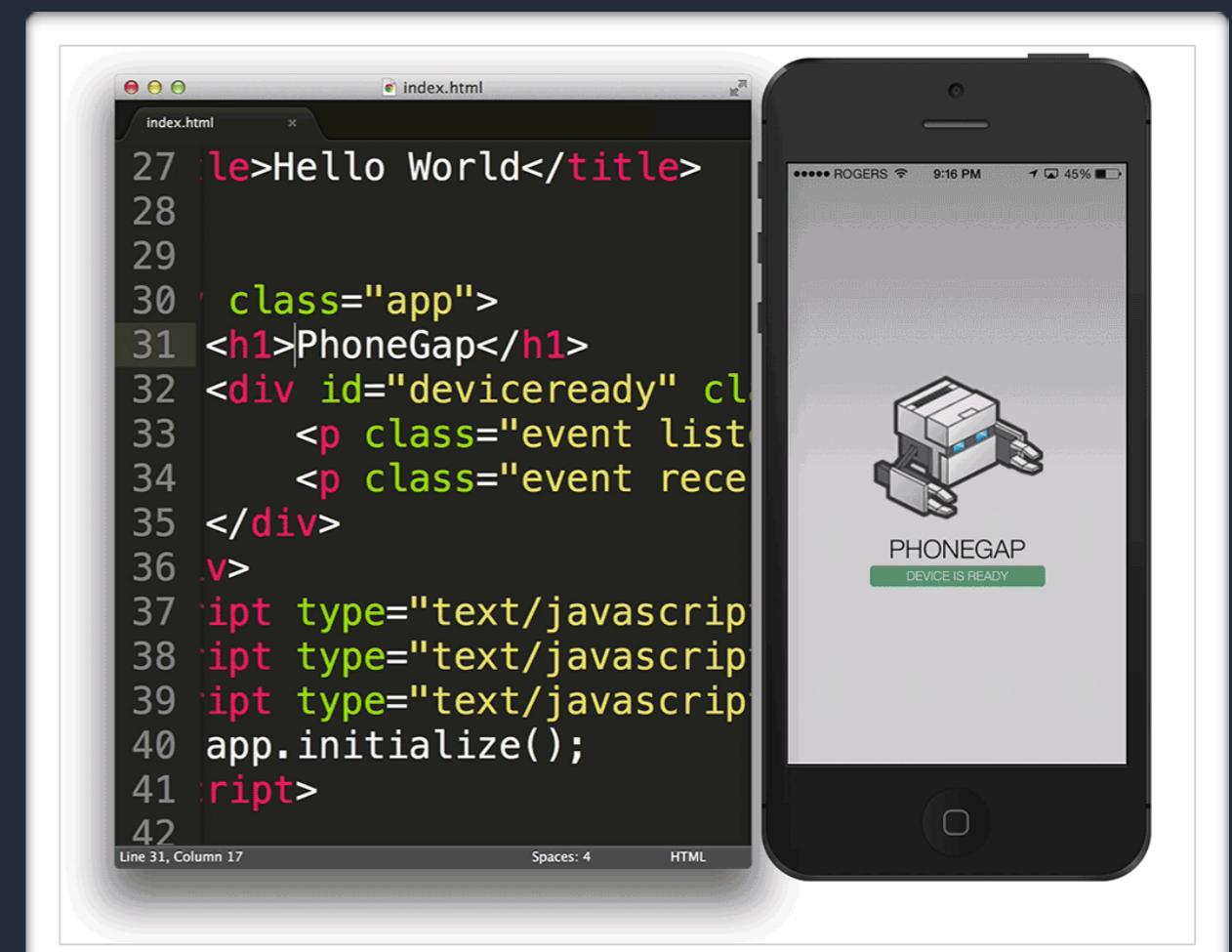
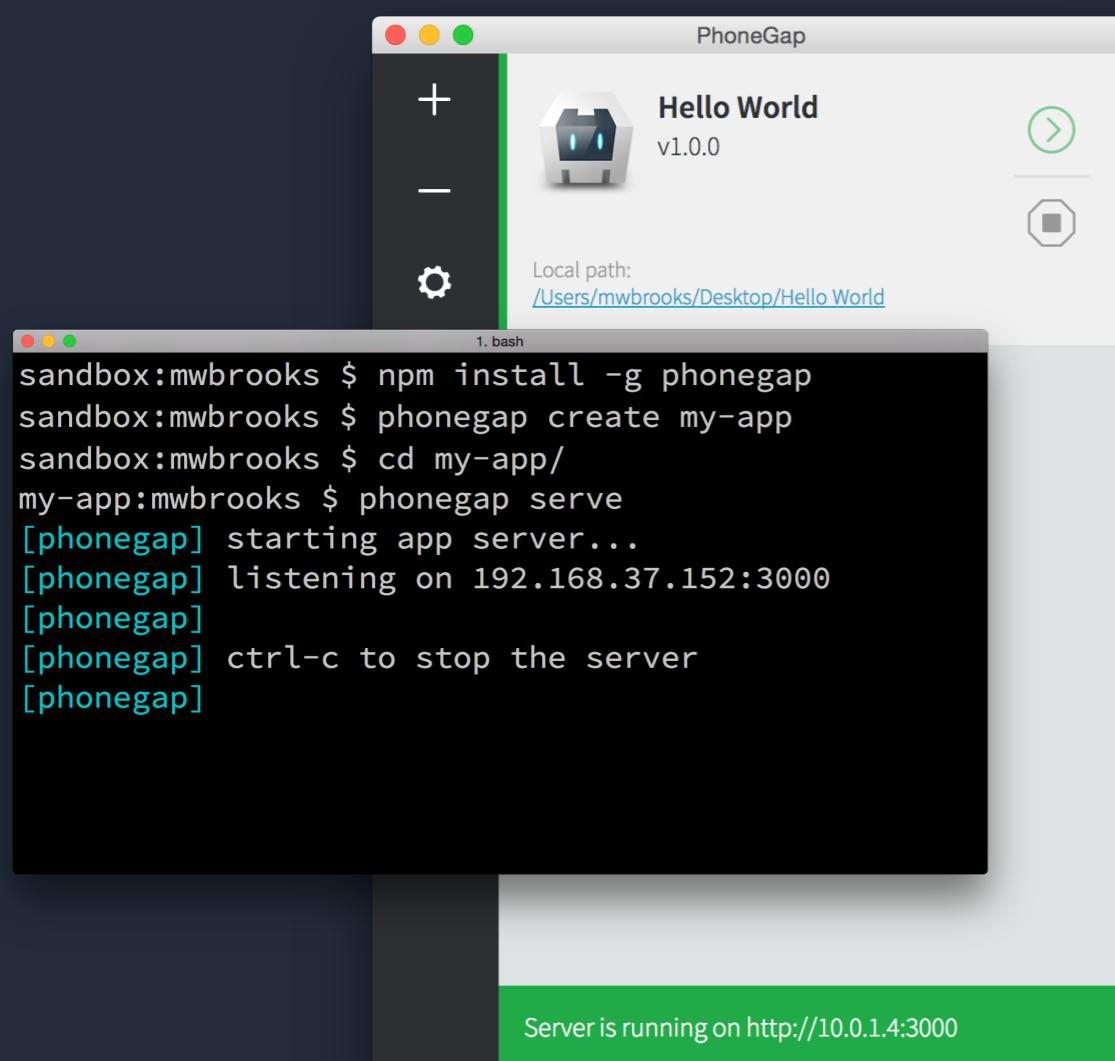
cloud compiler



Putting it all together



Putting it all together

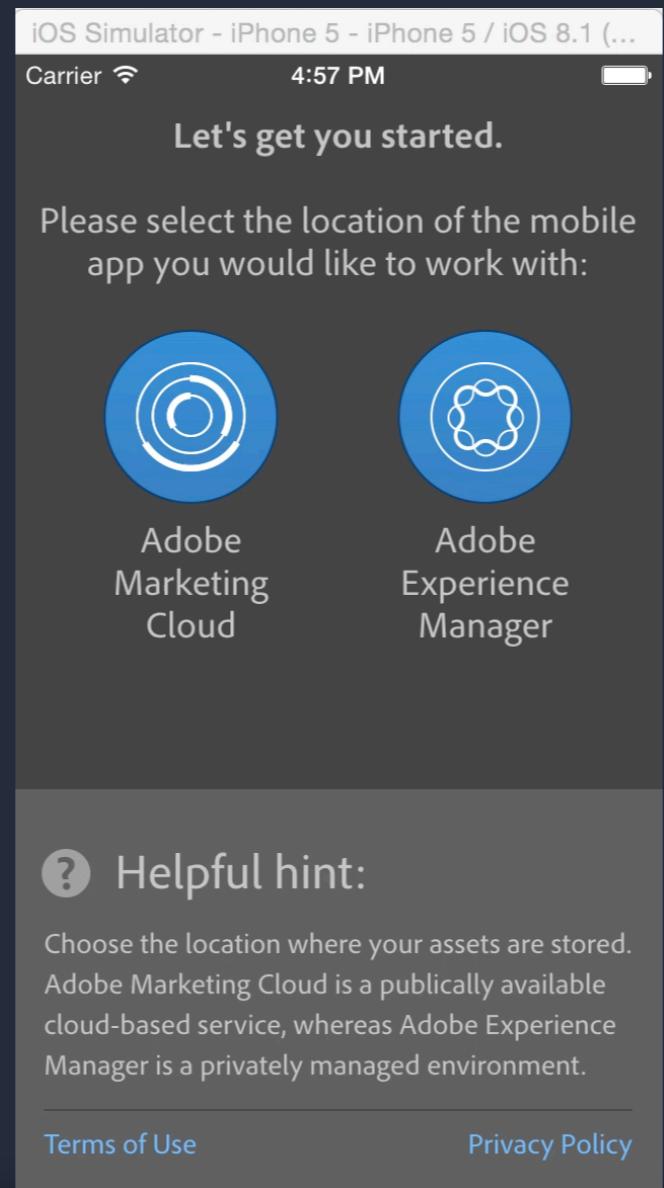




part three

PhoneGap Enterprise

Mobile app development in



The screenshot shows the Adobe Experience Manager (AEM) interface. The left sidebar includes links for Adobe Marketing Cloud, Experience Manager, Projects, Sites, Apps (which is selected), Forms, Assets, Communities, Commerce, and Tools. The main content area is titled 'Apps' and displays three mobile application cards:

- Geometrixx Mobile App**: Modified by admin 5 months ago. Preview shows an orange screen with the text "geometrixx".
- ConferenceTracker Shell**: Modified by admin 5 months ago. Preview shows a 3D model of a conference equipment setup.
- English App**: Modified by admin 2 months ago. Preview shows a white screen with the text "we.FINANCE".

The screenshot shows a mobile application setup interface on an iPhone 5 simulator running iOS 8.1. The top status bar indicates the carrier is 'Carrier', the time is 4:57 PM, and battery level. The main content area has the following sections:

- Let's get you started.**
- Please select the location of the mobile app you would like to work with:**
- Adobe Marketing Cloud** (represented by a blue circle with a white 'O' icon)
- Adobe Experience Manager** (represented by a blue circle with a white gear icon)
- Helpful hint:** Choose the location where your assets are stored. Adobe Marketing Cloud is a publically available cloud-based service, whereas Adobe Experience Manager is a privately managed environment.
- Terms of Use** and **Privacy Policy** links at the bottom.

Got **questions**, requests, or complaints?
Every bit is **open sourced!**

github.com/phonegap

Cheers!

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