

iPhone / Mac OS X Development

How do I get into it...
And what's beyond...

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Overview

- Introductions
- Why develop for the iPhone & Mac OS X
- Getting started
- Resources
- Live demo
- Closing thoughts

Introductions

- Experience – over 30 years in software
- Expertise
 - Software Engineering & Design
 - Object Oriented Development
 - Computer Graphics
 - Human-Computer Interaction

Why Develop?

- iPhone & iPod touch sales – 37 million
- Mac Sales 1Q06-1Q09 – 13.6 million
- Mac Installed Base through 2007 – 25.7 million
- About 21% market share
 - Dell: ~26%
- It's fun!!

Getting Started

Mac OS X

- Get the hardware
 - A Mac
 - Mac Mini, iMac, MacBook
 - MacPro, MacBook Pro
 - That's all – for Mac OS X development
 - Full dev environment supplied
 - Includes documentation



Getting Started iPhone

- Get the hardware
 - A Mac
 - iPhone / iPod touch
- Get the software
 - iPhone SDK – need to register (free)



<http://developer.apple.com/iphone/>

What I need to know

- Objective-C
 - Object Oriented extension to C
 - Dynamic Dispatch and Late Binding
- Cocoa & Cocoa Touch
 - Libraries and API's for iPhone / Mac
 - Rich suite of capabilities (WebKit etc)

What I need to know

- xCode
 - Integrated Development Environment
 - Multi-language / project type
 - svn integration
- Interface Builder
- Debug / Profiling Tools

What I need to know

- Other Languages are Supported
 - C / C++
 - Java
 - Scripting – AppleScript, Automator
 - REALBasic

Resources

Mac OS X

- Apple Developer Connection
 - <http://developer.apple.com/products/mac/program/>
 - WWDC
- O'Reilly Books and Website
- Podcasts
- Developer Websites / RSS / Blogs

Resources

Mac OS X

- O'Reilly Books and Website
 - <http://www.macdevcenter.com/>
 - <http://oreilly.com/pub/topic/mac>

Resources

Mac OS X

- Podcasts
 - Late Night Cocoa
 - Mac Developer Roundtable
 - MacBreak Dev
 - Core Intuition
 - MacGeekGab

Resources

Mac OS X

- Developer Websites / RSS / Blogs
 - <http://www.mac-developer-network.com/>
 - <http://www.mactech.com/>
 - <http://www.cocoadev.com/>
 - <http://cocoablogs.com/>
 - http://en.wikibooks.org/wiki/Programming_Mac_OS_X_with_Cocoa_for_beginners

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iPhone

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 - <http://oreilly.com/iphone/>
 - <http://digitalmedia.oreilly.com/iphone>

Resources

iPhone

- Podcasts
 - iPhone Screencasts
 - iPhone Dev Screencasts

Resources

iPhone

- Developer Websites / RSS / Blogs
 - Stanford University iPhone App Programming
<http://www.stanford.edu/class/cs193p/cgi-bin/index.php>
 - <http://iphoneincubator.com/blog/>
 - <http://icodeblog.com/>
 - <http://www.tuaw.com/2009/04/27/iphone-dev-101-the-hello-world-app/>
 - <http://www.tuaw.com/category/iphone/>

Coming Up: iPhone

- iPhone OS 3.0 – “over 100 new features”
 - Search your iPhone
 - Cut, copy, and paste
 - Send photos, contacts, audio files, and location via MMS
 - Read and compose email and text messages in landscape



<http://www.apple.com/iphone/preview-iphone-os/>

Coming Up: Mac OS X

- 10.6 Snow Leopard
 - MS Exchange Support
 - Multicore – “Grand Central”
 - 64-bit
 - QuickTime X
 - OpenCL – leverage GPU



<http://www.apple.com/macosx/snowleopard/>

Live demo

Closing Thoughts

- What else can I use a Mac for
 - It's UNIX!
 - Terminal – command line
 - MacPorts (<http://www.macports.org/>)
 - Virtual Machines – <http://virtualbox.org>
 - etc...

Q & A

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Thanks!!