



Week 1 / 10: Intro to iOS & openFrameworks

Wednesday Jan 9, 2013

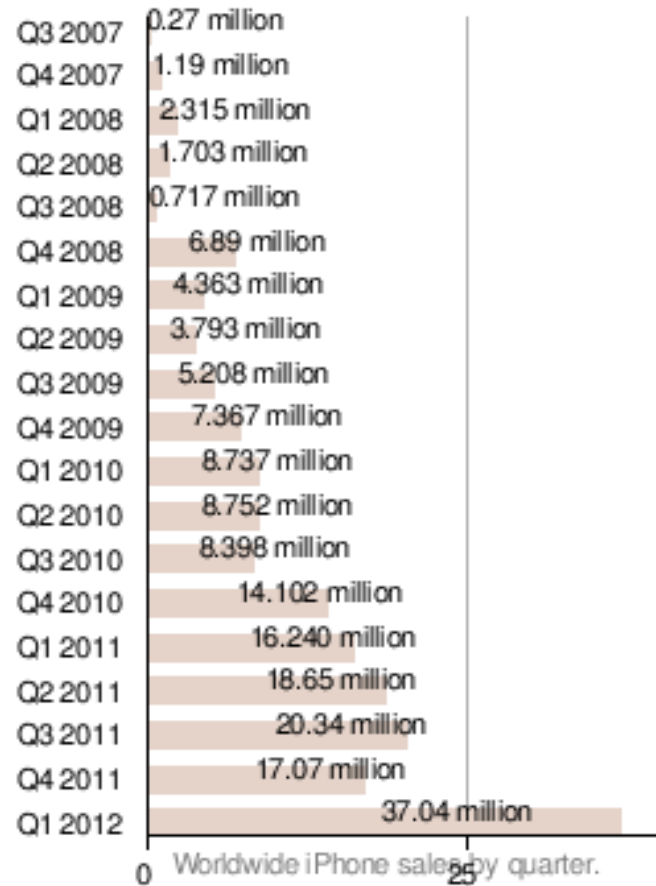
Parag K Mital | <http://pkmital.com>

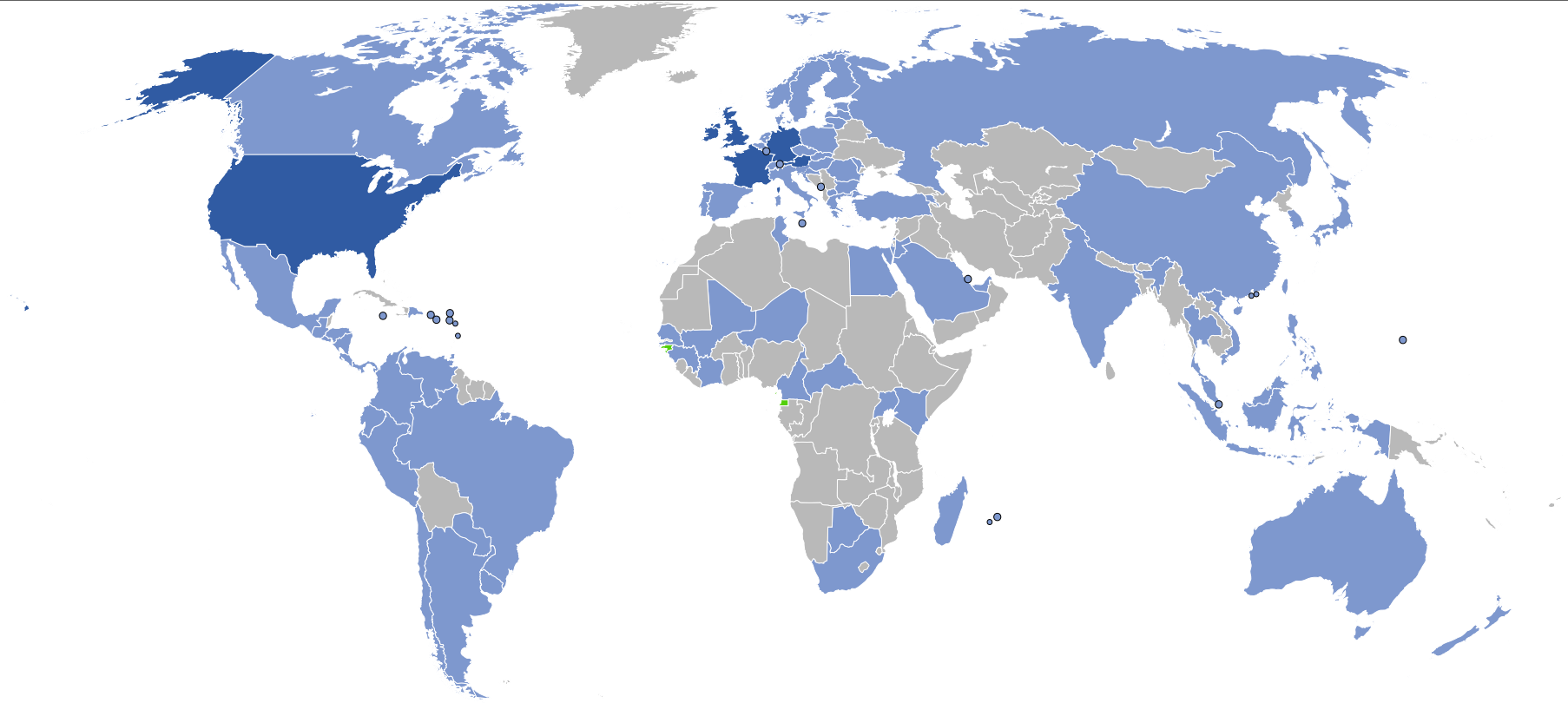
Snow Leopard + Xcode 3.2.6 + iOS 3,4
Snow Leopard + Xcode 4.2 + iOS 3,4,5
(Mountain) Lion + Xcode 4.5.2 + iOS 4,5,6

<http://developer.apple.com>

iPhone

1. it is a ubiquitous device

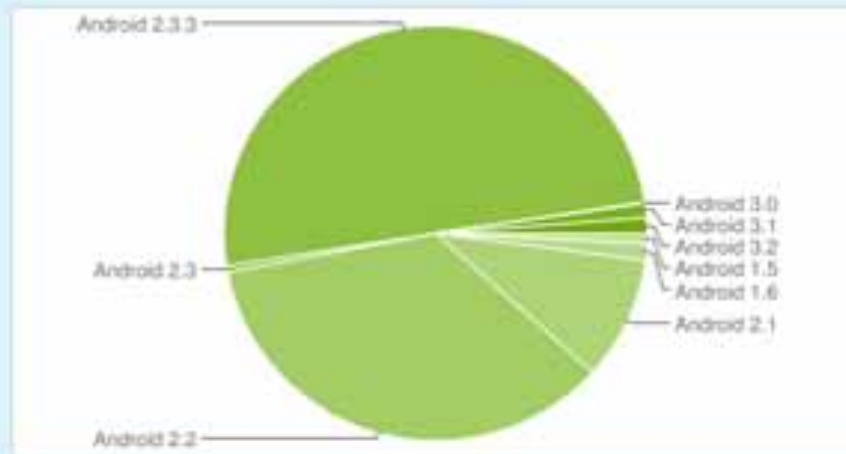




2. the OS and hardware are unified

Current Distribution

The following pie chart and table is based on the number of Android devices that have accessed Android Market within a 14-day period ending on the data collection date noted below.



Platform	Codename	API Level	Distribution
Android 1.5	Cupcake	3	0.8%
Android 1.6	Donut	4	1.3%
Android 2.1	Eclair	7	9.6%
Android 2.2	Froyo	8	35.3%
Android 2.3 - Android 2.3.2	Gingerbread	9	0.5%
Android 2.3.3 - Android 2.3.7		10	50.1%
Android 3.0	Honeycomb	11	0.1%
Android 3.1		12	1.1%
Android 3.2		13	1.2%

Data collected during a 14-day period ending on December 1, 2011.

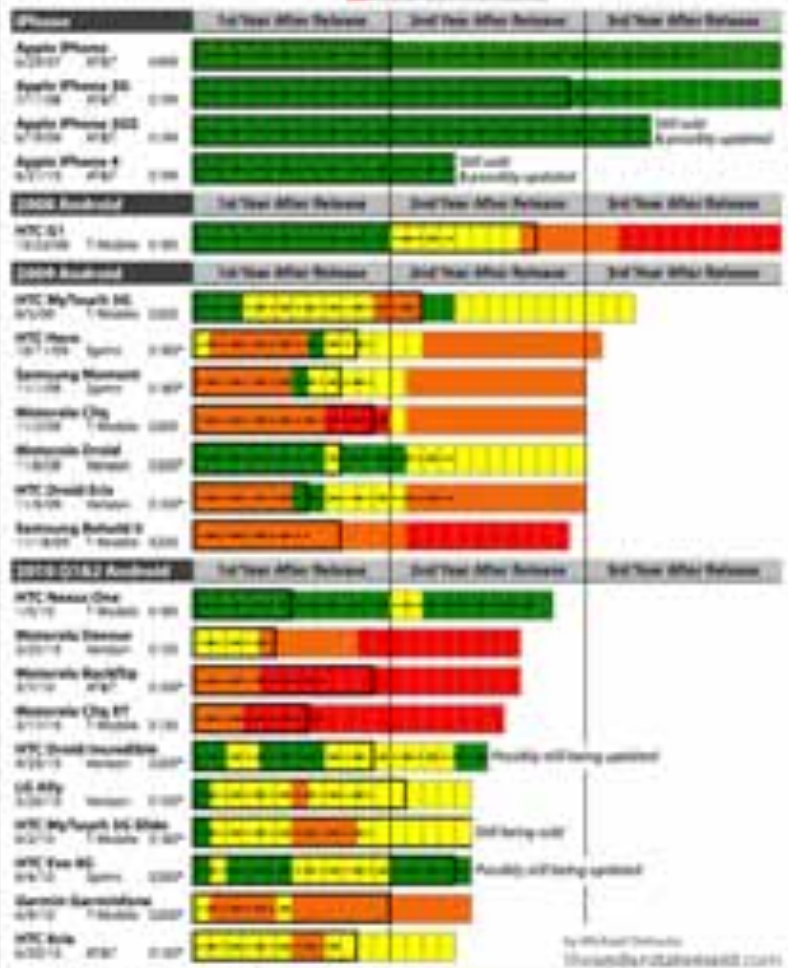
ANDROID & IPHONE UPDATE HISTORY

Included every iPhone & Android model shipped in the US before July 2010

Data as of the end of October 2011



Activity for each model is Getting support updates. Models are with 2 year contract.



* Other D&S model includes Droid and MyTouch 3G Slide & GarminToro

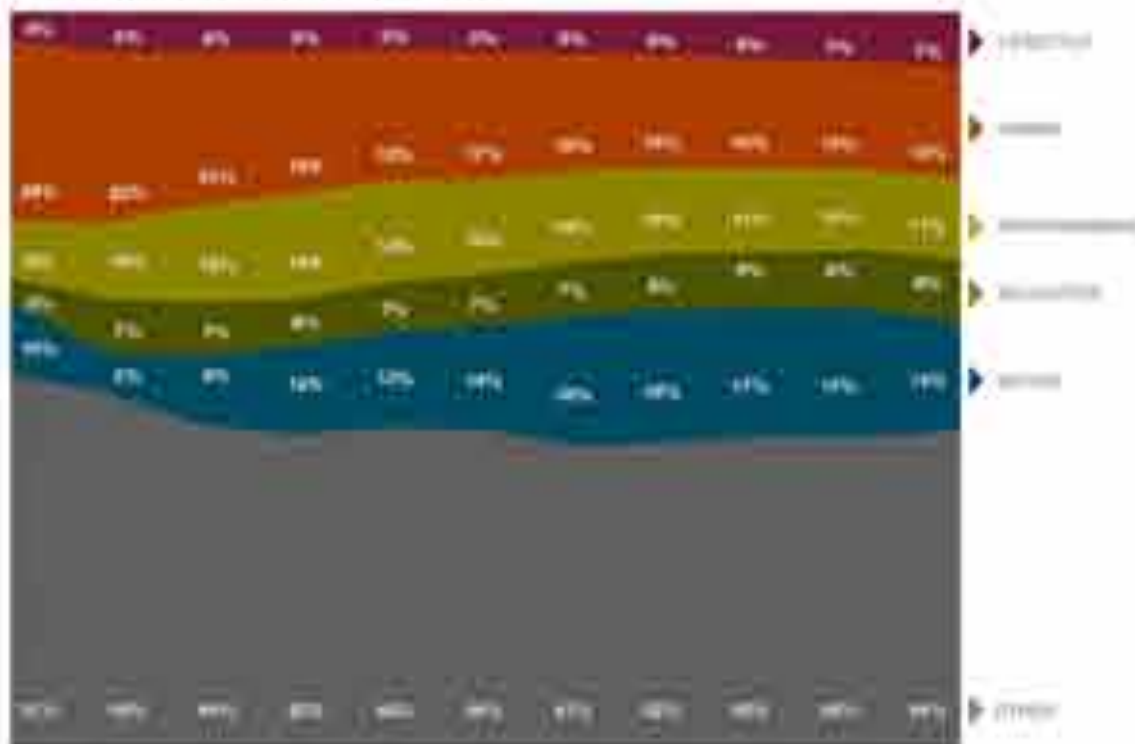
By Michael O'Connell
 @michaeloconnell
 Copyright 2011

3. it's a tiny mobile computer

- 3.5” capacitive multi-touch touchscreen, 360×480 px at 6.3 px/mm, 160 ppi, HVGA
- Proximity sensor and ambient light sensor
- 3 axis accelerometer (SDK)
- Assisted GPS (SDK)
- 2/3.2 Mpx digital camera
- PowerVR MBX 3D Graphics Accelerator (new version of old dreamcast hardware)
- Faster, more powerful and more memory than both PSP and nintendo DS
- 3g and/or WiFi internet access
- Bluetooth communication
- And it’s a phone.....isn’t it?
- Original iPhone, iTouch and iPhone 3G – OpenGL ES 1.1
- iPhone 3GS, iPhone 4 and new iTouch – OpenGL ES 2

4. apps

CATEGORY DISTRIBUTION OVER TIME



Source: App Annie, "The State of Mobile Apps 2011"

MAY 2011 LIVE APP PRICES

\$ 3.64

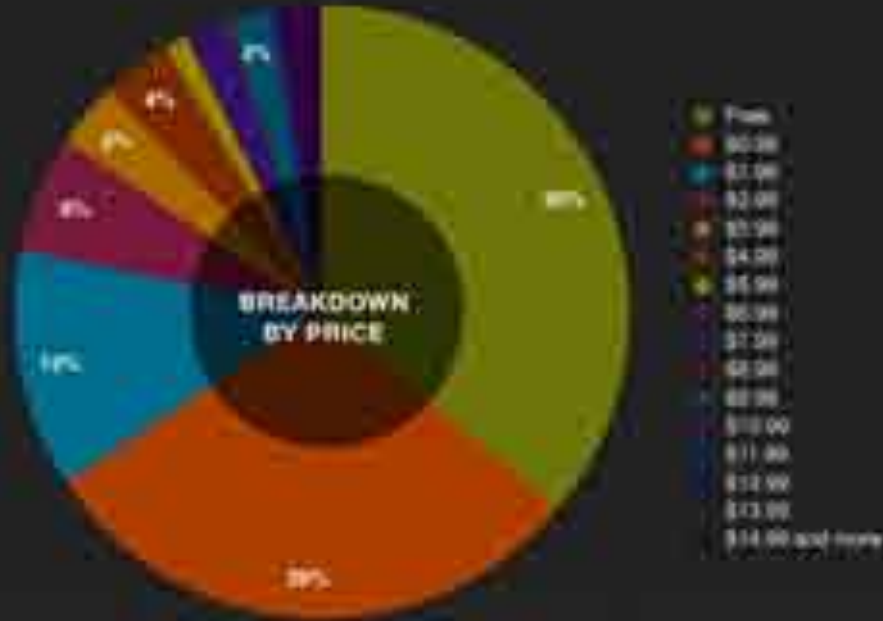
IS THE AVERAGE PRICE
FOR PAID APPS

147,966

TOTAL FREE APPS

244,720

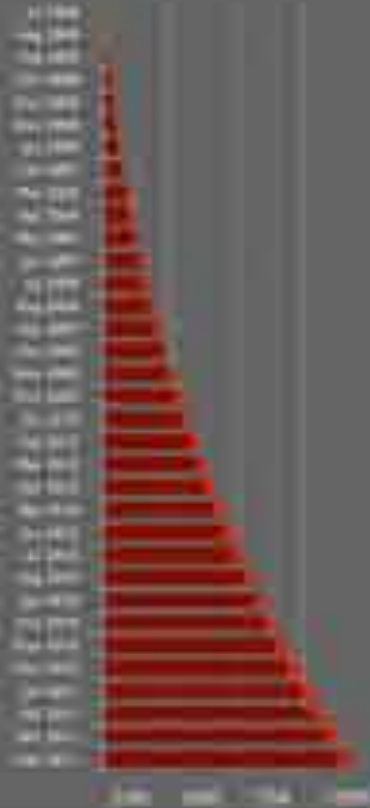
TOTAL PAID APPS



147apps.com/500k-apps

MAY 2011

NUMBER OF DEVELOPERS / MONTH OVER MONTH



CHANGE IN AVERAGE APP PRICE (FOR PAID APPS) OVER TIME



\$ 891,982.24

VALUE OF ALL LIVE APPS

4.6

AVERAGE NUMBER OF APPS PER DEVELOPER



148Apps.com | 500k apps

MAY 2011

JANUARY 22 2011

350,000
APPS

10 billion+ downloads

THE DAILY | **The Daily**
 500+ Hour Investment by News Corp.
 The Daily is the first professionally produced daily newspaper app sold on the iOS platform.

GarageBand
 Released with the iPad 2, universally
 praised as a fantastic multi-media app.

Color
 Swirls a multi-colored top. Released
 to great fanfare, but no-one could
 understand how to use it.

Wii Hacking 2 HD
 First iOS game to output full 1080p HD
 with iPad 2 connected to a capable TV.

PROJECTIONS

PROJECTED: JANUARY 18 2010

4.5 billion

apps sold in 2010, \$6.8 billion in revenue

21.6 billion

apps sold in 2013, \$29.5 billion in revenue

PROJECTED: JANUARY 27 2011

15 billion +

apps sold in 2011 for all tablets & phones

17.7 billion app-downloads

with 150% revenue increase over 2010



ts@book.com | 500k apps

MAY 2011

Xcode

openFrameworks