

14.–17. 09. 2009
in Nürnberg



Herbstcampus

Wissenstransfer
par excellence

iMobile

Mobile Apps-Entwicklung für das iPhone

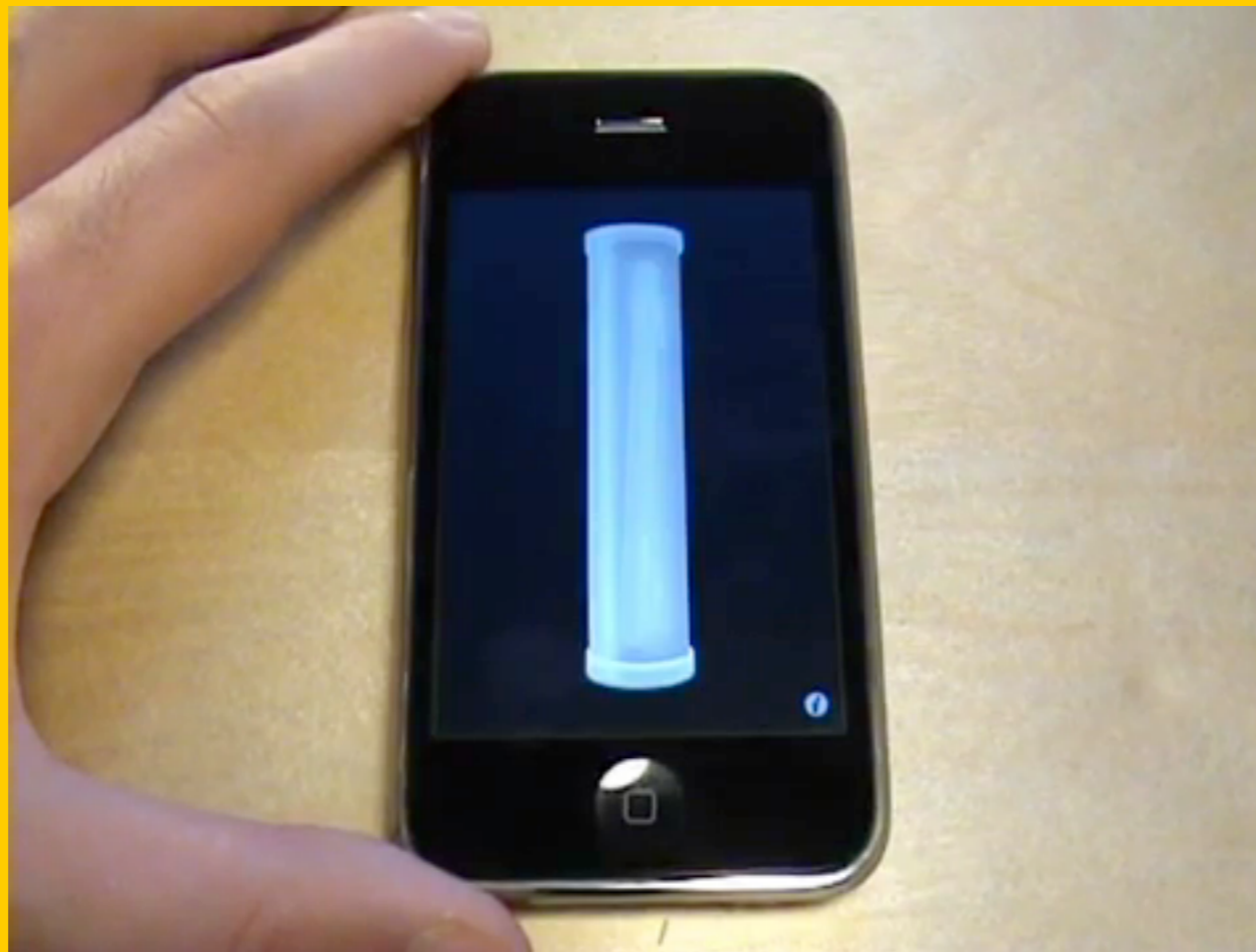
Oliver Szymanski

MATHEMA Software GmbH

- „Being a iPhone user is like being a Navy SEAL: a small, elite group of people with access to the most sophisticated technology in the world, who everyone calls on to get the really tough jobs done quickly and efficiently.”

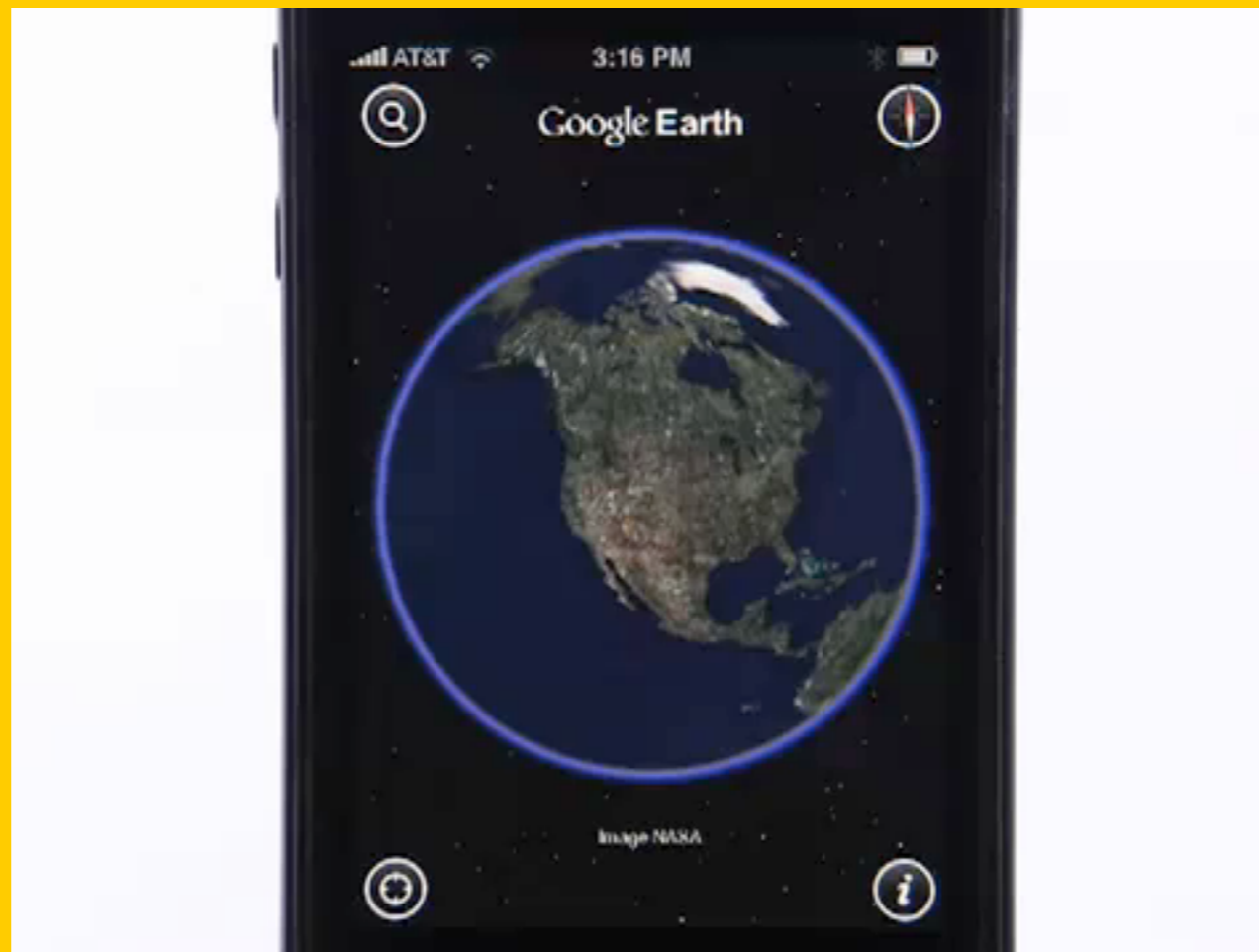




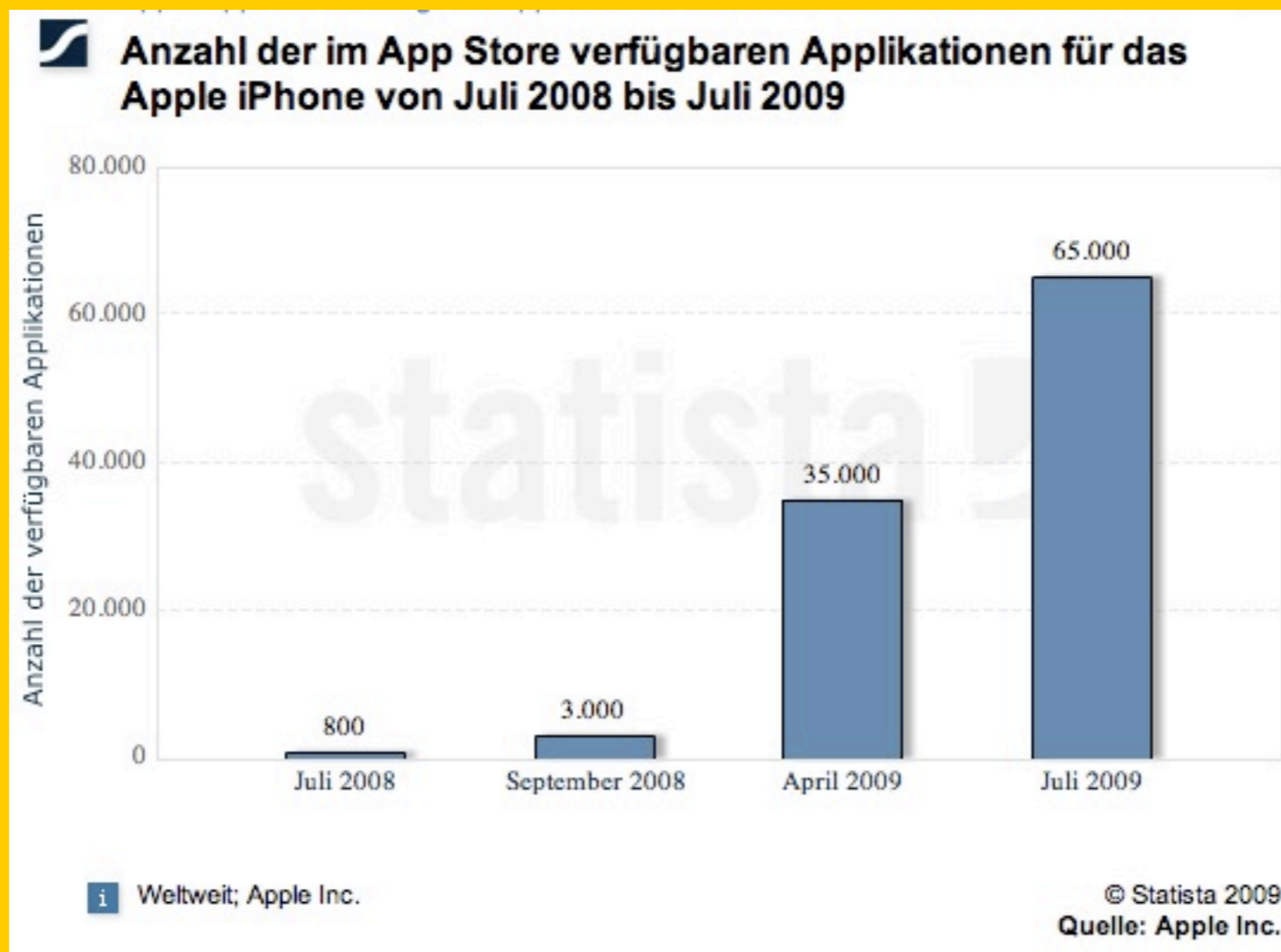


Ausgangslage

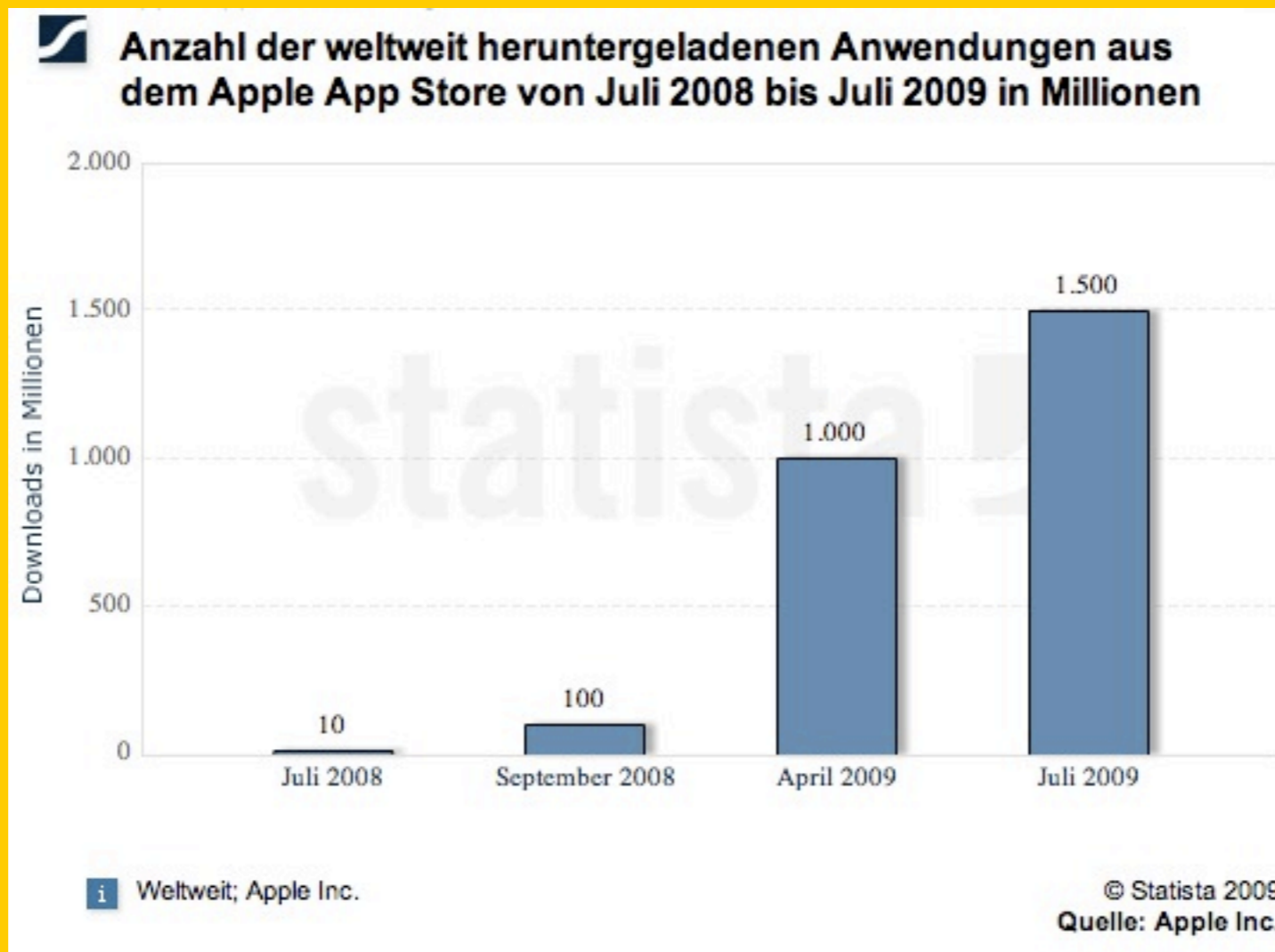
- Über 40 Millionen Nutzer iPhone/iPod Touch weltweit
 - iPhone 3 GS nach drei Tagen bereits 1.000.000 mal verkauft
- Vorhandene „Vertriebswege“: App Store
 - Bereits über 1.500.000.000 Downloads insgesamt im App Store nach nur einem Jahr
- Nutzungsverhalten
 - „63 Prozent der iPhone-Nutzer gehen über ihr Telefon ins Internet (über 5-mal höher als der durchschnittliche Mobile Nutzer).“
- Hardware: Annäherungssensoren, Beschleunigungssensoren, Kompass
 - Nebenbei auch ein Modul für Telefonie
 - Und wichtig: Internet ;)



Entwicklung mobiler Markt



Entwicklung mobiler Markt



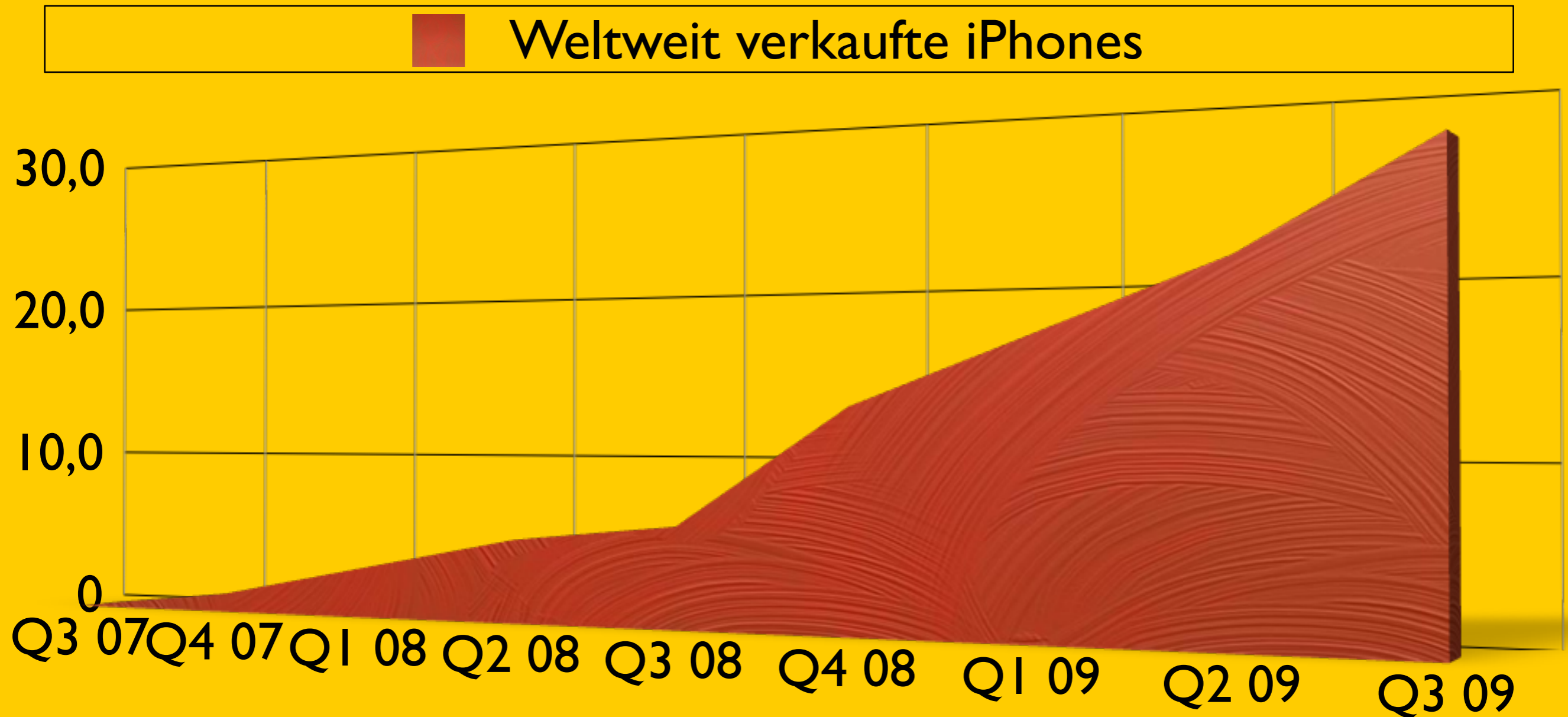
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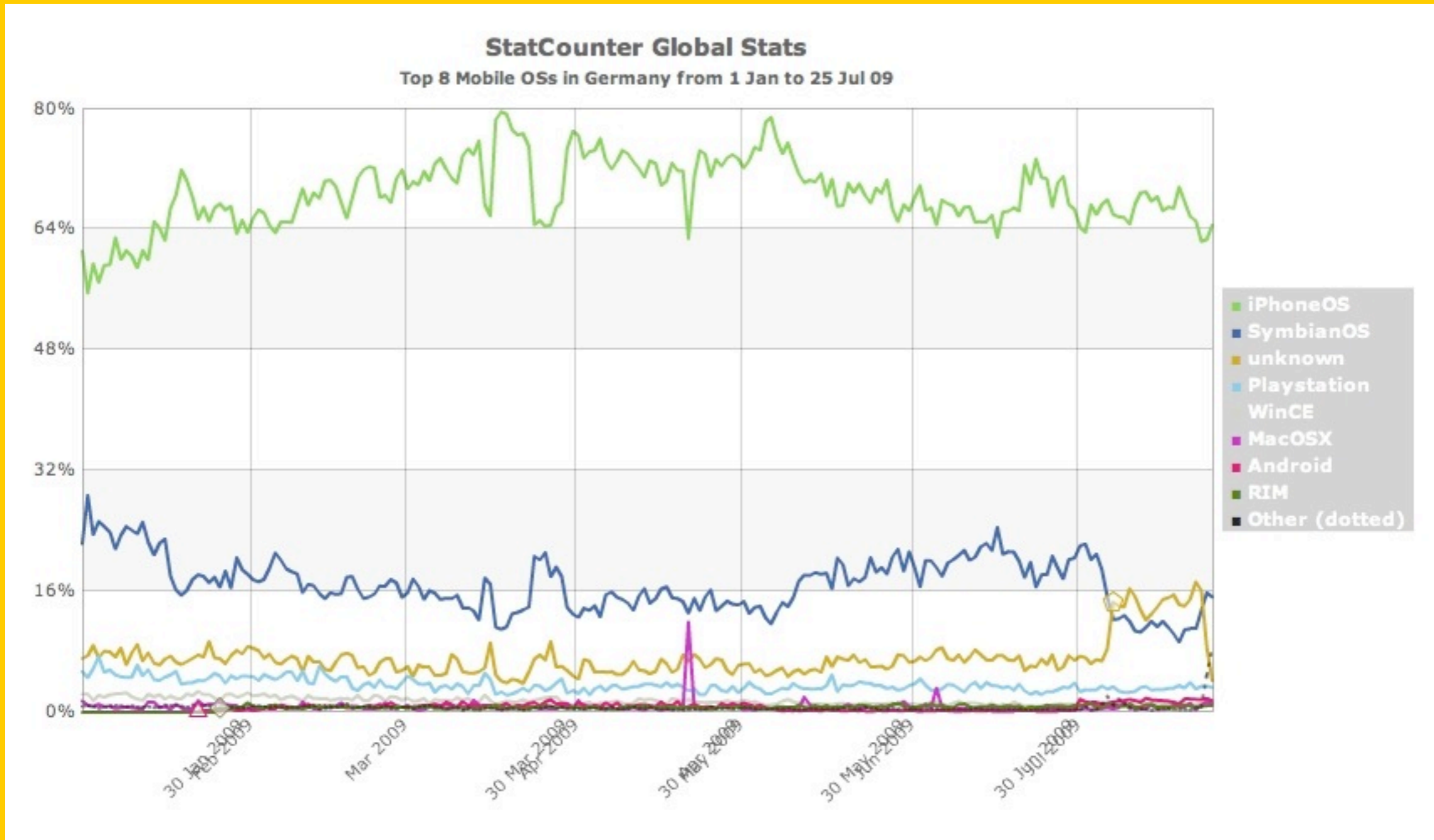
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Mobile Endgeräte in Deutschland 2009



Verbreitung in Deutschland

Rank	Country	iPhone & iPod touch Share of AdMob Users
1	United States	54%
2	United Kingdom	7%
3	Germany	6%
4	France	5%
5	Canada	4%
6	Australia	3%
7	Japan	2%
8	Italy	2%
9	Mexico	1%
10	Spain	1%
	Others ⁽¹⁾	15%

QuickTime Player Ablage Bearbeiten Darstellung Bereitstellen Fenster Hilfe Aufnahme stoppen Mi. 23:20 Naciron

SlideShowView.m - RememberMeal

Simulator - 3.0 | Distribution

Overview Action Build and Go Tasks Info

String Matching Search

File Name	Code			
SlideShowView.m	56K			

Groups & Files

- RememberMeal
 - Settings.bundle
 - Root.plist
 - caloriesCategories.pli
 - de.lproj
 - en.lproj
 - sizes.plist
 - Classes
 - SlideViewController.h
 - SlideViewController.m
 - RememberMealAppDe
 - RememberMealAppDe
 - CameraViewControlle
 - CameraViewControlle
 - SlideShowView.h
 - SlideShowView.m
 - DaysViewController.h
 - DaysViewController.m
 - DayViewController.h
 - DayViewController.m
 - DatePickerController
 - DatePickerController
 - Other Sources
 - Resources
 - DatePicker.xib
 - icon.png
 - Notebook.png
 - no_50x50.gif
 - yes_50x50.gif
 - warning.gif
 - DayView.xib
 - DaysView.xib
 - meal.jpg
 - SlideView.xib
 - FourthView.xib
 - CameraView.xib
 - MainWindow.xib
 - RememberMeal-Info.p
 - Localizable.strings

```

SlideShowView.m:72 - initWithImages
self.automaticallyAdjustsFrame = YES;
self.autoresizingMask = UIViewAutoresizingFlexibleWidth | UIViewAutoresizingFlexibleHeight;
}

- (void) reset {
    RememberMealAppDelegate *appDelegate = (RememberMealAppDelegate *)[[UIApplication sharedApplication] delegate];
    NSInteger imageCount = [appDelegate.slideViewController.mealInfosSorted count]+1;
    mCurrentImage = 0;

    if (imageCount > 0)
    {
        mLeftImageView = [self createImageView:imageCount-1];
        [self addSubview:mLeftImageView];

        mCurrentImageView = [self createImageView:0];
        [self addSubview:mCurrentImageView];

        if (imageCount > 1)
        {
            mRightImageView = [self createImageView:1];
            [self addSubview:mRightImageView];
        } else {
            mRightImageView = [self createImageView:0];
            [self addSubview:mRightImageView];
        }
    }
}

- (void) initTimer {
    RememberMealAppDelegate *appDelegate = (RememberMealAppDelegate *)[[UIApplication sharedApplication] delegate];
    timer = [NSTimer scheduledTimerWithTimeInterval:appDelegate.slideInterval target:self selector:@selector(timerFireMethod:) userInfo:nil repeats:YES];
}

- (void) dealloc
    
```

Debugging terminated. Succeeded

Hürdenlauf

- iTunesConnect
- Prüfung
- Steuern





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MATHEMA