

Going Mobile

Aaron Hillegass

Big Nerd Ranch, Inc

aaron@bignerdranch.com

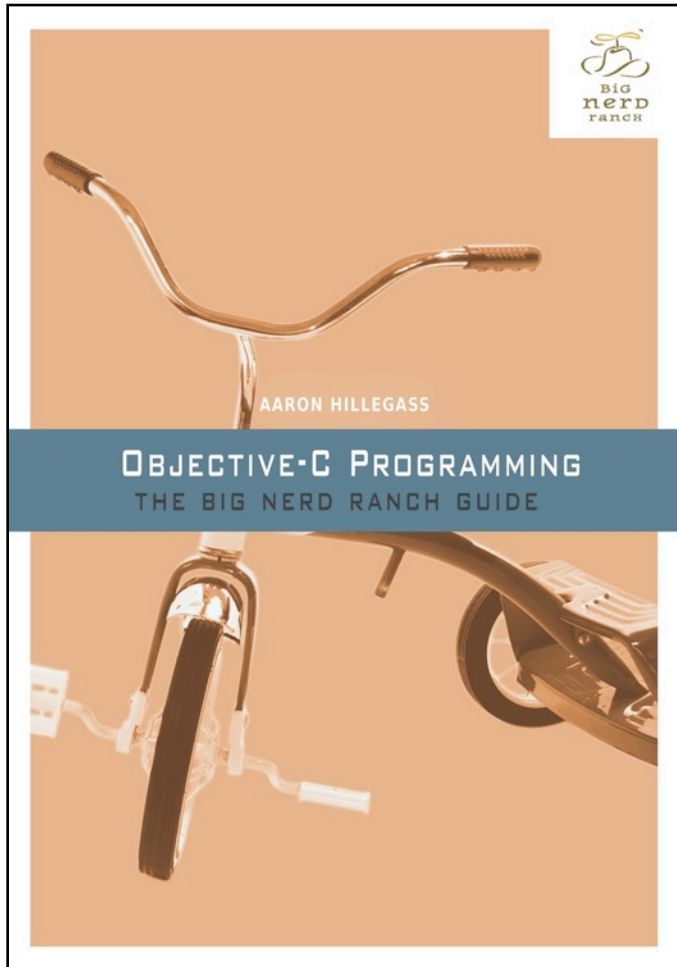
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Objective-C: The BNR Guide



Assumes nothing

C + Objective-C

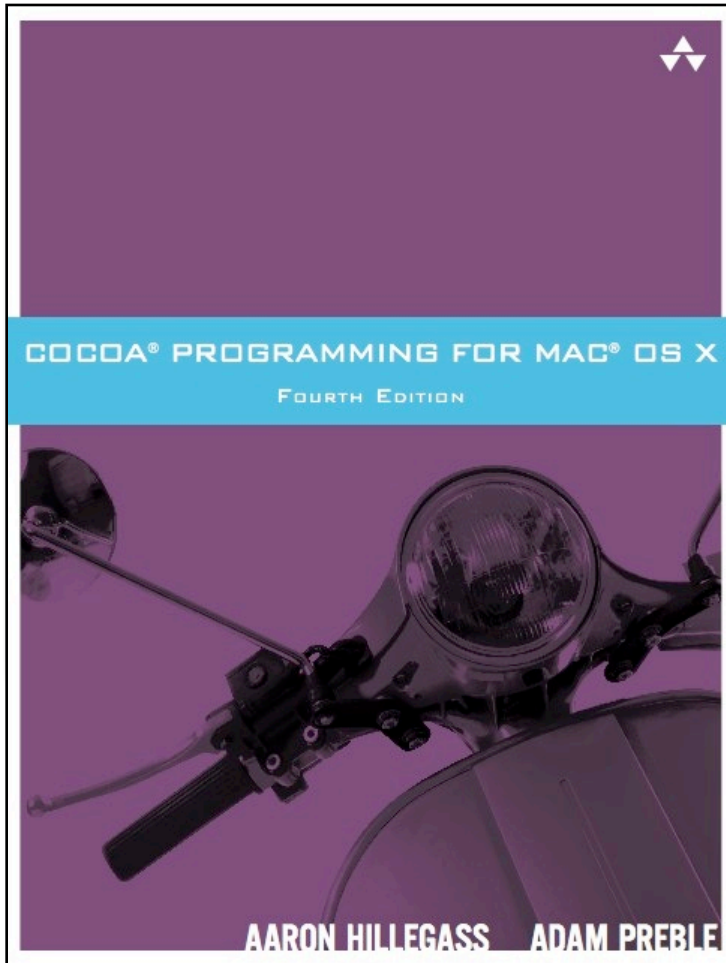
ARC



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Cocoa for Mac OS X



Covers 10.7

ARC

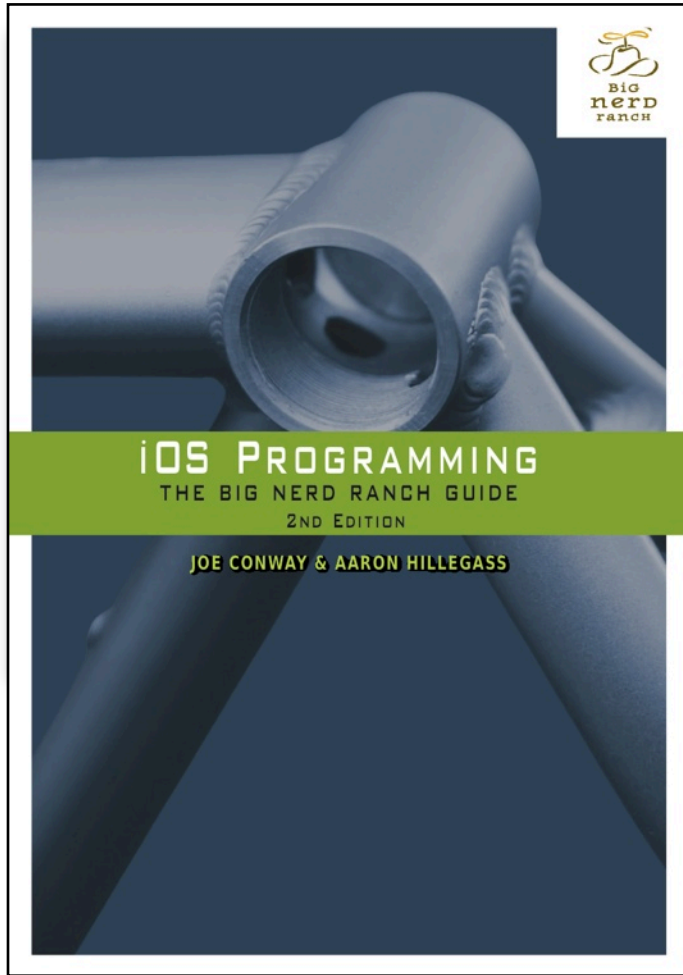
Assumes C + Objects



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iOS: The BNR Guide



Covers iOS 4.2

Assumes C + Objects

*New edition: Q1 2012 (with
ARC)*



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Bumping into beginners

Classes

- iOS, Android, Python, Rails

Contract Programming

- P&G, AT&T, Delta, GE, Pearson, Sears, Harrahs, Yahoo!



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“Hello. We would like to write
our first mobile application.
Help!”



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Customer-facing apps



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Internal apps (document



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Internal apps (interactive



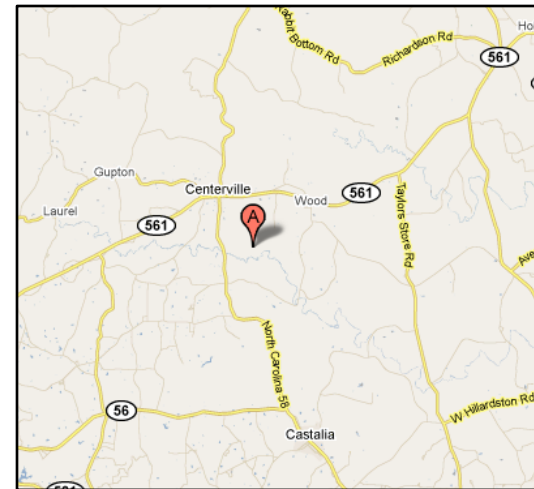
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Internal apps (database–

ORACLE®

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Enterprise mobile apps



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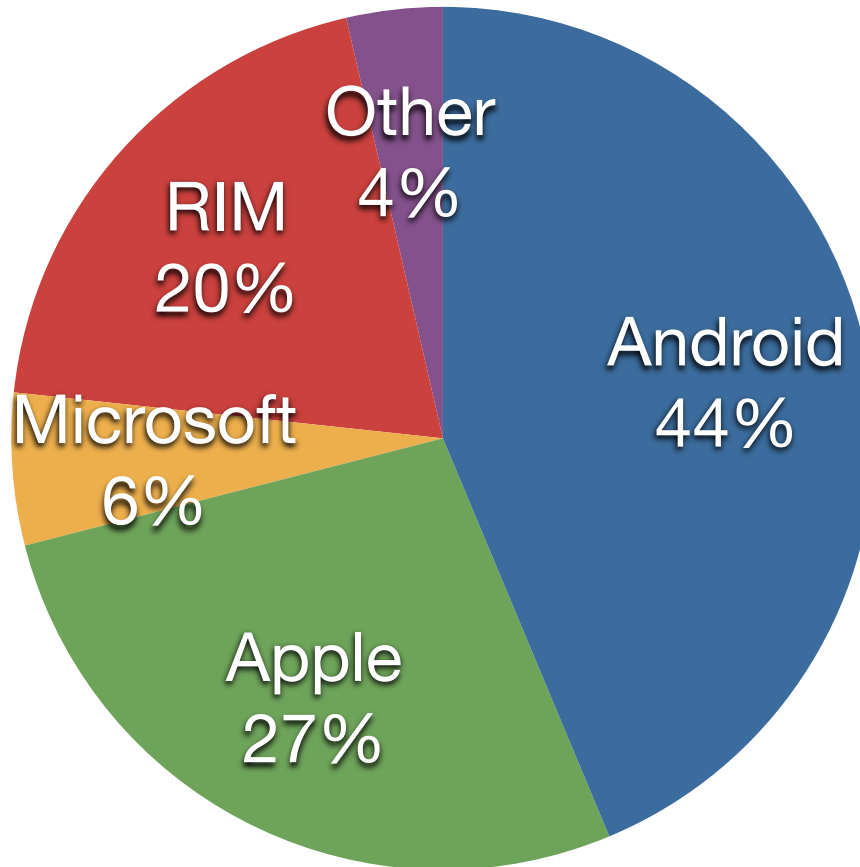
Multi-platform mobile apps



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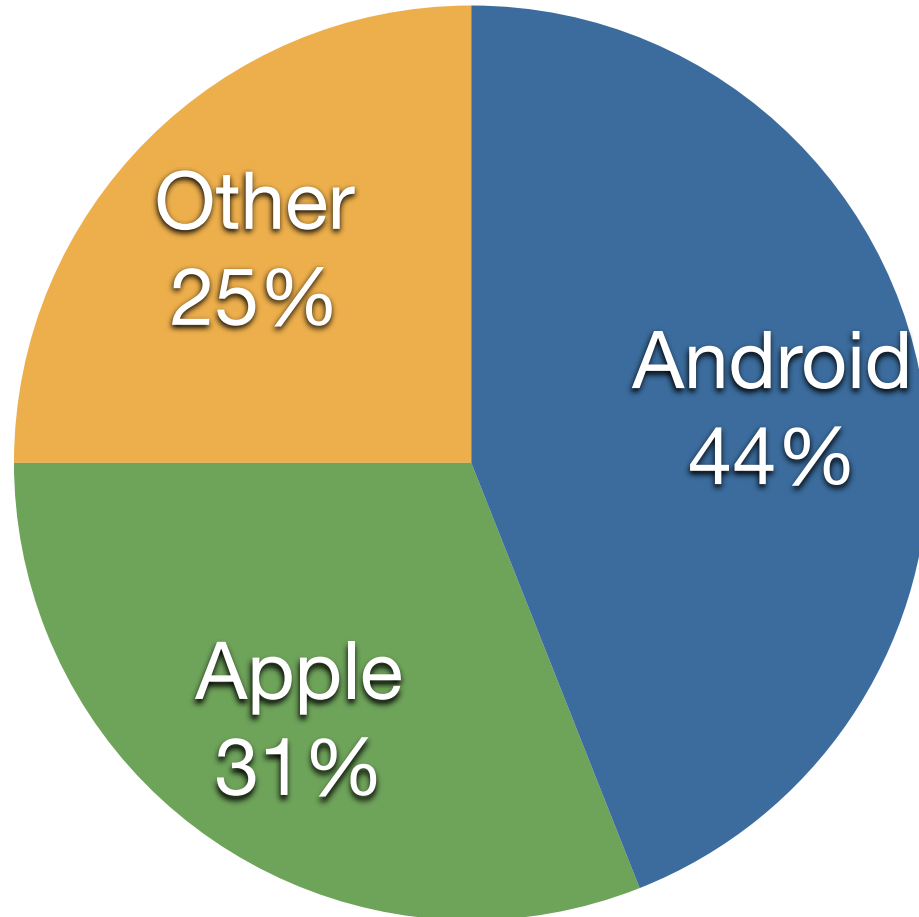
Smartphones bought today



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Mobile apps downloaded



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Is cross-platform development possible?



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Smarts are moving to the cloud



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The browser is becoming an operating system



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What users want

Access to data

Pretty, intuitive interface

Sync to cloud

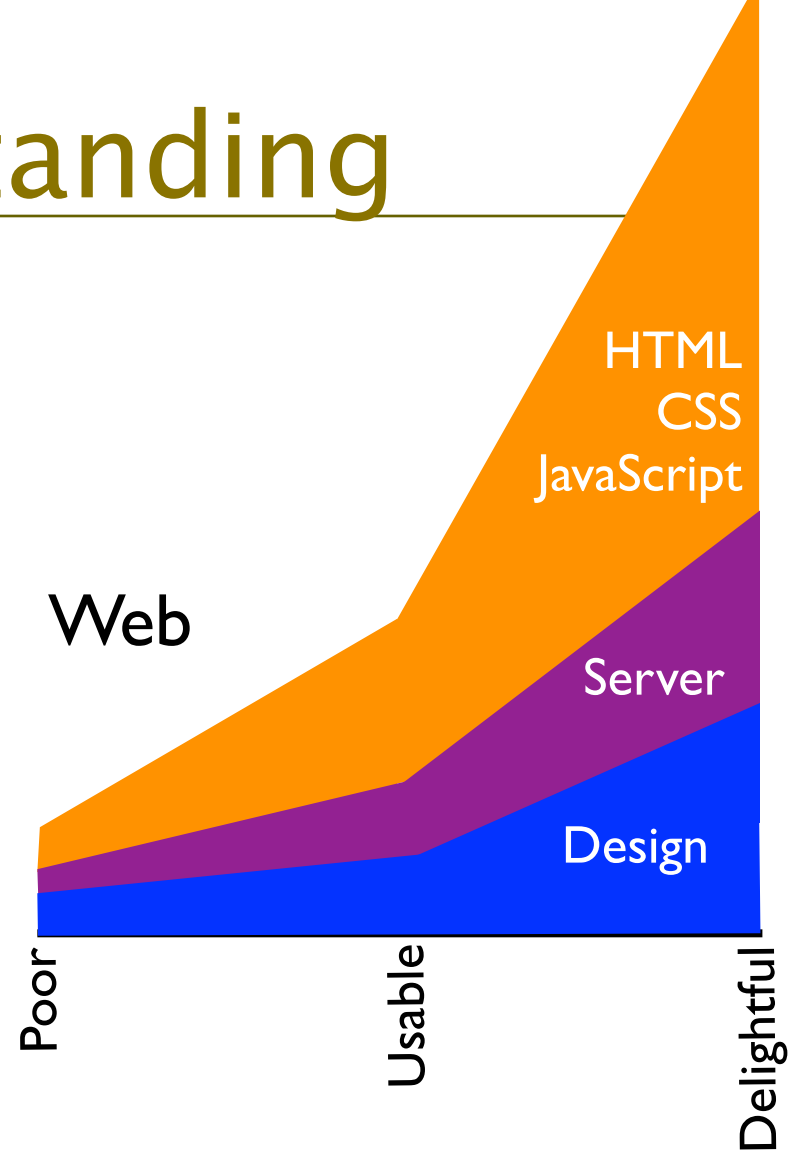
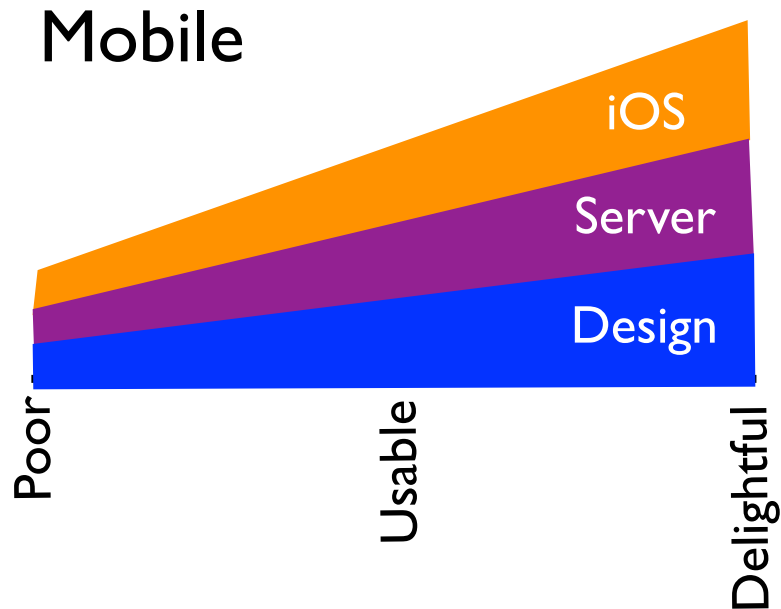
Security



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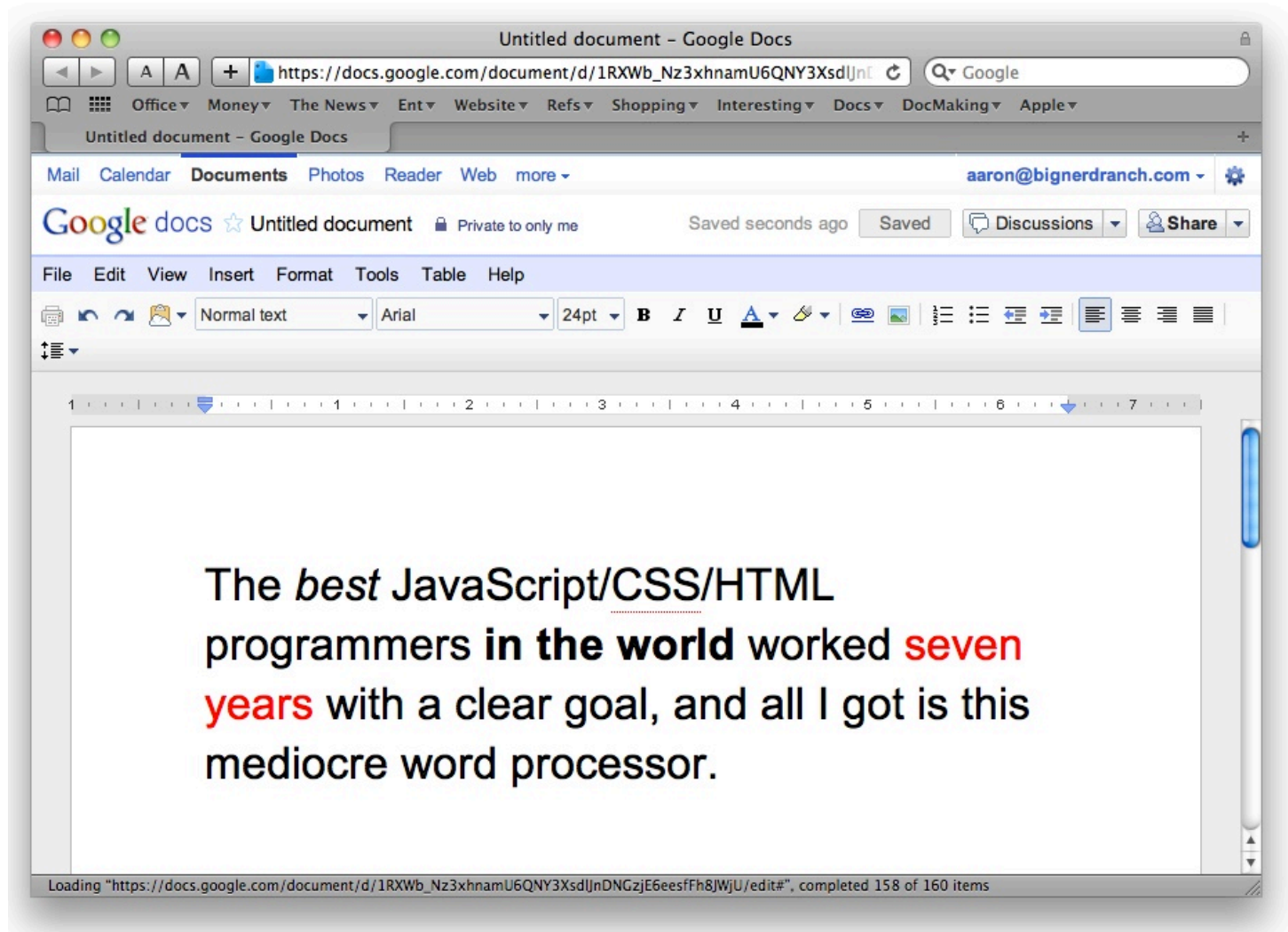
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Cost Misunderstanding



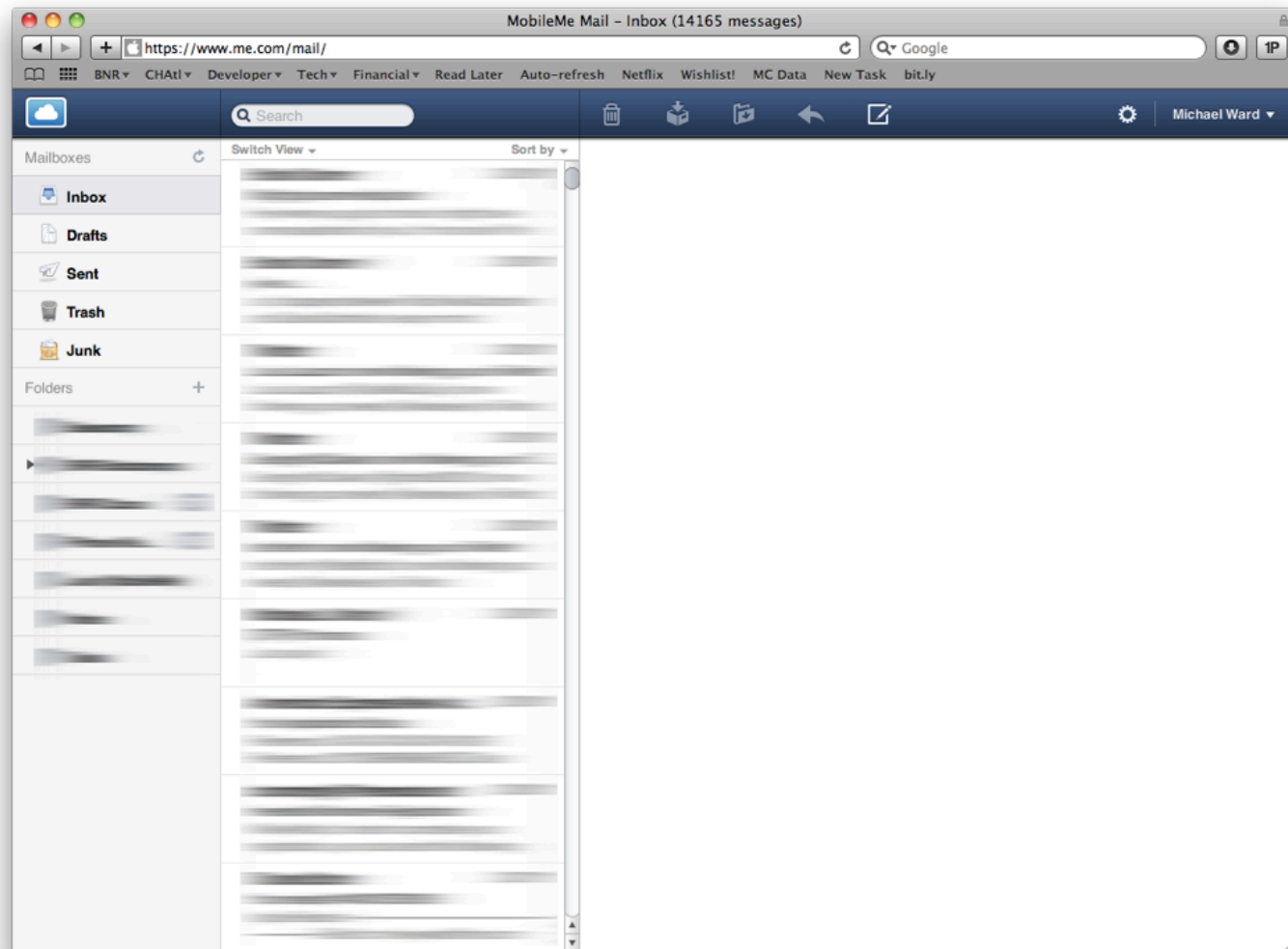
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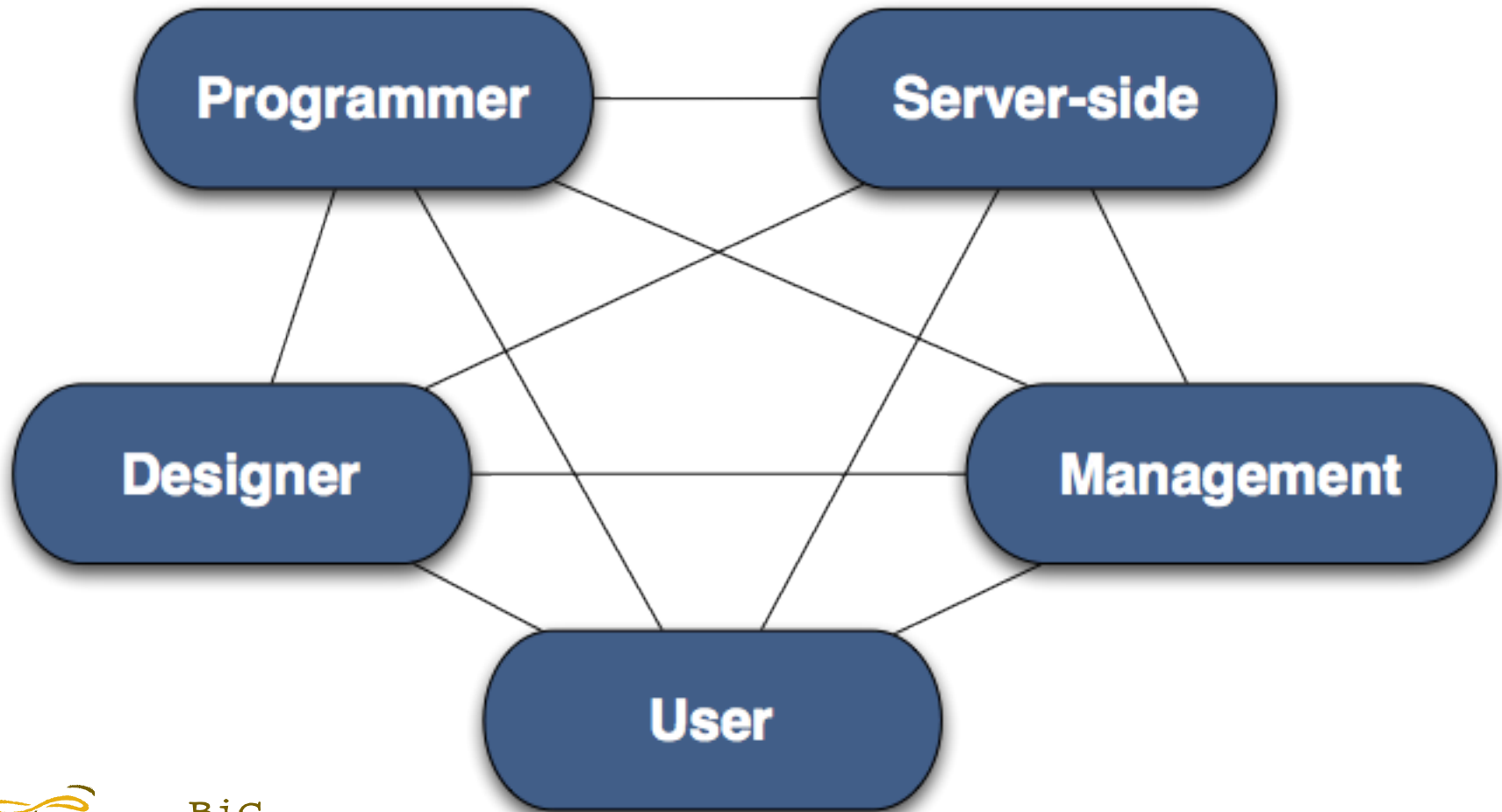
Risk



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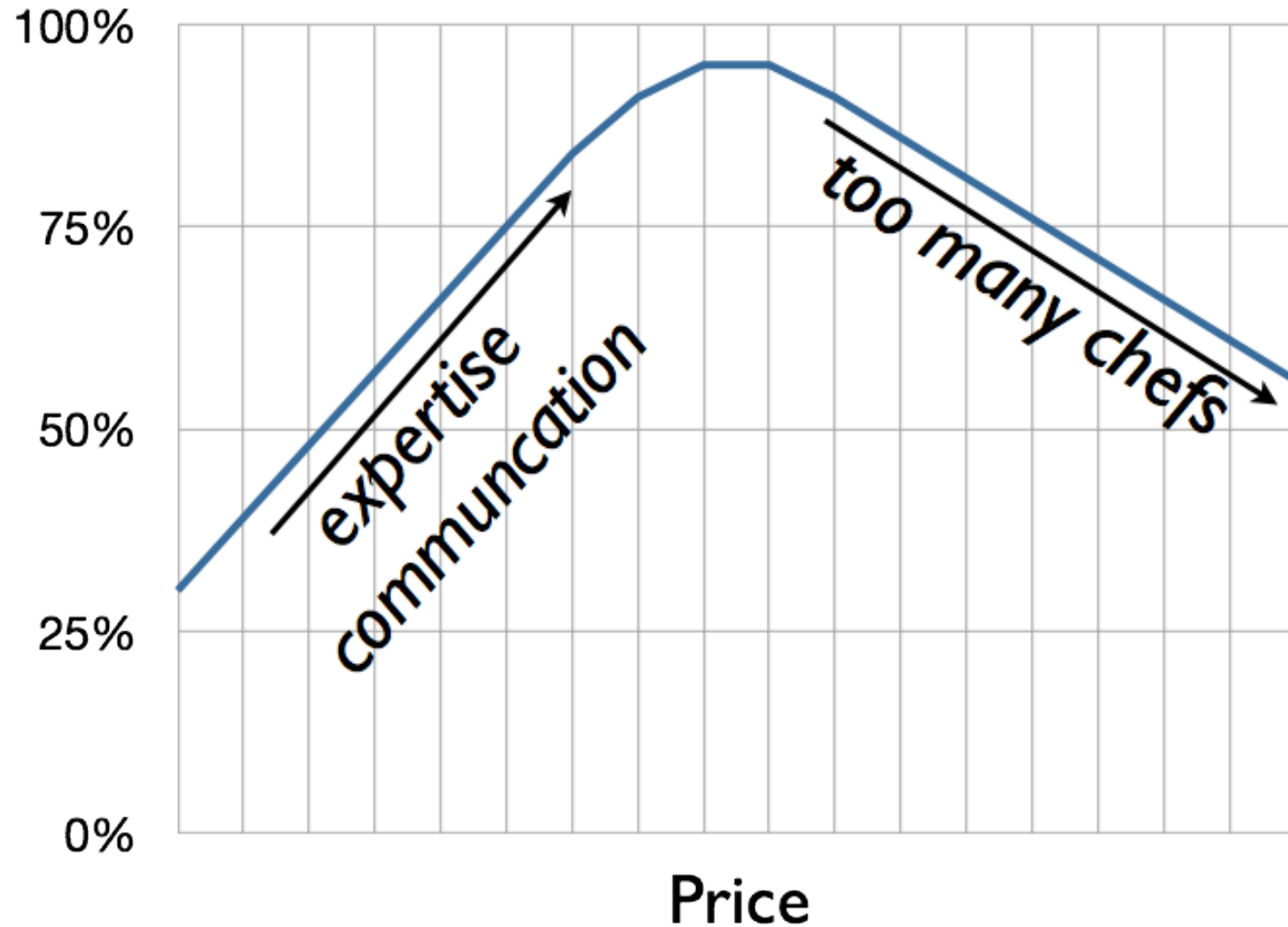
The Team



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Odds of Success



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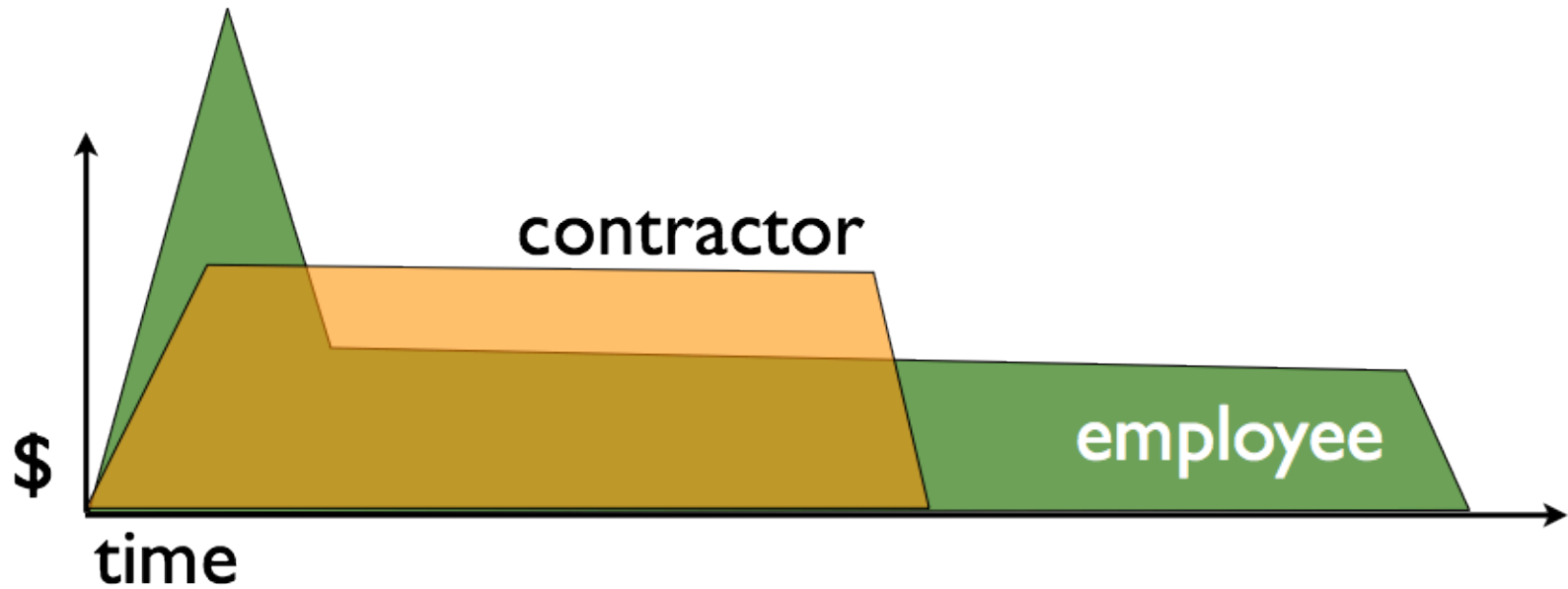
“Is this mobile app
inevitable?”



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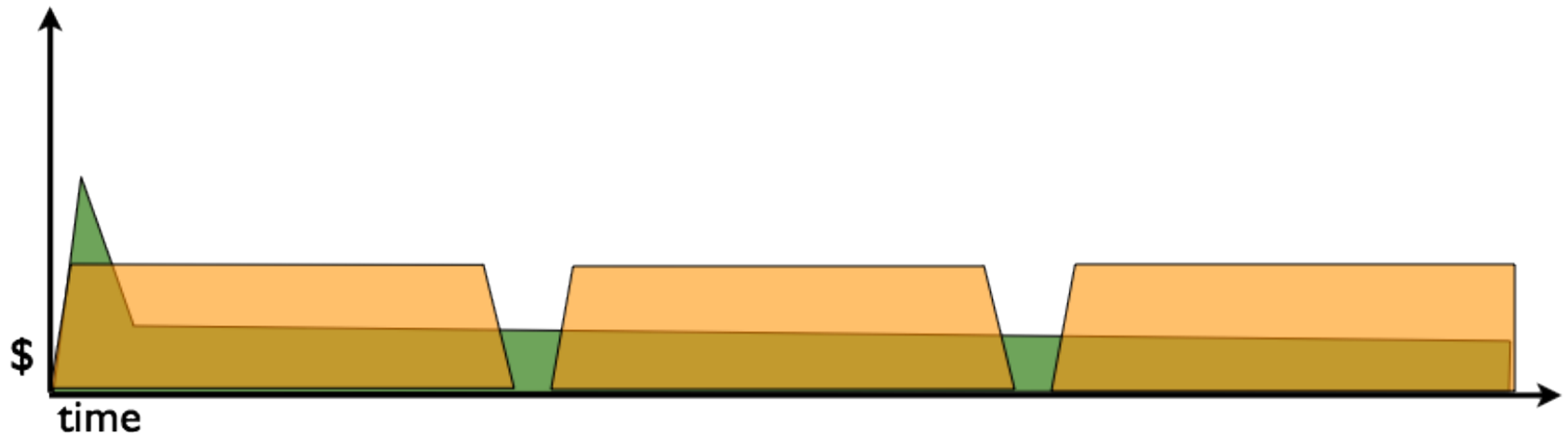
Employees vs Consultants



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Employees vs Consultants



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Revenge of the art-nerd



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How can developers benefit
from the power struggles in
the industry?



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What are we going to do with
all the data?



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Is privacy dead?



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Are we gradually replacing
reality with a simulacrum?



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What will be the effects of shorter attention spans?



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When we only talk to others
like ourselves, how will we
have empathy for those who



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Why do we do this?

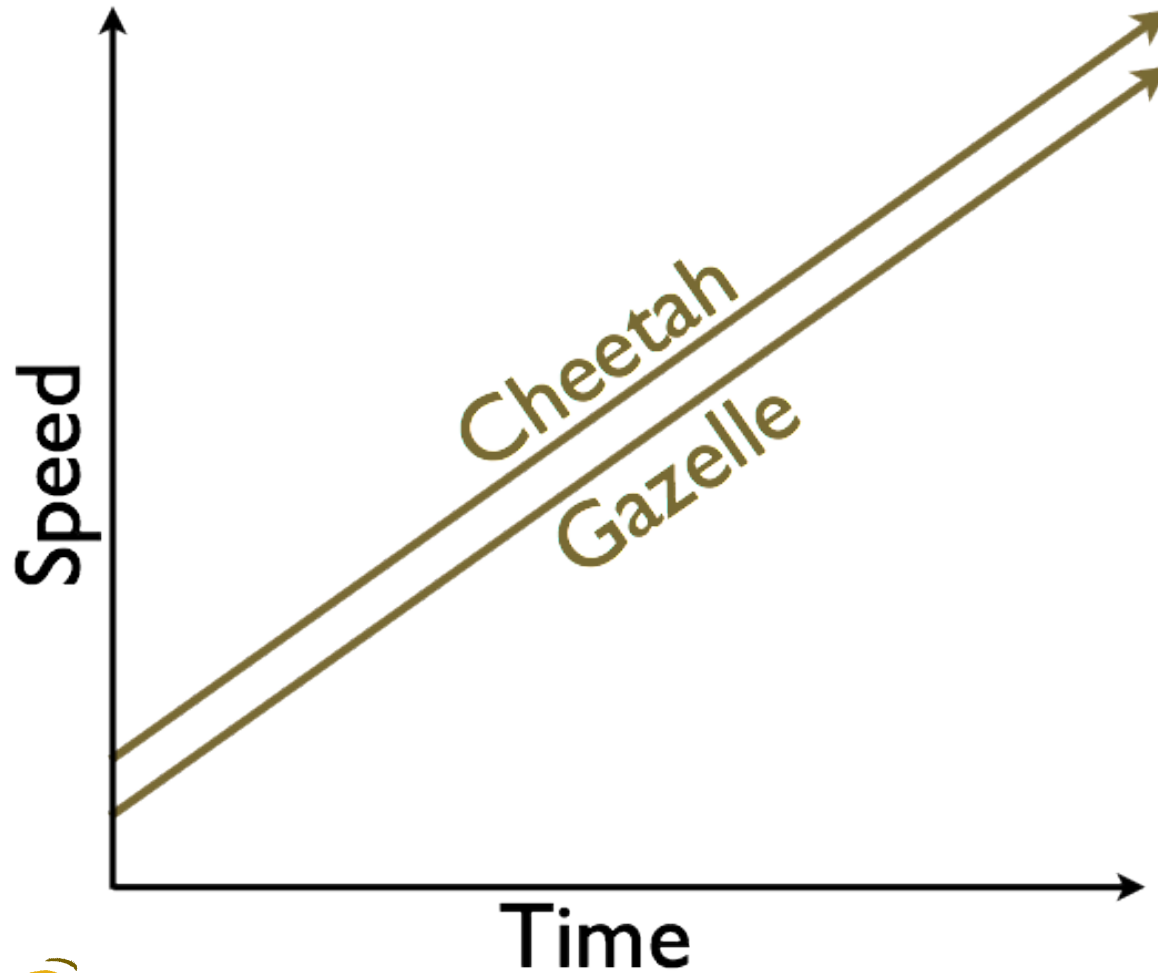


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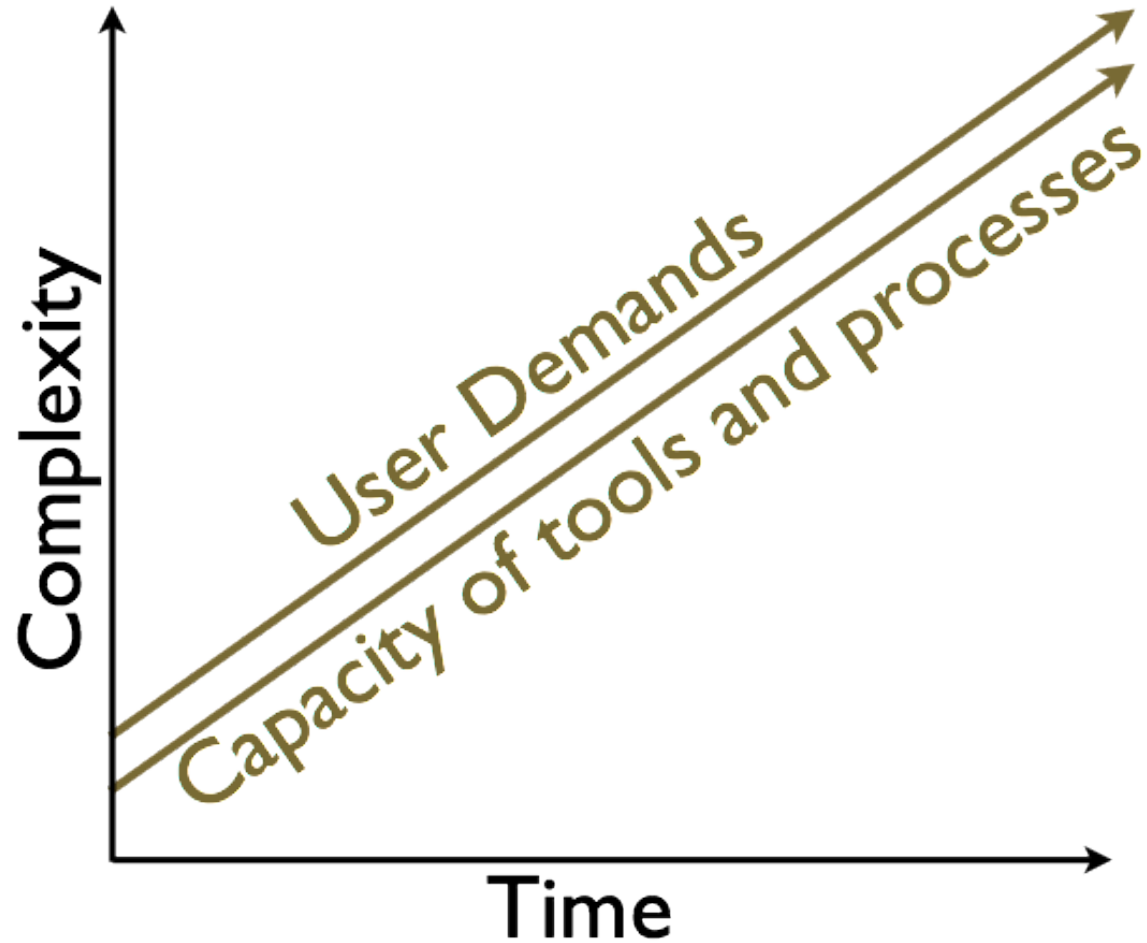
Co-evolution



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Users and programmers



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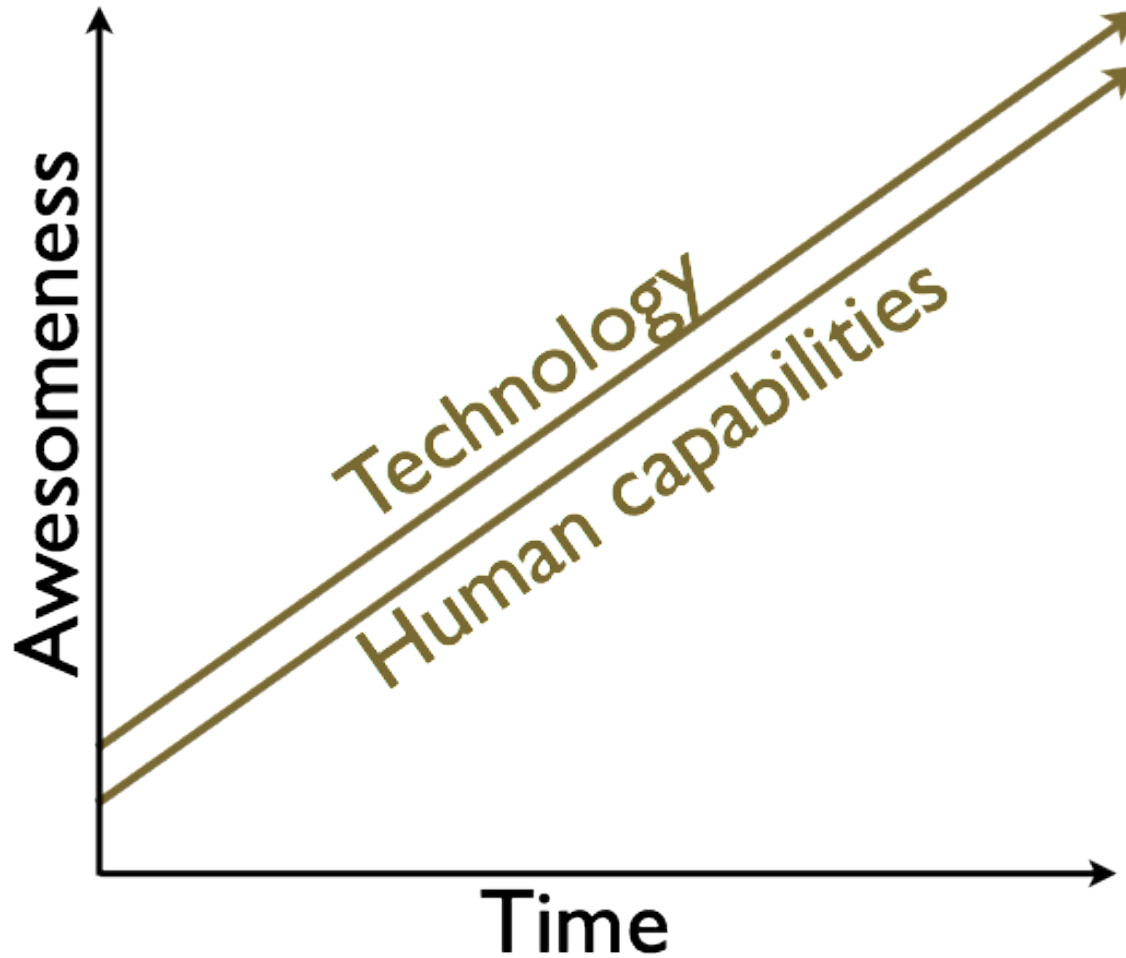
Beethoven and Broadwood



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More Co-evolution



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Corporate training

Training at the ranch

Contract programming

Now in Europe!

Hiring programmers/trainers



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Aaron Hillegass

Big Nerd Ranch, Inc

aaron@bignerdranch.com

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