

The State of Developers

So much technology!

Blessed with the best frameworks on the planet. GameCenter and MapKit and iCloud. Been on many platforms

Disruption

How did we get here?



[1m] Pivotal moment; everything changed. [Story] [Wait till iPod touch]

“It’s a UNIX system! I know this”



© 1993 Universal Studios

[1m] iPhone launch IRL; iPod touch – cracked it open; was OS X



2008: App Store; world hasn't been the same since

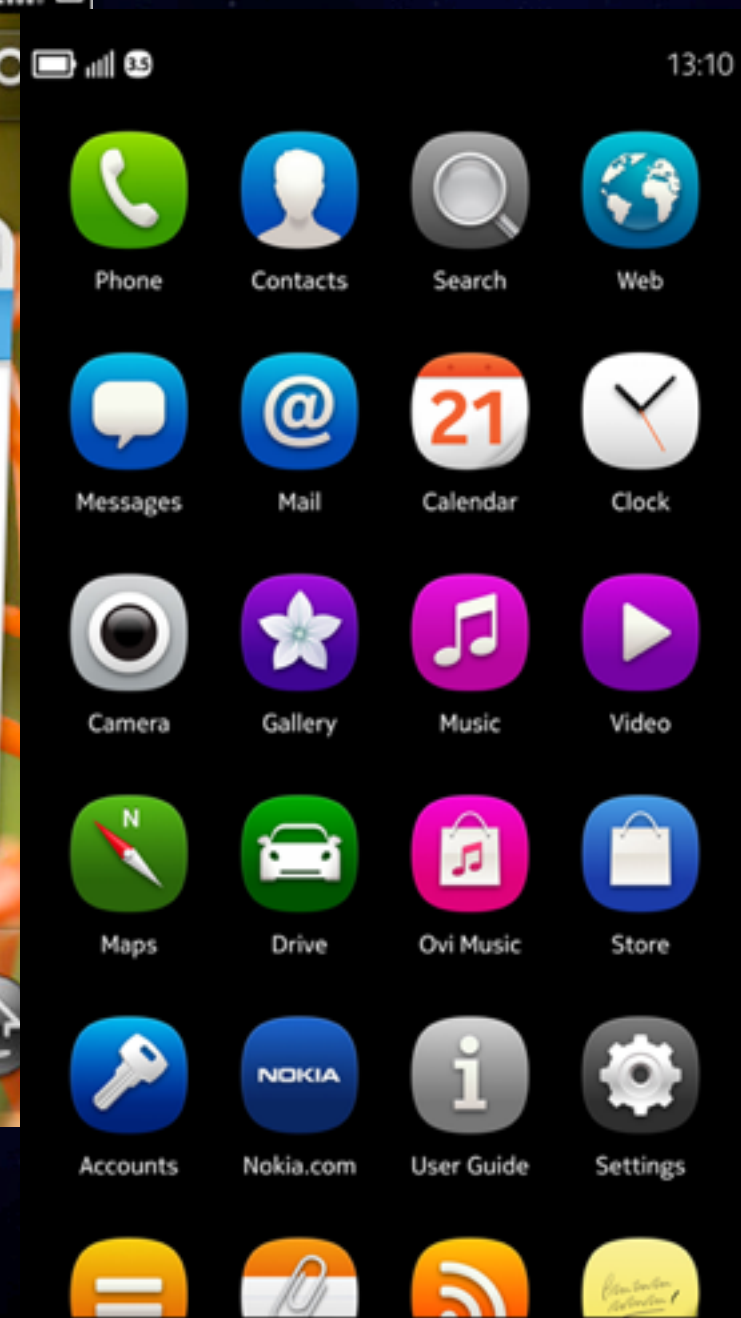
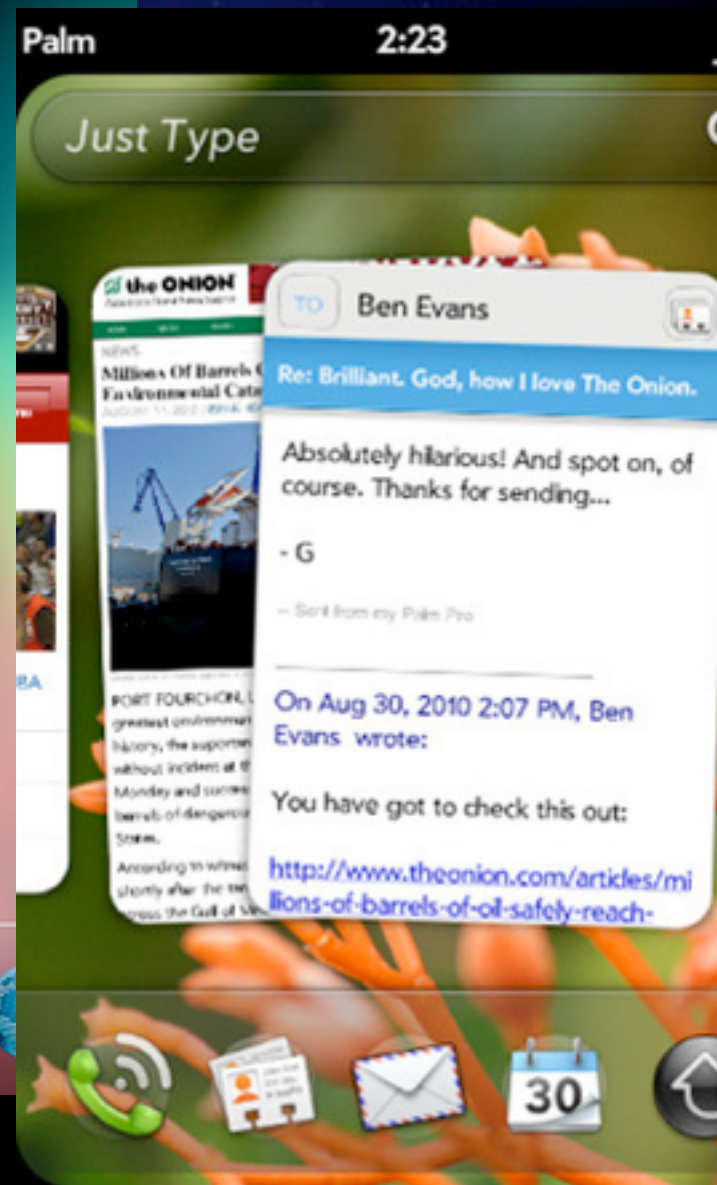
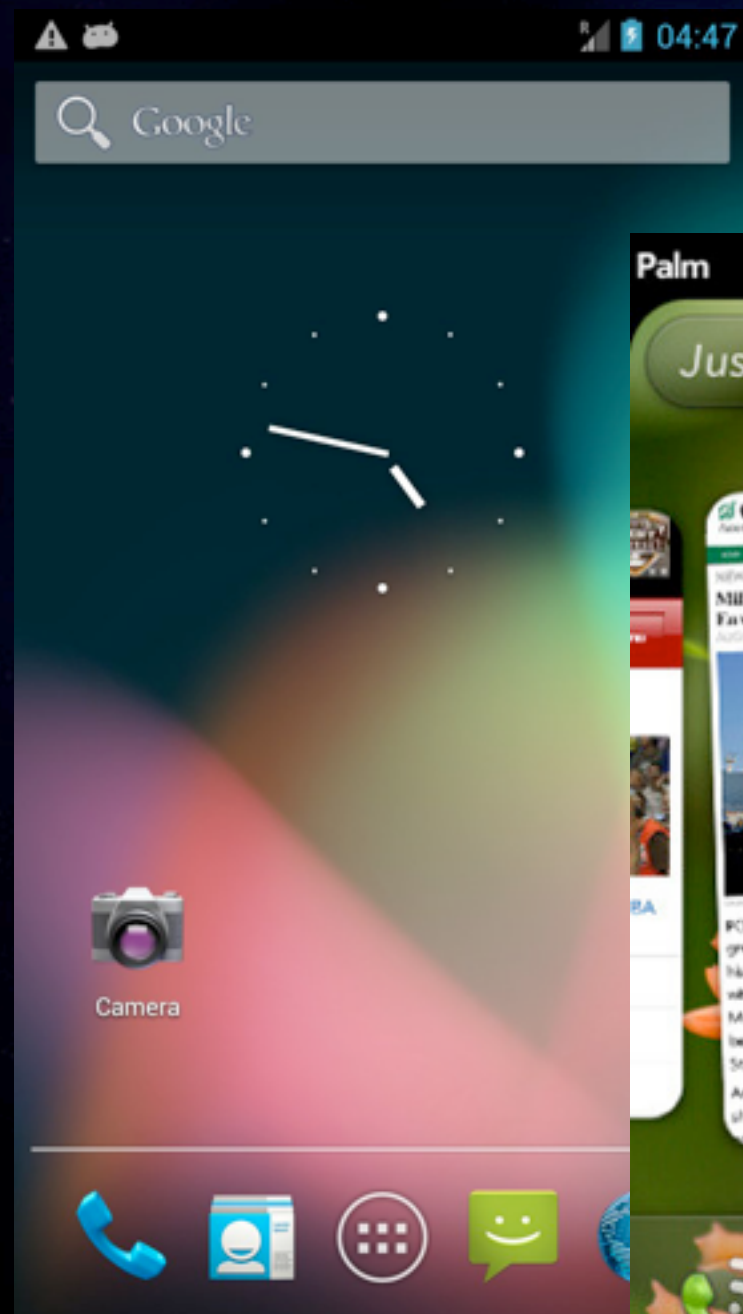
Influence

We're not alone in this ecosystem; iPhone had immense impact



Of course, iOS has influenced Apple's own OS X, and its hardware design





Internet of Things

Android in meantime brings post-PC capabilities to all manner of devices. Internet of things. Every device is smart, has Internet connection.



nest – learning thermostat with smartphone internals. Can be controlled from iOS



Install by just swapping your bulbs.
No electricians or ugly control boxes.

LIFX – smart LED bulb with mesh WiFi networking, and an iOS app to control it



Natural Input



Start

Justin Harrison 



The Start screen features a grid of live tiles. The top row includes a Mail tile for Wendy Teo with an email preview, a calendar tile for Friday the 8th showing a soccer practice event, and tiles for Internet Explorer and the Windows Store. The second row contains a Photos tile with a collage of images, a Maps tile, a SkyDrive tile, a Games tile, and a Camera tile. The third row includes a Desktop tile with a daisy image, a Messaging tile, a Weather tile for Seattle, WA, and a Music tile. A Video tile is partially visible on the right. A Bing tile with a sunset image is located at the top right. A hot air balloon festival announcement is shown in a red tile at the bottom right.

Wendy Teo
RE: Dinner tonight? Sounds good. How about the new place with the back patio?
Mail 8

Soccer practice
Rec center
5:30 PM – 8:00 PM
8 Friday

Internet Explorer

Store

Bing

Photos

Maps

SkyDrive

Games

Camera

Desktop

Messaging

Weather
71°
Seattle, WA
Mostly sunny 72° / 53°

Hot air balloon festival takes off in the valley this weekend

Music

Video

With Windows 8, Microsoft has redesigned everything in response to iOS. App store model, sandboxed, secure Android on everything; internet of things. iOS has become the template for PCs. Touch is coming to the desktop in a big way

“When everyone’s Super, no-one
will be” - Syndrome



© 2004 Disney/Pixar



Us

Where do we fit in as apple developers?

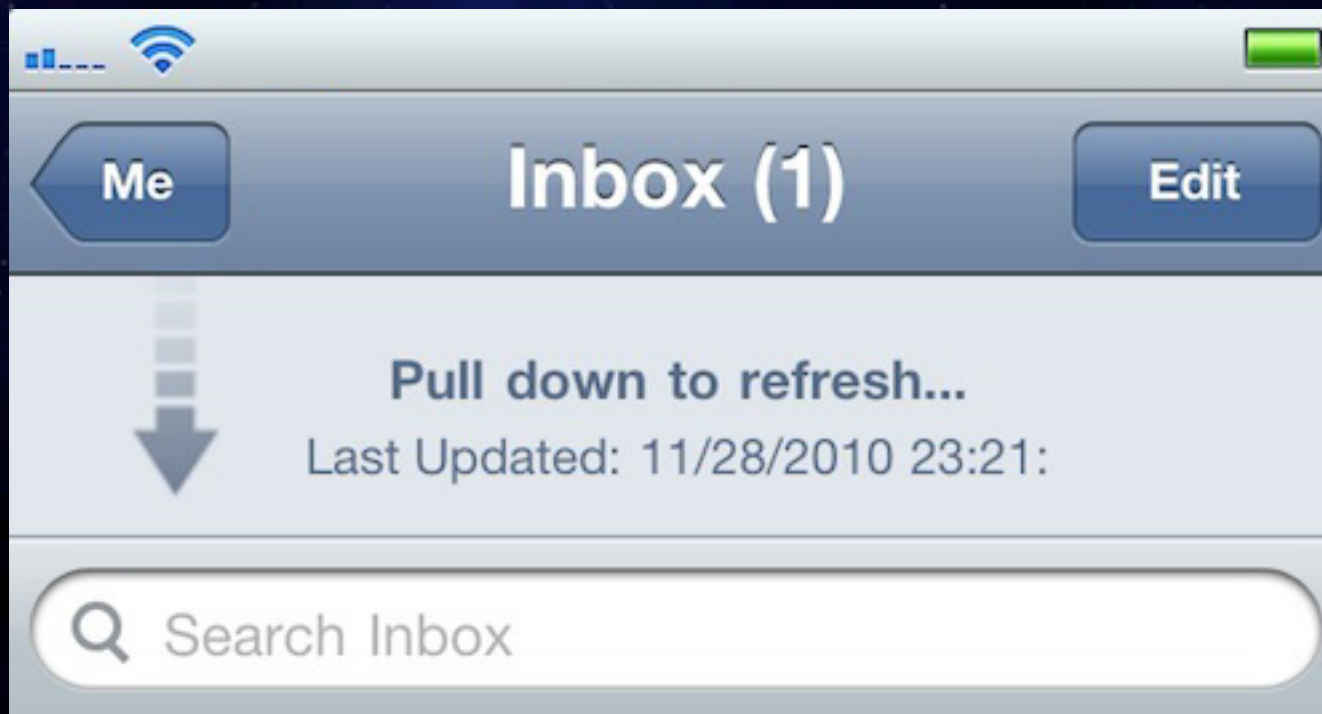
We're the post-PC veterans

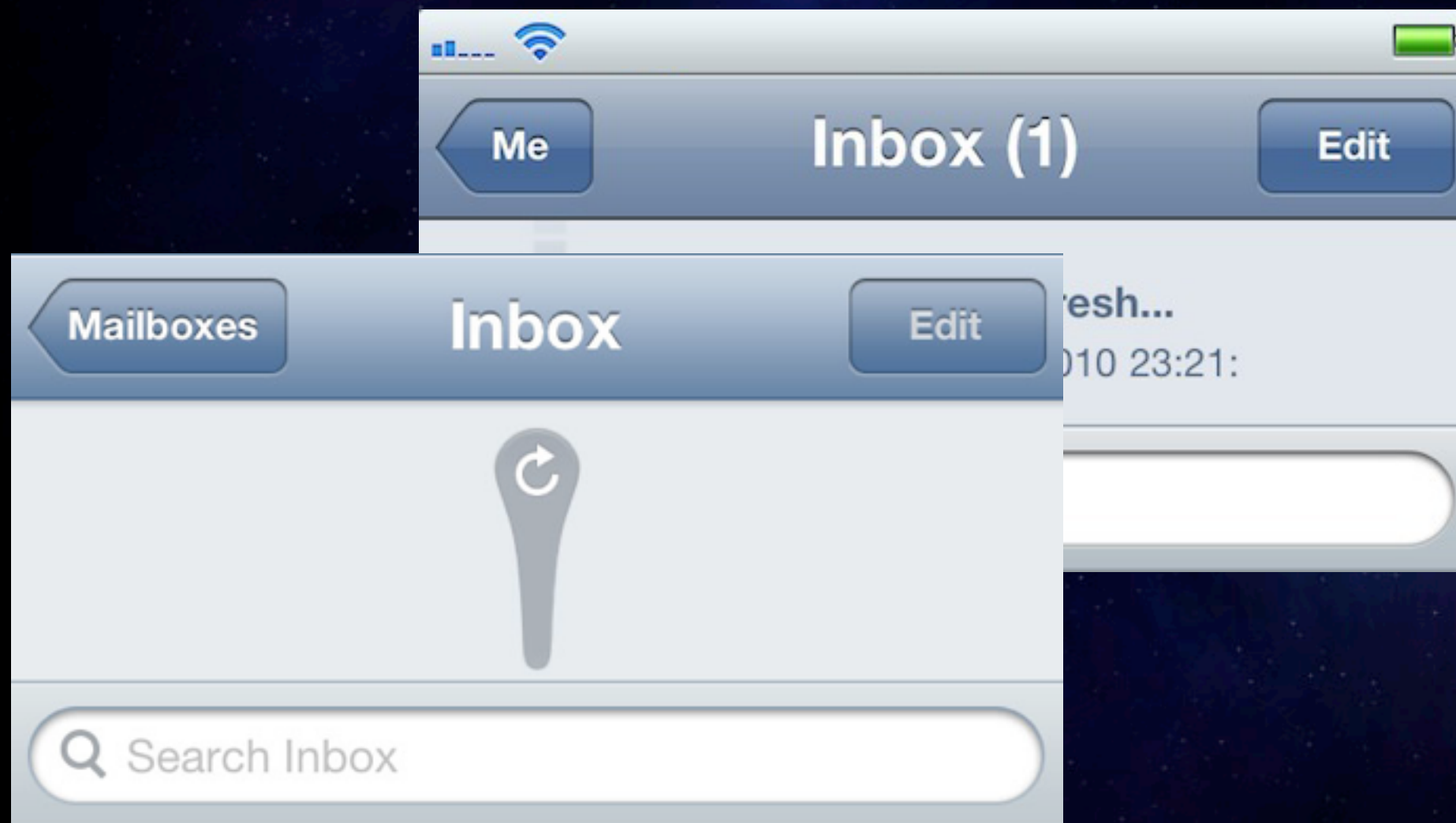
Charting the course in a multitouch, mobile world

Defining the UI for the Future of Computing

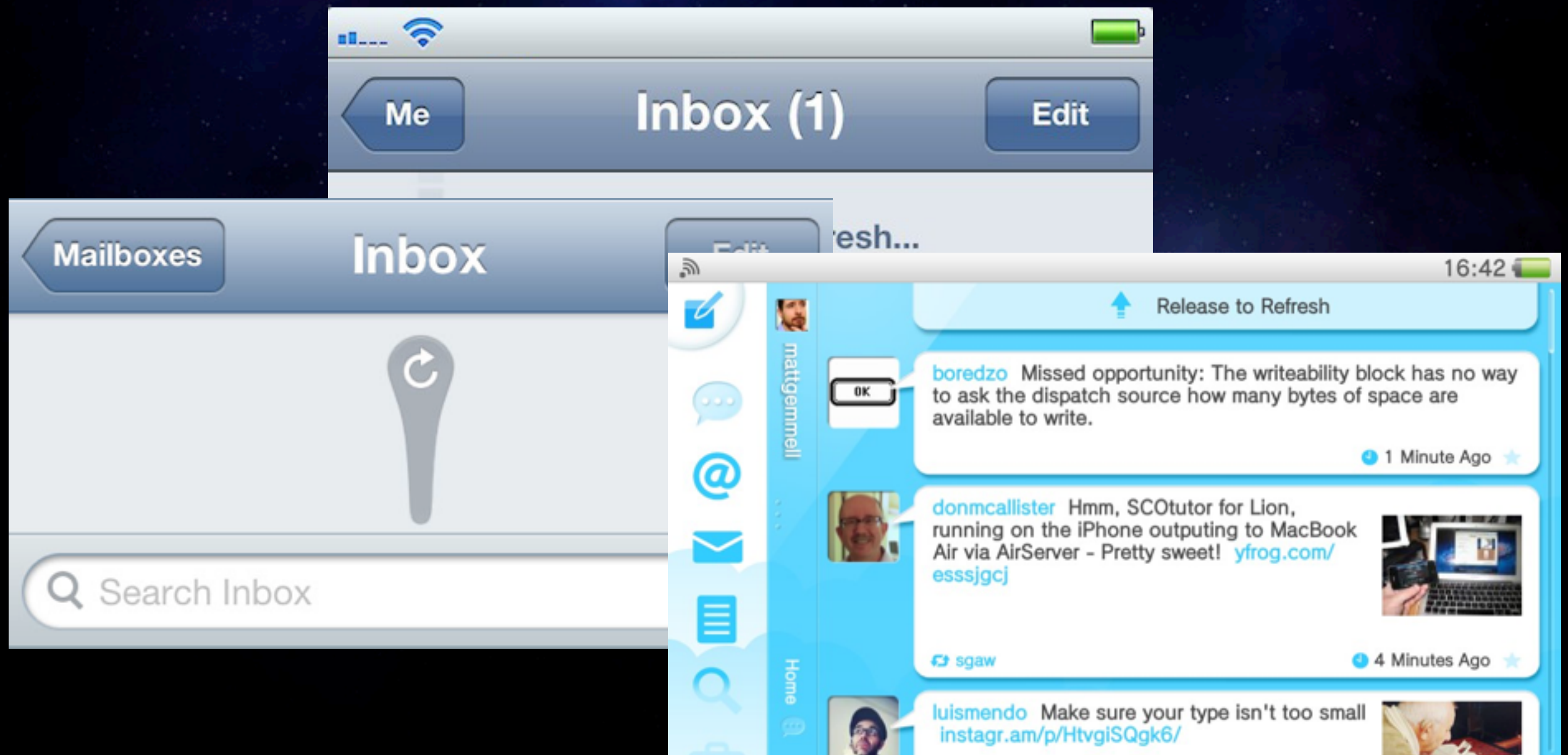
iOS features coming back to the Mac, and to other platforms

Pull to Refresh



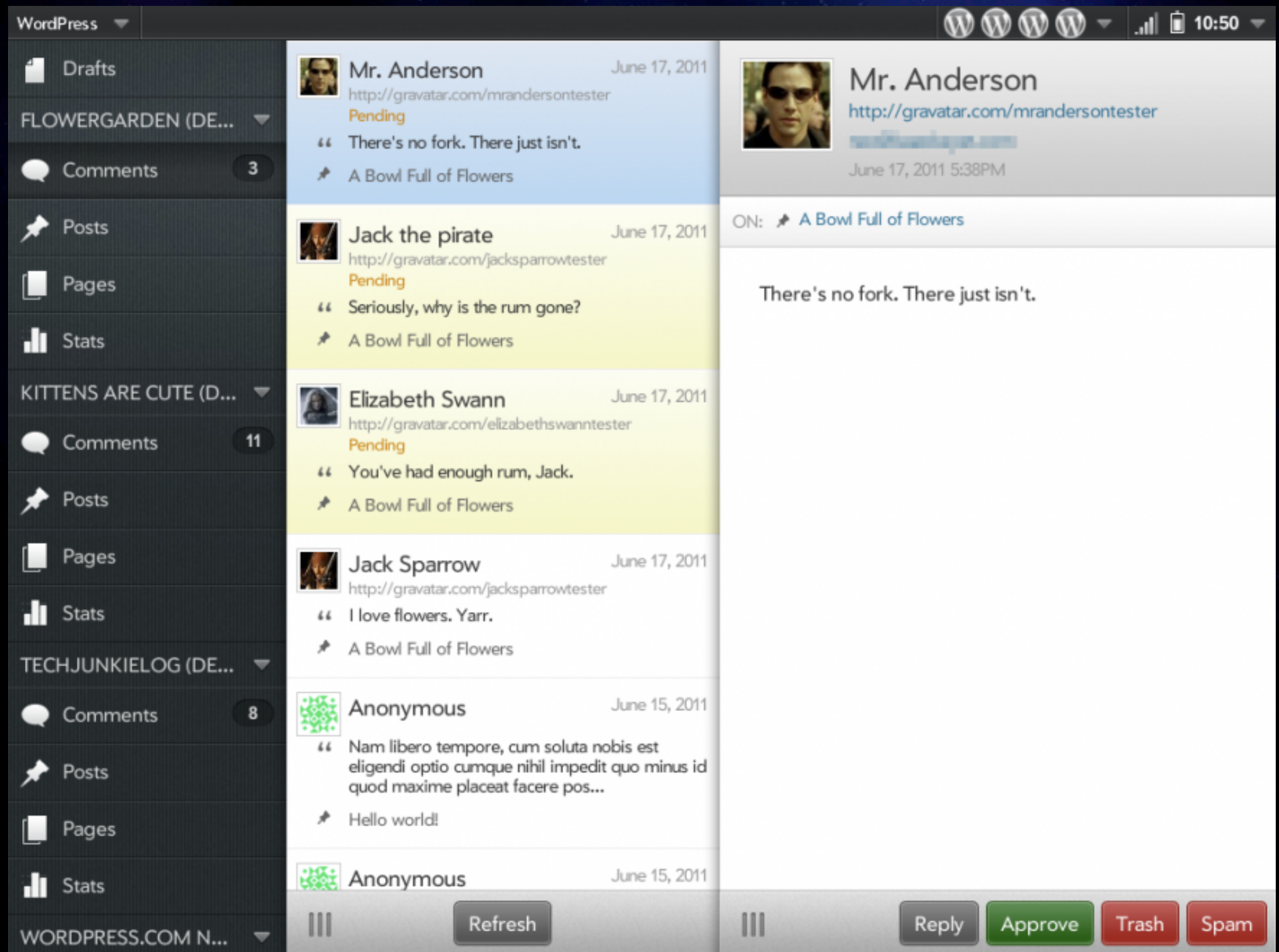


iOS 6 inherited as systemwide feature



Even seen on the PlayStation Vita

Sliding Panels



...was even used as the basis for the webOS tablet UI. Quite clear UI decisions have influence

Building Blocks

Each little contribution we add to touch-based UI adds up; they might not sound important



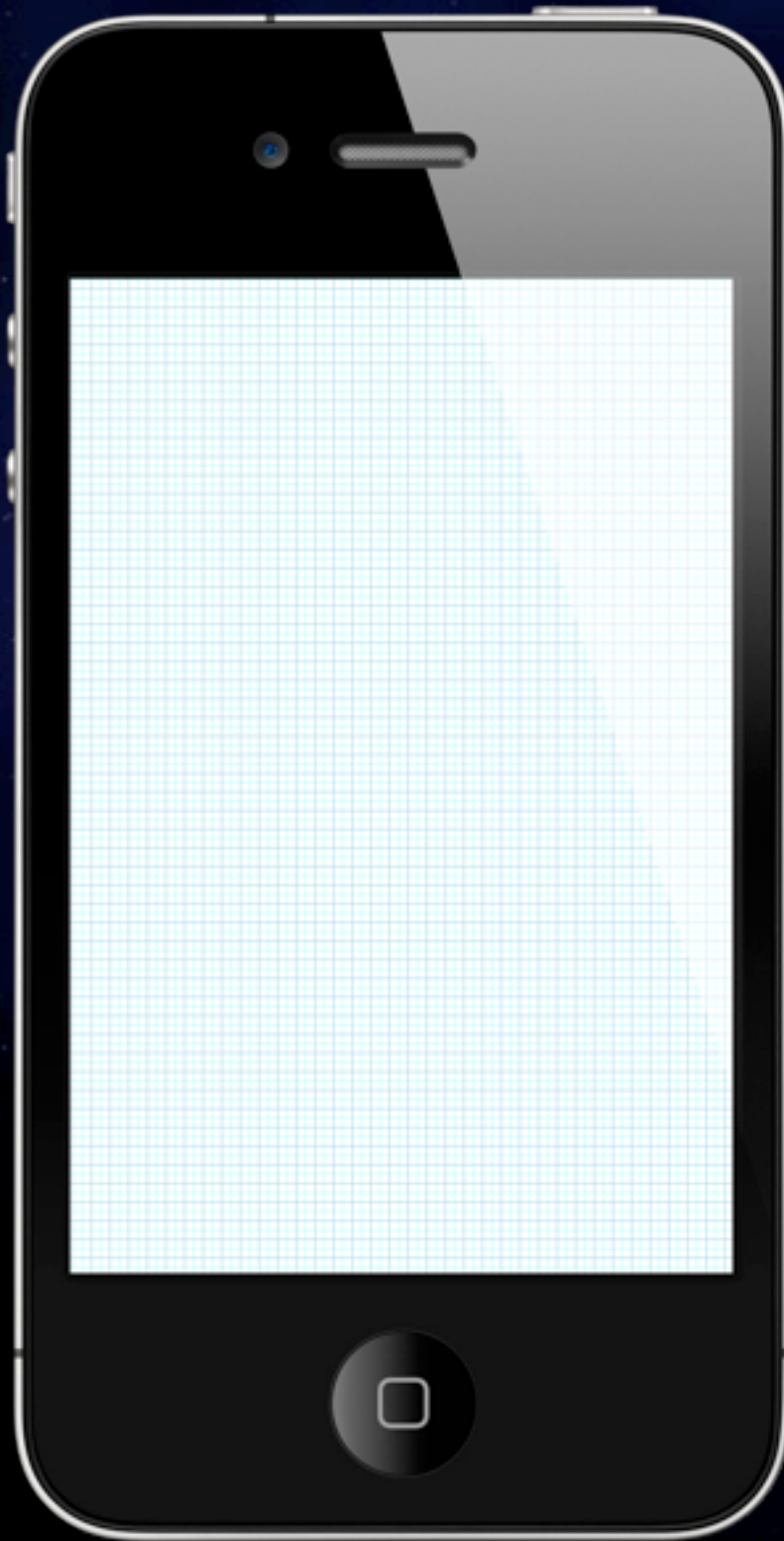
All of those pieces will add up to something amazing

Quality

The Mac has always been known for having the best quality apps; the same is quite clearly true of iOS. First time, this quality is rubbing off

With great power...

We know how to do this best



iOS is your blank canvas. Not just creating apps. Best positioned. Can't wait to see what future holds

Your move