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Marcantonio Magnarapa, Research & Development on Mobile Platforms, Ogilvy Interactive:

“By the end of Chapter 1, **Introduction to iPhone App Development**, I’ve already seen a custom app run in the iPhone simulator—this is crucial, and very well done. I can see the app on my Mac—superb. A well-balanced treatment of the iPhone features and its ecosystem (App Store). I now have a good picture of what I’m about to embark on.”

“The **Tip Calculator** app is great—it includes several basic but critical operations (converting between data types, displaying data and accepting input, formatting things and handling events).”

“The **Twitter® Discount Airfares** app is fun to use and, since this is a book targeted at people wanting to publish apps, is the basis for oh-so-many apps in the store that follow this model (get a feed, elaborate, show).”

Rik Watson, Senior Software Engineer, Lockheed Martin:

“Nice Xcode chapter. I liked the **Welcome** app without code to show the power of Xcode and Interface Builder.”

“Chapter 4, **Tip Calculator** app, is easily the best introductory chapter on iPhone programming I’ve read. Rightly assumes that the reader is technically competent but not knowledgeable about iPhone programming.”

“**Favorite® Twitter Searches** app nailed it again. Most books are barely out of “Hello World” territory at this point—but here we are writing genuinely useful apps.”

“How the **Flag Quiz Game** application is implemented is riveting stuff. This really is turning into the definitive iPhone book.”

“Chapter 10, **Address Book** app, is the best introduction to tables I’ve read.”

“I’ve never used the mapping APIs so I read Chapter 11, **Route Tracker** app, twice—once before the Apple docs and once after. No need to read the Apple docs as this chapter presents a succinct, valuable intro, and another great app!”

“Chapter 15, **Enhanced Address Book** app, covers some complex APIs and features in a very lucid manner. Possibly one of the most important chapters as we are deep into SDK 3 features and dealing with things which existing iPhone coders are unlikely to have encountered before.”

Zach Saul, Founder, Retronyms and co-creator of Recorder—one of the top 10 selling iPhone apps for 2008:

“Chapter 2, **iPhone App Store and App Business Issues**, provides a great overview of all the non-programming issues involved in selling iPhone apps. The detailed information on how to set up the DRM (certificates and profiles) is really helpful, and it will save even experienced developers a day or two that might otherwise be spent troubleshooting.”

“A very easy introduction to using Interface Builder to lay out the interface of the **Welcome** app.”

“The **Flag Quiz Game** app is quite fun!”

“I really like the animation examples in the **Spot-On Game** app. Showing how to do simple UIView animations is very important. I like that the examples are in-depth enough to require digging in to the underlying CALayer objects.”

“The pacing is great. **The Favorite Twitter® Searches** app source code is very relevant, yet still easy to follow.”

“I liked the **Cannon Game** app. So far throughout the book, I felt like the pace was just right. Each new chapter adds a few topics that build on the previous knowledge.”

“The **Painter** app is very polished and well organized. I had fun painting pictures.”

“The **Route Tracker** app really highlights the potential of the iPhone. The app’s implementation is simple and easy to understand, yet it provides a service that I’d actually use day-to-day! Overall, a great chapter and app.”

“The **Slideshow** app is a good sample of how to use the photo and music library selection stuff.”

“I like the coverage of NSCoder in the **Enhanced Slideshow** app. It’s very useful to be able to serialize an object.”

“The **Voice Recorder** app is great—it gives you a chance to exercise the audio APIs in a fairly simple app. I like the scrolling viz view during recording. It’s a slightly non-traditional take on metering, and it’s fun!”

“I have no previous experience with Core Data or the Bluetooth connectivity functionality, but I feel like I could use both technologies in an app after reading Chapter 15, **Enhanced Address Book** app.”

“The clear NSURLConnectionDelegate implementation in the **Twitter® Discount Airfares** app will be immensely helpful to new iPhone programmers. Asynchronous networking is a big part of iPhone real-world programming.”