

DEITEL® DEVELOPER SERIES

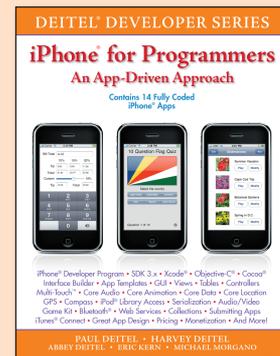
The DEITEL® DEVELOPER SERIES is designed for professional programmers. The series presents focused treatments of emerging technologies, including iPhone app development, .NET, Java™, C++, JavaScript™, Ajax, web services, Internet and web development, and more. Each book in the series uses the Deitel signature “live-code” teaching methodology, presenting complete source-code programs and sample executions.

About This Book

Sales of the iPhone and app downloads have been growing explosively. The first-generation iPhone sold 6.1 million units in its initial five quarters of availability (www.apple.com/pr/library/2009/07/21results.html). The second-generation iPhone 3G sold 6.9 million units in its first quarter alone. The iPhone 3GS, launched in June 2009, sold 5.2 million units in its first month! At the time of this writing, there were approximately 75,000 apps in the App Store, and in just one year, over 1.5 billion apps were downloaded (www.apple.com/pr/library/2009/07/14apps.html)! The opportunities for iPhone app developers are enormous.

This book presents leading-edge computing technologies for professional software developers. At the heart of the book is our “app-driven approach”—we present concepts in the context of complete working iPhone apps, rather than using code snippets. The introduction and app test drives at the beginning of each chapter show one or more sample executions.

The apps in this book were carefully designed to introduce you to key iPhone features and frameworks (e.g., audio, video, animation, the compass, peer-to-peer connectivity, GPS and more). You’ll quickly learn everything you’ll need to start building iPhone apps—beginning with a test-drive of the Painter app in Chapter 1, then building your first app in Chapter 3. By the time you reach Chapter 16, you’ll be ready to create your own apps, both free and paid, for submission to the App Store. We’ll walk you through the submission process including uploading your apps for consideration by Apple, criteria for approval, what to expect in the process, deciding whether to sell your apps or offer them for free, and marketing them using social media, Internet public relations and more. The book’s source code is available at: www.deitel.com/books/iphonefp/.



About Deitel & Associates, Inc.

Deitel & Associates, Inc., is an internationally recognized authoring and corporate training organization specializing in computer programming languages, object technology, Internet and web software technology, iPhone app development and training, and Internet business development. The company offers instructor-led courses delivered at client sites worldwide on programming languages and platforms such as Objective-C® and iPhone app development, C, C++, Visual C++®, Java™, Visual C#®, Visual Basic®, XML®, Python®, object technology, Internet and web programming, and a growing list of additional programming and software-development-related courses. The founders of Deitel & Associates, Inc., are Paul Deitel and Harvey Deitel. The company’s clients include many of the world’s largest companies, as well as government agencies, branches of the military and academic institutions. To learn more about Deitel & Associates, Inc., its publications and its Dive Into® Series corporate training, e-mail deitel@deitel.com or visit www.deitel.com/training/.