



Cross-Plattform Mobile Development

Desktop? Mobile? Unify!



MobileTechCon 2012
05/Sep/2012 - Frankfurt/Main, Germany

Sebastian Fastner
IT-Berater



Stefan Kolb
Indiginox GmbH

Agenda

- Was ist Unify?
- Features
- Live-Coding

Web vs Native



Java

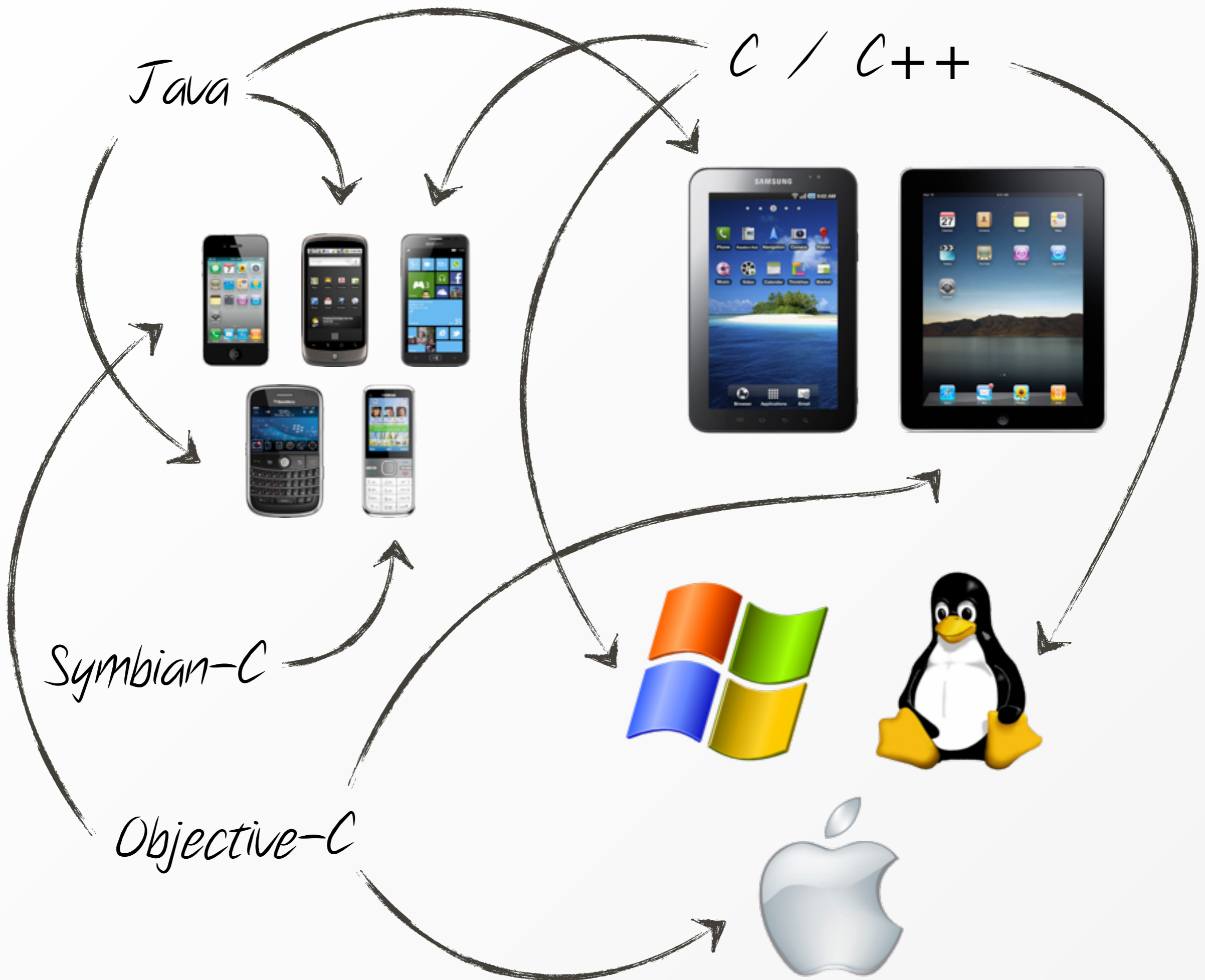
C / C++



Symbian-C



Objective-C



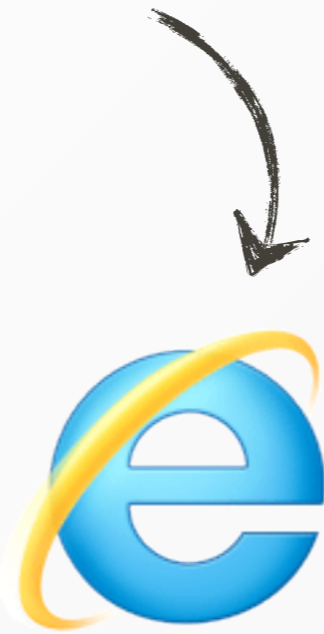
Safari

Mobile Safari



IE

Mobile IE



Opera

Opera Mini

Opera Mobile



Google Chrome

Android Browser



Firefox

Mobile Firefox

DISTIMO Mobile app store overview
 Last updated: December 2, 2009
 For more information, check www.distimo.com

													
Launch date	Apple App Store Jul 11, 2008	Android Market Oct 22, 2008	BlackBerry App World Apr 1, 2009	Nokia Ovi Store May 26, 2009	GetJar Dec 1, 2004	Palm App Catalog Jun 6, 2009	Samsung App Store Feb 3, 2009	Sony Ericsson PlayNow Aug 10, 2009	LG Application Store Jul 13, 2009	Windows Marketplace Expected Q3 2009	Handmark Dec 1, 2000	Intel Atom -	Handster May 26, 2005
Supported platforms	iPhone OS	Android OS	BlackBerry OS 4.2 and higher	Java, Symbian, Flash Lite, WRT Widgets	Java, Symbian, Windows Mobile, Palm, BlackBerry, Flash Lite, Android	Palm webOS	Symbian, Windows Mobile	Java, Symbian	Windows Mobile	Windows Mobile, Widgets	Android, BlackBerry, Java, Palm, Palm Web OS, Windows Mobile, Symbian	Java, Debian Moblin Native, Windows Native, Adobe AIR, RedHat Linux	Windows Mobile, Symbian, Android OS, BlackBerry, Java
Amount of Users	50M	1M	5-10M	5-10M	15M	<1M	-	3,700	-	1,400	-	-	5M
Available applications	105,000	15,000	3,500	7,500	14,000	250	1,000	-	-	-	-	-	5,700
Total downloads	2,000,000,000	40,000,000	Undisclosed	-	692,000,000	1,000,000	Undisclosed	-	-	-	-	-	10,000,000
Billing method	iTunes	Google checkout, opr. bill	Paypal	Credit card, operator billing	Credit card	Credit card	Credit card, Paypal	Credit card, premium SMS	Credit card	Credit card	Credit card, operator billing	-	Credit card, paypal, operator
Developer revenue share	70%	70%	80%	70%	Undisclosed, in beta	70%	70%	-	80%	70%	-	70%	60%
One-off billing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-	Yes	Yes	Yes	-	Yes
Subscription billing	Yes	No	No	No	No	No	No	-	No	No	No	-	Yes
In-app billing	Yes	No	No	No	No	No	No	-	No	No	No	-	Yes
# countries for free apps	77	-	19	-	-	2	1	13	-	2	-	-	-
# countries for paid apps	77	-	19	-	-	0	-	13	-	2	-	-	-
Countries	http://tinyurl.com/6r45es	http://tinyurl.com/pbr	http://tinyurl.com/bbtz88	-	Open worldwide	US, Canada	UK, France, It	-	Australia, Canada	-	Open worldwide	-	Open worldwide
Developer submission fee	\$99	\$25	\$200	\$0	-	-	-	-	-	-	-	-	\$0
Remarks	-	-	-	Operator billing shared from share	-	-	-	-	-	-	-	-	Provides white-label app stores
													
Launch date	Mobango Dec 1, 2004	Vodafone 360 Expected end 2009	Java App Store Undisclosed	Verizon VCast Expected Q4 2009	China Mobile Market Q4 2009	T-Mobile Q4 2009	Software Store Sep 18, 2002	PocketGear Jun 1, 2008	Handango Jun 1, 2008	Archos AppsLib Sep 15, 2009	SlideME April, 2008	TIM App Store Expected Q1 2010	AndAppStore Oct 10, 2008
Supported platforms	Java, Symbian, Windows Mobile, Palm, BlackBerry, Flash Lite, Android	Undisclosed	Java	Windows Mobile, Palm, BlackBerry, Android, Symbian	Windows Mobile, Android, Symbian	Android, BlackBerry, Java, Mobile Web, Sidekick, Windows Mobile	Android, BlackBerry, Windows Mobile	BlackBerry, Palm Web OS, Windows Mobile, Symbian	Android, BlackBerry, Palm, Windows Mobile, Symbian	Android	Android	JAVA, Brew, Flash, Android. To be added: Windows Mobile, Symbian, Palm, LiMo	Android
Amount of Users	-	-	-	-	-	-	-	70,000	-	66	292	40M subscribers	-
Available applications	24,000	-	-	-	-	-	-	100,000,000	100,000,000	-	-	-	258
Total downloads to date	-	-	-	-	-	-	-	-	-	-	-	-	160,000
Billing method	-	Operator billing	-	Operator billing	-	-	-	Credit card	Credit card, Paypal	-	Credit card, Amazon	-	PayPal
Developer revenue share	-	70%	-	70%	70%	70%	60%	60%	60%	-	-	-	100%
One-off billing	No	Yes	-	Yes	-	Yes	Yes	Yes	Yes	No	Yes	-	Yes
Subscription billing	No	Yes	-	Yes	-	Yes	No	No	No	No	No	-	No
In-app billing	No	Yes	-	Yes	-	No	No	No	No	No	No	-	No
# countries for free apps	-	-	-	-	-	1	-	-	-	-	-	1	-
# countries for paid apps	-	-	-	-	-	1	-	-	-	-	-	1	All PayPal countries
Countries	Open worldwide	-	-	-	China	United States	-	Open worldwide	Open worldwide	Open worldwide	Open worldwide	Brazil	Open worldwide
Developer submission fee	\$0	-	-	-	-	-	-	-	-	-	-	-	\$0
Remarks	-	-	-	-	-	-	Provided by Handmark	-	-	-	-	-	Targets Android devices without Google's approval to include Android Market

... and counting



X App Stores

RTL

Unify?

Nie gehört!

Wie heisst George W. Bush mit Vornamen?

• B: Edmund

• D: George



- JavaScript Framework
- Vereinigt verschiedene Frameworks
- Plus eigene Konzepte & Funktionen

Entstehung

- Deutsche Telekom
- Wird seit 2010 entwickelt
- Momentan in v3-beta verfügbar (komplette Überarbeitung)
- Verfügbar unter MIT und Apache 2.0 Lizenz

Frameworks

- **Core** (github.com/zynga/core)
- **Lowland** (github.com/fastner/lowland)
- **Rearside** (github.com/fastner/rearside)
- **ApiBrowser** (github.com/zynga/apibrowser)
- **qooxdoo** (github.com/qooxdoo/qooxdoo)

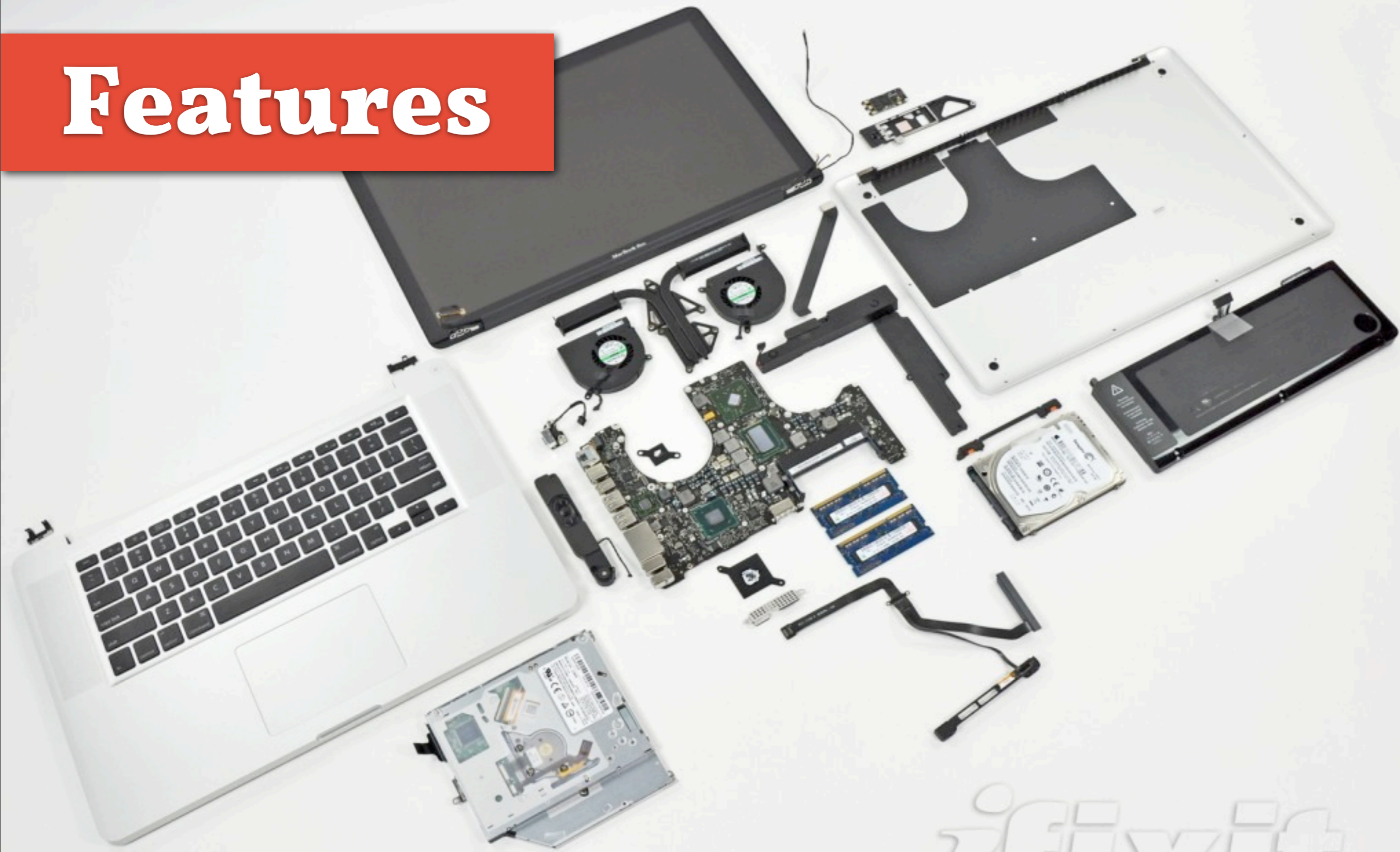
Core

- Leichtgewichtiges JS-Framework
- Klassen, Mixins, Interfaces, Module
- Permutationen
- Internationalisierung
- Assets

Lowland

- Browser-Abstraktion
 - Browser- & Feature-Detection
 - (Touch-)Events-Handling
- HTML5-APIs

Features



ifixit

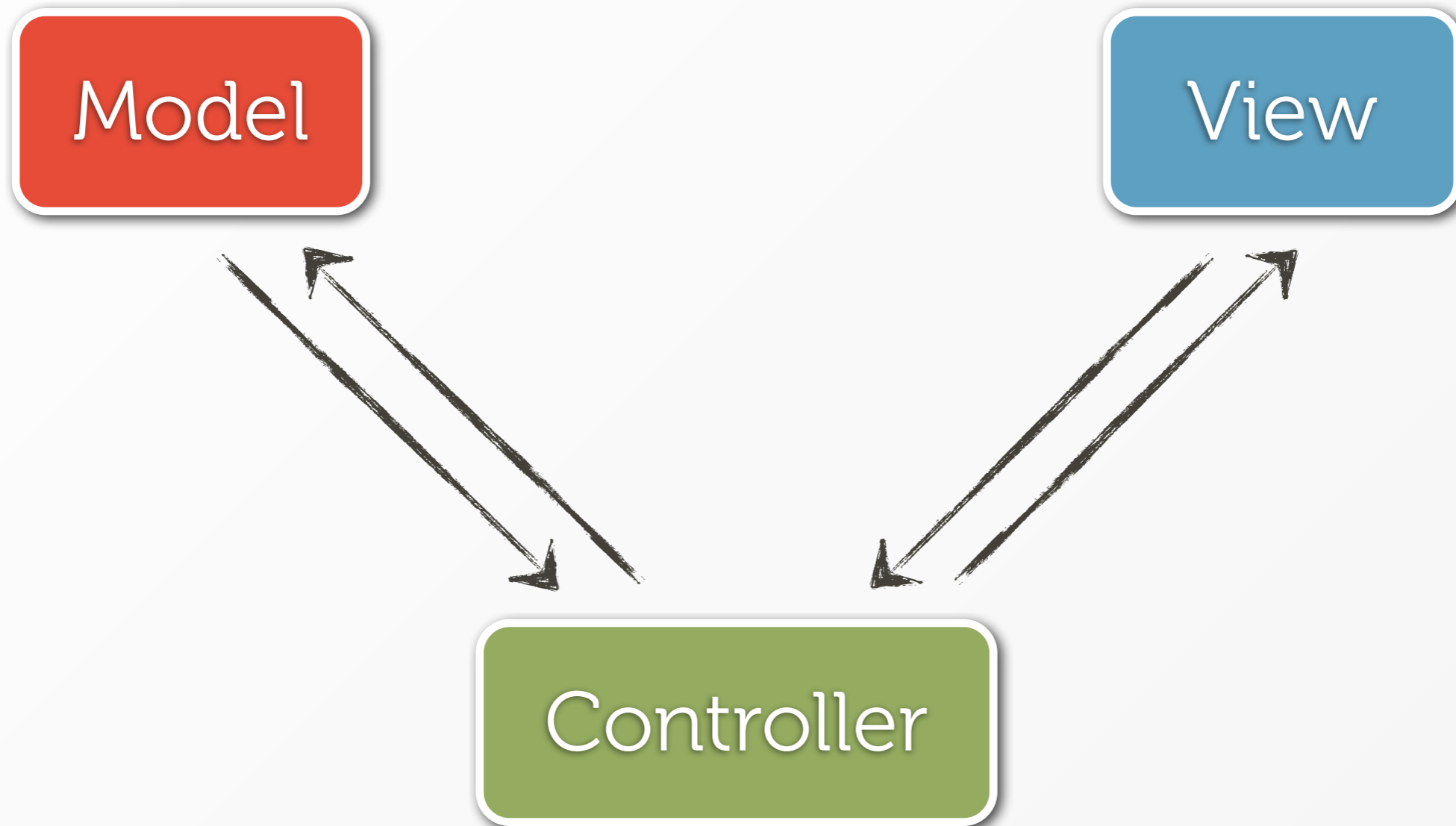
HTML5



CSS3



MVC



Klassen

```
core.Class('MTC2012.Base', {  
  include: [ MTC2012.MMixin ], // Include other classes/mixins  
  
  construct: function() {  
    MTC2012.MMixin.call(this); // Call superclass' constructor  
  },  
  
  properties: {  
    // Setter/Getter are automatically created  
    propertyA: { type: 'String', nullable: true }  
  },  
  
  members: {  
    __privateVar: null,  
    _protectedVar: null,  
    publicVar: null,  
  
    publicMethod: function(paramA) {  
      // Do something  
    }  
  }  
});
```


Mixins

```
core.Class('MTC2012.MMixin', {  
  members: {  
    _mixinMethod1: function() {  
      // Do something  
    },  
    _mixinMethod2: function() {  
      // Do something else  
    }  
  }  
});
```

```
someMethod: function() {  
  // ...  
  this._mixinMethod1();  
  // ...  
  this._mixinMethod2();  
}
```

Interfaces

```
core.Interface('MTC2012.IInterface', {  
  members: {  
    interfaceMethod1: function() {  
      // Do something  
    },  
    interfaceMethod2: function() {  
      // Do something else  
    }  
  }  
});
```

```
core.Class('MTC2012.SomeClass', {  
  implement: [ MTC2012.IInterface ],  
  // ...  
  members: {  
    interfaceMethod1: function() {  
      // Do something  
    },  
    interfaceMethod2: function() {  
      // Do something else  
    }  
    // ...  
  }  
});
```

Widgets / Views

- **Widgets = User Interface Elemente**
(Button, Checkbox, Textfield, Slider, Navigation Bar etc.)
- **Views = Container für Widgets**
(Steuert unter Anderem das Anzeigen von Widgets)

Layouts

- Anordnung von Widgets innerhalb eines Views (Containers)
- Canvas, HBox, VBox, Dock, Flow, Grid, Center

Theming

Button

Button

Button

Button

```
core.Class('MTC2012.theme.Theme', {
  include: [ unify.theme.Theme ],

  construct: function() {
    unify.theme.Theme.call(this, {
      name: 'MTC2012 Theme',

      colors: { },
      fonts: { },
      styles: { }
    });
  }
});
```

```
colors: {
  primary_white: '#ffffff',
  primary_red: '#aa0000',
  primary_blue: '#0000aa'
},
```

```
styles: {
  'button': {
    style: function(states) {
      var styles = {
        backgroundColor: 'primary_red',
        color: 'primary_white'
      };

      if (states.hover) {
        styles.backgroundColor = 'primary_blue';
      }

      return styles;
    }
  }
}
```

Tooling

- **Jasy** (github.com/zynga/jasy)
 - Build-Tool
- **App-Cache** (github.com/fastner/jasy-appcache)

App-Store Integration



PhoneGap

Zukunftspläne

- PhoneGap Build API Integration
- Chrome Web Store
- Firefox Marketplace

PagePlace

Mein PagePlace

https://mein.pageplace.de/#library

PagePlace

Login | Neu registrieren

Shop ▾ Mein PagePlace **Beta** Suchen Suchen

Überall und jederzeit lesen: »Mein PagePlace«

Erlernen Sie mit der Beta-Version von »Mein PagePlace« schon jetzt alle Ihre PagePlace Inhalte aus der TelekomCloud direkt hier im Internet-Browser!

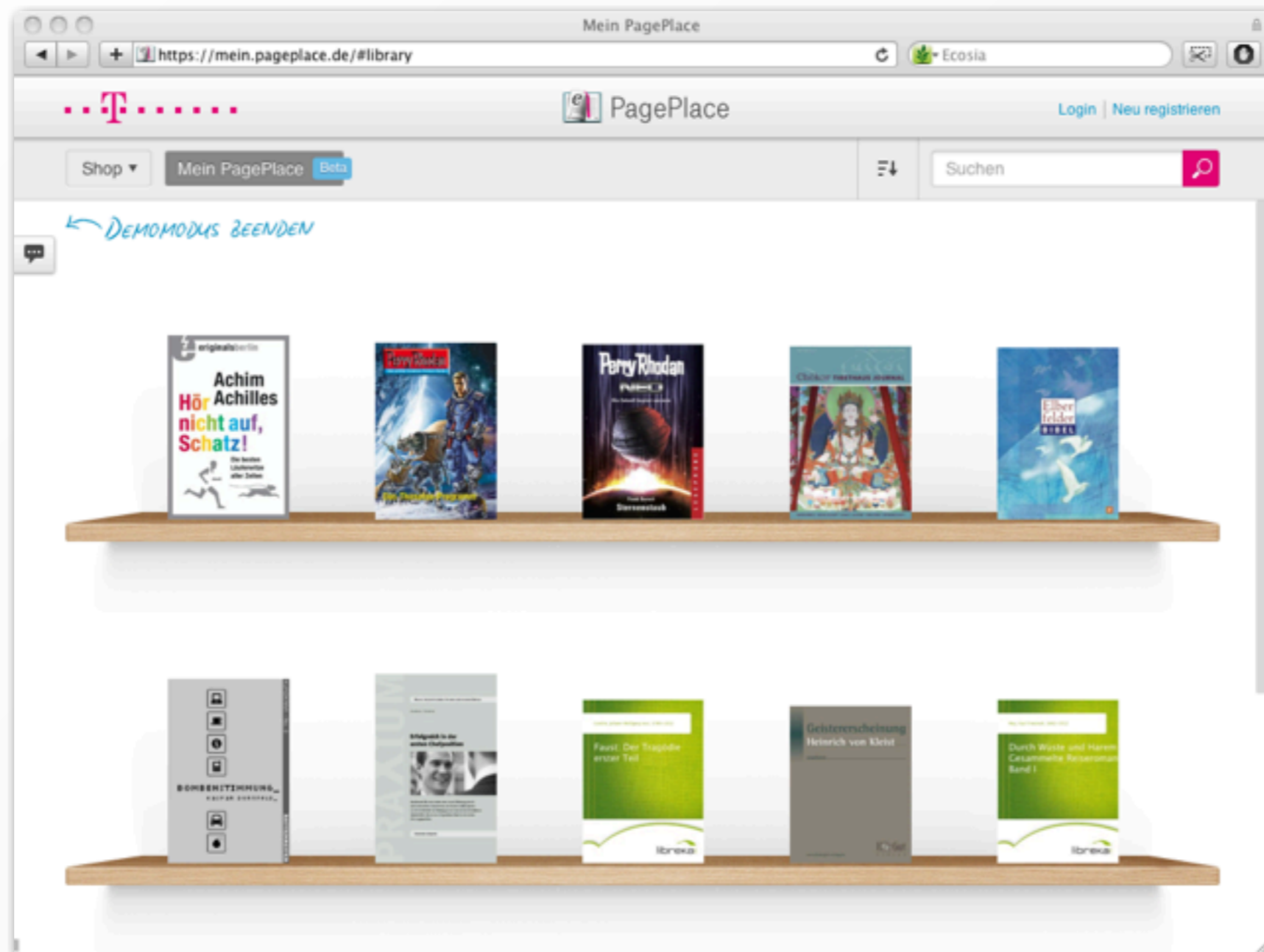
LESEN SIE IHRE PAGEPLACE eBOOKS...

...JETZT IM BROWSER AUF PC ODER MAC!

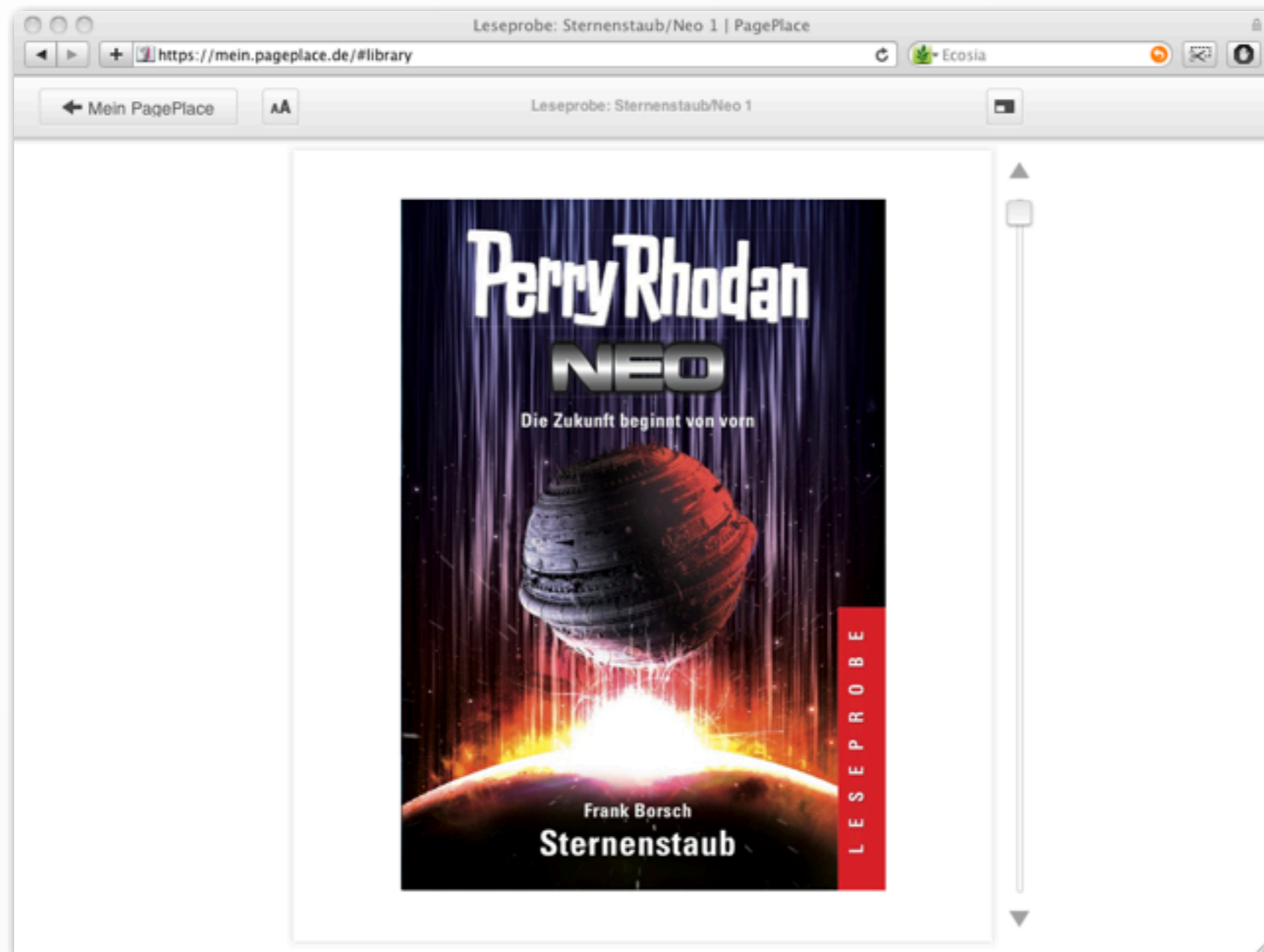
Zum Login Zum Demomodus

Oder [registrieren](#) Sie sich, um das gesamte PagePlace Angebot nutzen zu können.

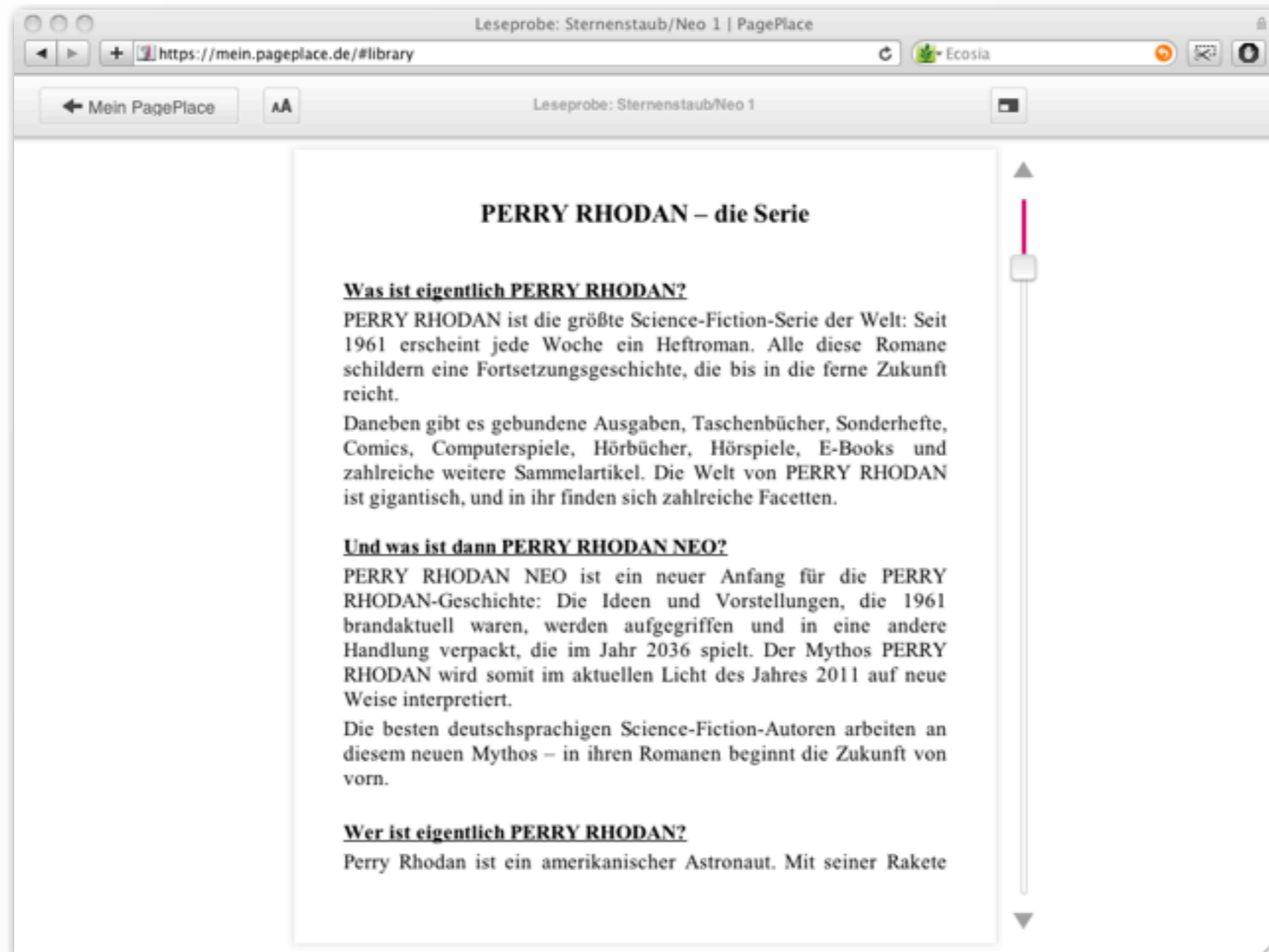
PagePlace



PagePlace



PagePlace



The screenshot shows a web browser window with the address bar containing "https://mein.pageplace.de/#library". The page title is "Leseprobe: Sternenstaub/Neo 1 | PagePlace". The main content area features a section titled "PERRY RHODAN – die Serie". Below this title, there are three sub-sections: "Was ist eigentlich PERRY RHODAN?", "Und was ist dann PERRY RHODAN NEO?", and "Wer ist eigentlich PERRY RHODAN?". The text describes the series as the largest science-fiction series in the world, starting in 1961, and mentions various formats like hardcover, paperback, audiobooks, and e-books. It also notes that the series is being reinterpreted in 2011 with a new mythos set in the year 2036.

Leseprobe: Sternenstaub/Neo 1 | PagePlace

https://mein.pageplace.de/#library

Mein PagePlace

Leseprobe: Sternenstaub/Neo 1

PERRY RHODAN – die Serie

Was ist eigentlich PERRY RHODAN?

PERRY RHODAN ist die größte Science-Fiction-Serie der Welt: Seit 1961 erscheint jede Woche ein Heftroman. Alle diese Romane schildern eine Fortsetzungsgeschichte, die bis in die ferne Zukunft reicht.

Daneben gibt es gebundene Ausgaben, Taschenbücher, Sonderhefte, Comics, Computerspiele, Hörbücher, Hörspiele, E-Books und zahlreiche weitere Sammelartikel. Die Welt von PERRY RHODAN ist gigantisch, und in ihr finden sich zahlreiche Facetten.

Und was ist dann PERRY RHODAN NEO?

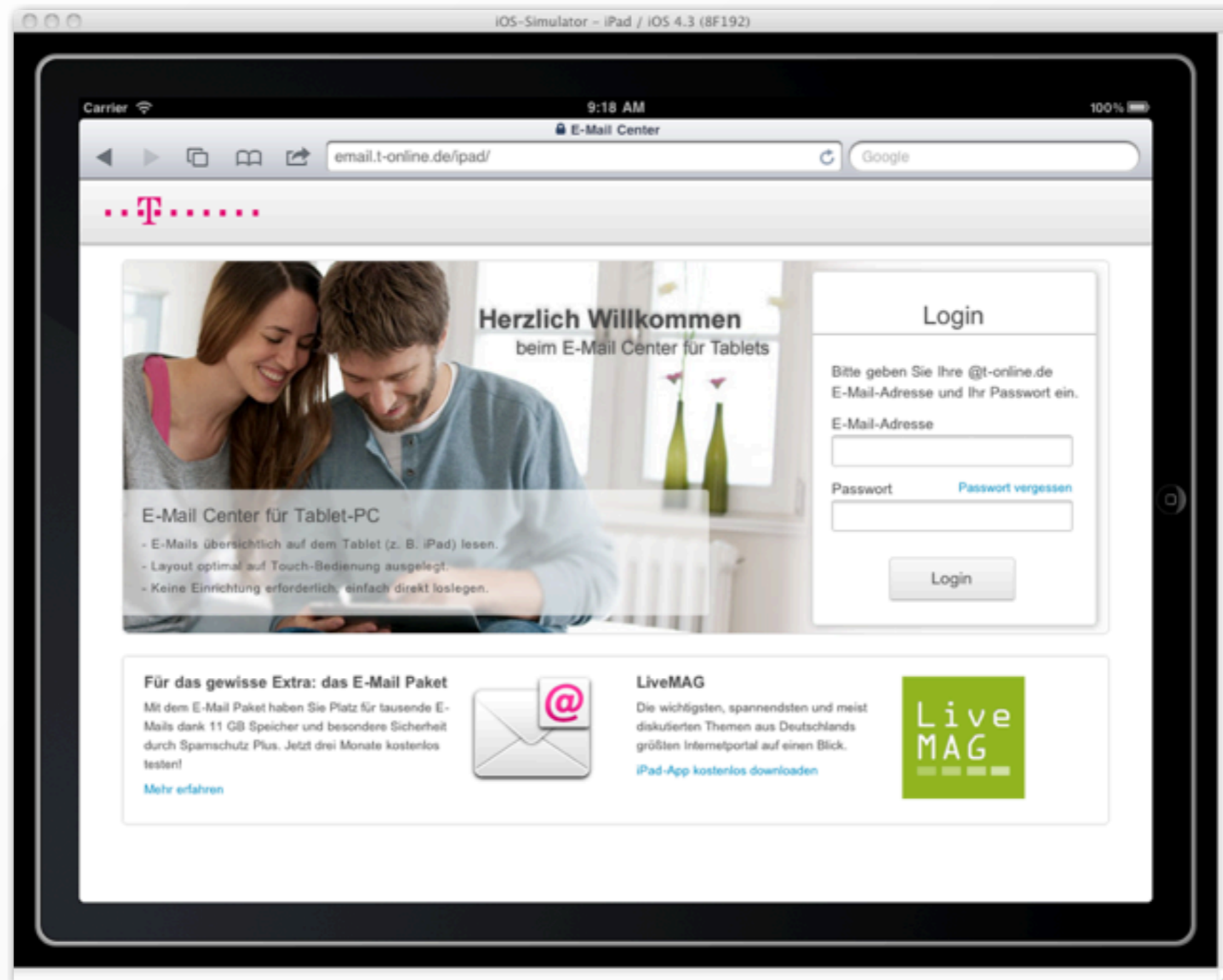
PERRY RHODAN NEO ist ein neuer Anfang für die PERRY RHODAN-Geschichte: Die Ideen und Vorstellungen, die 1961 brandaktuell waren, werden aufgegriffen und in eine andere Handlung verpackt, die im Jahr 2036 spielt. Der Mythos PERRY RHODAN wird somit im aktuellen Licht des Jahres 2011 auf neue Weise interpretiert.

Die besten deutschsprachigen Science-Fiction-Autoren arbeiten an diesem neuen Mythos – in ihren Romanen beginnt die Zukunft von vorn.

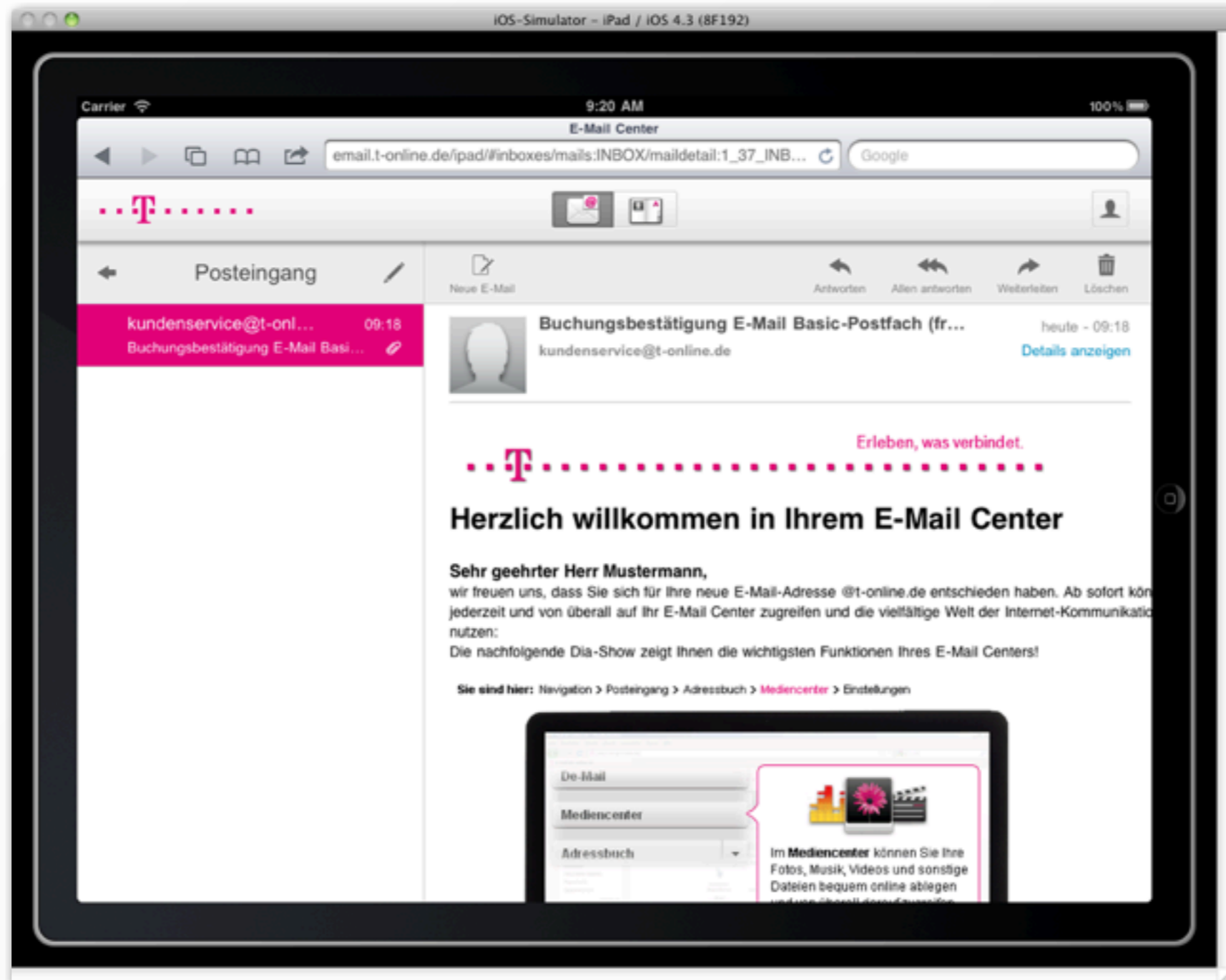
Wer ist eigentlich PERRY RHODAN?

Perry Rhodan ist ein amerikanischer Astronaut. Mit seiner Rakete

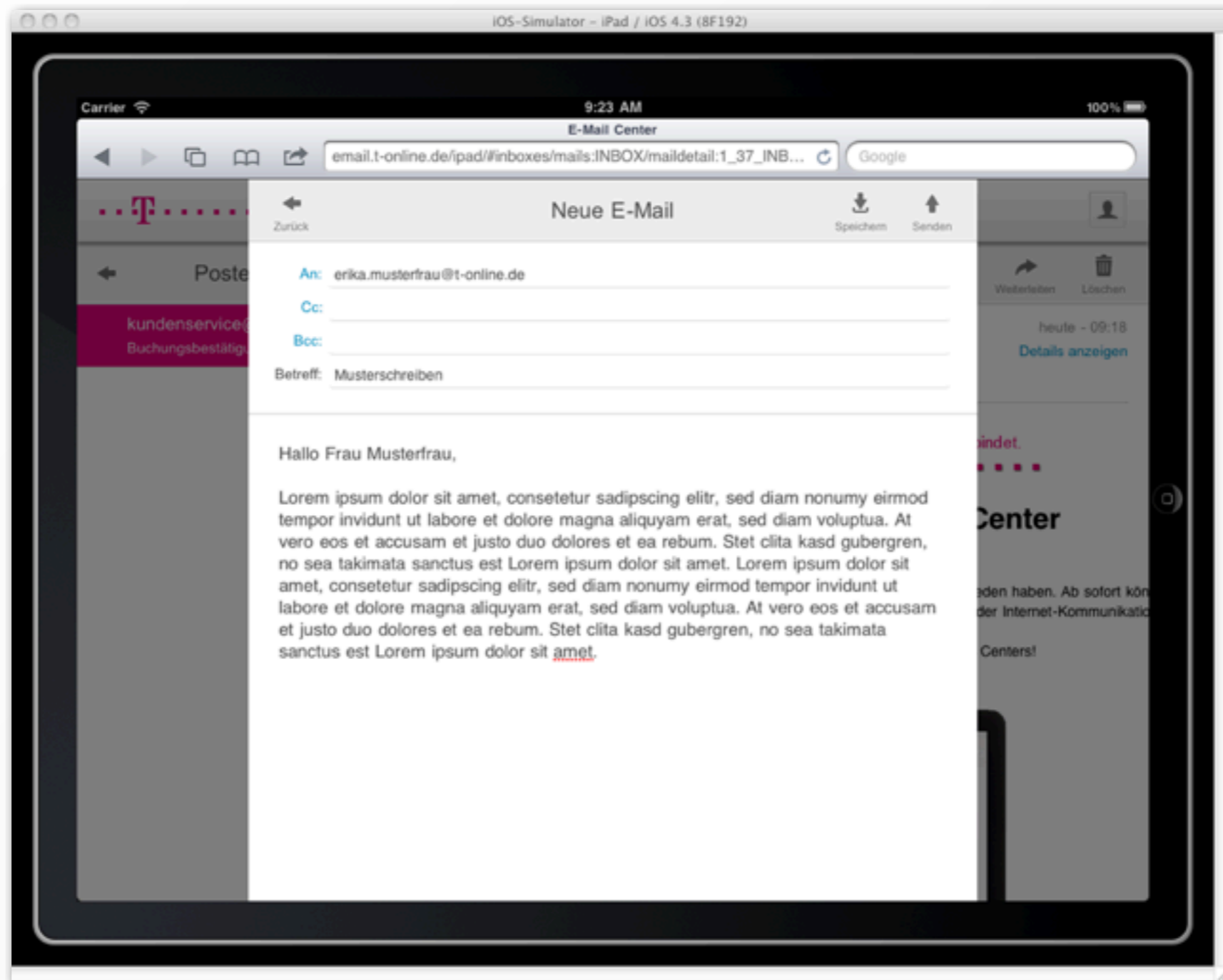
Mail for iPad



Mail for iPad



Mail for iPad



Live-Coding

Flickr-Client

github.com/unify/mtc2012

Support

- www.unifyjs.com
- create.unifyjs.com
- github.com/unify/unify
- www.unifyjs.com/support

Fragen?



Bitte nicht so schwierige :-)

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