

# WWDC 2008 iPhone Track Video Collection



Session	Name
100	<b>Introduction to Mac and iPhone Development</b> This session is designed for experienced developers who are new to Mac OS X and iPhone OS. Learn the fundamentals of the Mac OS X architecture and what makes a great Mac or iPhone application. Benefit from an orientation that will prepare you for further learning in the sessions on frameworks, APIs, and tools. Whether you are interested in creating applications for the growing Mac platform or mobile applications for iPhone and iPod touch, this is a must-attend session.
105	<b>Publishing on the App Store</b> Understand how to publish your finished application on the App Store to reach every iPhone and iPod touch user.
300	<b>Mac OS X State of the Union</b>
312	<b>iPhone Application Development Fundamentals</b> The iPhone SDK contains the code, information, and tools you need to develop applications for the iPhone OS. Learn how to take advantage of these resources to build your first iPhone application.
313	<b>Getting Started with Web Development for Safari on iPhone</b> Safari on iPhone has revolutionized the way people browse the Web on mobile devices. In this session you'll learn straightforward techniques to optimize your web content for iPhone, and discover the building blocks you need to create full-featured iPhone web applications.
324	<b>iPhone for Mac Developers</b> Cocoa Touch uses many of the same fundamental technologies and design patterns as Cocoa for Mac OS X. Discover how you can make the most of your experience with Cocoa for Mac OS X when you start developing for iPhone.
325	<b>Safari and WebKit Overview: Features, Enhancements, and Open Source Development</b> WebKit is a full-featured, open source, standards-based layout engine that powers the Safari web browser and other native applications on a variety of platforms. Discover the ongoing performance enhancements and advanced features that have been implemented in WebKit. Learn how WebKit fits into the Mac OS X system architecture, how WebKit development relates to Safari on iPhone and the desktop, and how to get involved with the WebKit Open Source community. This session is essential for anyone interested in web technology at WWDC.
328	<b>Networking with Bonjour</b> Bonjour is a key networking technology used in all of Apple's network products, from iMacs and MacBooks to AirPort Extreme, Apple TV and iPhone. Come find out how to use the Bonjour APIs to make your network application work with Back to My Mac and how to use the Bonjour APIs on iPhone and iPod touch to make amazing handheld network applications.
337	<b>Understanding iPhone View Controllers</b> View controllers--including navigation and tab controllers--play a fundamental role in the architecture of most iPhone applications. Learn what view controllers are, how to use them, and why they are important to your application.
339	<b>Getting Started with Objective-C: Migrating from Other Languages</b> Objective-C is the language of choice for development on Mac OS X and iPhone OS. Understanding Objective-C, how it works, and how it supports development on both platforms is key to creating great applications. Learn all about Objective-C, advantages of the dynamic runtime, and compare its design patterns to other common programming languages. If you're new to Objective-C or need a good refresher, this session is for you.

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340	<p><b>Creating Secure Applications for iPhone and Mac OS X</b></p> <p>Learn how to protect your customers from emerging security threats by adopting security mechanisms and secure coding practices for Mac OS X and iPhone.</p>
343	<p><b>Understanding iPhone Table Views</b></p> <p>Table views are fundamental to the presentation of information on iPhone. This session will explain the basic features of table views and show you how to use them for everything from creating a simple list to laying out a more elegant user interface.</p>
345	<p><b>Managing Certificates for iPhone and Mac OS X</b></p> <p>Digital signatures and certificates provide enhanced levels of security, data integrity and trust in iPhone and desktop environments. Learn how to be your own certificate authority and generate digital certificates with tools and services built into Mac OS X. Discover how digital signing facilitates secure development and distribution of iPhone applications, identification of trusted applications and encryption of corporate email.</p>
348	<p><b>Cocoa Fundamentals</b></p> <p>Get an introduction to Apple's advanced application-development framework, Cocoa, and its primary language, Objective-C. Learn how to take advantage of common Cocoa programming paradigms, such as target/action, delegation and bindings. Through code examples and demos, see how Cocoa can help you easily create powerful, professional Mac OS X applications. iPhone developers will also gain valuable insights into the heritage of Cocoa Touch and learn helpful techniques for iPhone application development.</p>
349	<p><b>Creating Rich User Interfaces for Web Content in Safari</b></p> <p>The powerful, standards-based technologies available in Safari give you exceptional control over the look and feel of your web application on iPhone, Mac OS X and Windows. Learn how to position web content for increased visual appeal and create animated user interfaces using CSS3 transforms and transitions. Discover how to add depth and distinction to your web application with rich-text editing and CSS3 web fonts, and discover new and improved ways to style and interact with forms.</p>
351	<p><b>iPhone Application User Interface Design</b></p> <p>iPhone presents a revolutionary user interface and interaction model to developers, and provides an inspiring environment for designing innovative mobile applications. Learn best practices, design techniques and key insights into what it takes to deliver a phenomenal user experience in your iPhone application.</p>
352	<p><b>Web Development for iPhone: Tips, Tricks, and Advanced Techniques</b></p> <p>Safari on iPhone enables web developers to create applications that truly look and feel like built-in applications. Learn how to detect orientation changes, recognize touch events, create custom site icons, and other advanced techniques to help you deliver a uniquely native experience in your web application on iPhone.</p>
353	<p><b>What's New in Objective-C</b></p> <p>Objective-C is the dynamic programming language at the heart of Mac OS X and iPhone OS application development. From its roots as a simple object-oriented superset of C to powerful new features in Leopard, the language has evolved to meet your needs. Learn how to use properties, take advantage of fast enumeration, and use garbage collection in your own development. Discover Objective-C as it is today and learn where it's headed.</p>
362	<p><b>Controls, Views, and Animation on iPhone</b></p> <p>The UIKit framework in iPhone OS provides a core set of standard user interface controls, such as buttons and sliders. Discover how to use these control objects to respond to user gestures, such as taps and drags. Learn how to use the view hierarchy to best effect and create your own views when you need to extend the user interface.</p>
374	<p><b>Internationalizing Your Software</b></p> <p>By creating international versions of your application, you can reach more users and expand your sales. It can even be easy to do, once you know a few rules and learn the tools that do most of the work for you. As a developer, you have to use the right APIs and follow certain rules to be localization-friendly. As a localizer, you need to use the right tools. Learn what to do and what to use from the people who write the APIs and the tools.</p>
379	<p><b>Enhancing Your iPhone Web Application with CSS Transforms and Animations</b></p> <p>Adding rich, hardware-accelerated graphics to your web content is now as easy as writing a few lines of CSS and JavaScript. Using the latest web standards, you can scale, rotate, or skew HTML elements, position page components within three-dimensional space, provide smooth transitions, and create captivating animations.</p>

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380	<p><b>iPhone Multi-Touch Events and Gestures</b></p> <p>iPhone's ability to handle multiple touches simultaneously is central to its unique usability. Learn how touches and events are represented to your application and how it can respond to a user's gestures to provide an intuitive, easy-to-use interface.</p>
387	<p><b>Text Input on iPhone</b></p> <p>iPhone provides a unique and powerful way to input text via the Multi-Touch user interface. Learn how to use text fields, text views, and web page forms effectively, and how to optimize your users' experience by controlling text entry characteristics and keyboard behaviors.</p>
391	<p><b>Building an Advanced iPhone Web Application, Hands On</b></p> <p>Safari on iPhone provides a rich feature set, and Mac OS X includes a comprehensive set of first-class tools for web developers. Learn how to bring the two together as you walk through code step by step with Apple experts. Create a compelling iPhone web application that uses cutting-edge features such as DOM touch events and CSS animations and transforms. This session includes a prerequisite download.</p>
402	<p><b>Managing Secure Data on iPhone</b></p> <p>Learn about data security on iPhone OS and how you can greatly reduce your work in implementing a mobile data security solution. See how to carry out basic cryptographic operations, coordinate the secure storage of sensitive passwords and manage X.509 digital certificates with respective trust policies.</p>
410	<p><b>Mastering iPhone View Controllers</b></p> <p>View controllers support user interface elements that enable users to access the information they want quickly and easily. Find out how you can use view controllers most effectively, not only to support navigation, but also to support device rotation and to reduce memory overhead in your application.</p>
411	<p><b>Utilizing Offline Data in Safari</b></p> <p>Offline data capabilities in Safari open up new possibilities for web application design and data management. By combining SQL with standard HTML and JavaScript, novice and advanced programmers alike can store data persistently between sessions, save data locally before submitting it to a remote host, and enhance the overall user experience and functionality of their web applications.</p>
417	<p><b>Optimizing Performance in iPhone Applications</b></p> <p>Performance optimization is critical for iPhone applications. Learn the best practices for using memory efficiently, optimizing drawing and scrolling operations, and minimizing power consumption for iPhone applications. Discover tips and tricks for using Mac OS X performance tools such as Shark and Instruments to diagnose suboptimal behavior quickly, and learn about built-in solutions on iPhone that maximize available resources.</p>
426	<p><b>Creating Ruby on Rails Applications for Safari on iPhone and the Desktop</b></p> <p>Discover why Mac OS X is the dream development platform for Ruby on Rails, a powerful and agile web development framework that comes bundled with Mac OS X Leopard. Learn to harness the power of Ruby on Rails to create unified, first-class web applications that are simple to deploy on Mac OS X Server and that display and perform exceptionally in Safari on Mac OS X, Windows, and iPhone.</p>
432	<p><b>Mastering iPhone Table Views</b></p> <p>Table views on iPhone give you a wide range of options for customization, and enable you to create a more compelling, dynamic user interface. Find out how you can create checklists, manage editing and reordering, and efficiently implement your own table cells to support custom layouts.</p>
433	<p><b>Building Native Look-and-Feel Web Applications Using SproutCore</b></p> <p>SproutCore is an open source, platform-independent, Cocoa-inspired JavaScript framework for creating web applications that look and feel like Desktop applications. Learn how to combine SproutCore with HTML5's standard offline data storage technologies to deliver a first-class user experience and exceptional performance in your web application.</p>
446	<p><b>How Do I Do That? Tips and Tricks for iPhone Application Development</b></p> <p>The best solution sometimes involves just a small change in coding or thinking. Learn how best to take advantage of Cocoa Touch to improve your iPhone application. Hear tips and tricks directly from Cocoa Touch framework engineers.</p>

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454	<p><b>Improving Responsiveness in Websites and Web Applications</b></p> <p>Great performance is an important component of any advanced website or web application, and is essential for content delivered to mobile devices like iPhone. Discover techniques and technologies for improving overall responsiveness. Learn how to minimize resource requests, streamline CSS, and use techniques such as image spriting to dramatically reduce page load time for your website or web application.</p>
456	<p><b>The KPCB iFund</b></p> <p>KPCB's iFund(tm) is a \$100M investment initiative that will fund market-changing ideas and products that extend the revolutionary new iPhone and iPod touch platform. Focus areas include location based services, social networking, mCommerce (including advertising and payments), communication, and entertainment. Come learn more about building a great company on the iPhone / iPod touch platform and meet the Kleiner Perkins partners managing the iFund. Bring your demos for QandA.</p>
501	<p><b>Integrating iPhone with IT</b></p> <p>The revolutionary iPhone is quickly becoming a leading choice of mobile professionals. Find out about configuring and deploying iPhone in your organization, learn techniques for development, configuration and deployment of native and web-based iPhone applications and discover how server-side technologies integrate with iPhone 2.0--all from the IT professional's perspective.</p>
511	<p><b>Enterprise iPhone Management with Configuration Profiles</b></p> <p>iPhone configuration profiles make mass support of iPhones a snap. With configuration profiles, your organization can deploy account information, password policies, secure access settings, certificates and more--all within a single package. Get the details on the iPhone configuration profile file format, the breadth of managed services they support, your distribution options, Apple's profile creation tools and all details you need to create them within your own workflow.</p>
529	<p><b>Address Book for iPhone</b></p> <p>The iPhone Address Book API gives you access to the contact database on iPhone. Find out how to read and write system-wide contact information, create new contacts, and display selected contact information with the same user interface as Apple's iPhone applications.</p>
546	<p><b>iPhone Device APIs: Location, Accelerometer and Camera</b></p> <p>Find out how your application can leverage the iPhone's built-in hardware and use detailed device information to provide a revolutionary user experience. Learn to identify an individual iPhone or iPod touch, and pinpoint a user's whereabouts at runtime. Use the built-in accelerometer to create unique interfaces for applications and games, and add a personal touch to your application by incorporating iPhone's camera and photo library.</p>
700	<p><b>Graphics &amp; Media State of the Union</b></p> <p>Apple's Graphics and Media frameworks bring sweeping advances to developers with an incredible array of 2D, 3D, audio, and video technologies for both iPhone OS and Mac OS X. Whether you are developing a media-rich mobile application or a cutting-edge handheld game for iPhone, building the ultimate graphics application or a content production pipeline for Mac OS X, or designing an application that scales to both platforms, come to this session filled with in-depth information and captivating technology demonstrations.</p>
703	<p><b>Introduction to Game Development for iPhone</b></p> <p>The iPhone SDK provides an amazing lineup of technologies for developing cutting-edge handheld games. Learn the techniques to harness these technologies efficiently for your users' entertainment. See how to incorporate graphics, audio, accelerometer input, touch screen controls, video playback, and much more as you walk through the process of creating a game for iPhone.</p>
704	<p><b>Understanding the Core Audio Architecture</b></p> <p>Professional-level audio is designed right into Mac OS X and iPhone OS with Core Audio. Get an overview of the Core Audio architecture and learn to take advantage of its richness in your own code. Learn how to write code that works on both the Mac and iPhone. Deepen your understanding of audio codecs and how to work with popular audio formats.</p>
706	<p><b>Audio Development for iPhone</b></p> <p>Core Audio provides a powerful engine for playing and recording audio in your iPhone application. Learn how to play sounds and alerts, record audio from the built-in microphone and play sound files of arbitrary length. Understand the best practices to minimize latency and conserve power. Learn about the audio codecs and formats available for iPhone and understand the capabilities for playing multiple sounds simultaneously.</p>

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708	<p><b>3D Graphics for iPhone using OpenGL ES</b></p> <p>OpenGL ES provides the interface for accelerated 3D graphics on iPhone and iPod touch. We'll compare OpenGL ES to desktop OpenGL, then show you how OpenGL ES can drive iPhone games and other mobile 3D applications. Learn how to access OpenGL ES from Cocoa Touch, and how to tune your code to the performance profile of iPhone.</p>
711	<p><b>2D Graphics &amp; Animation for iPhone and Mac</b></p> <p>Quartz and Core Animation are the 2D drawing and animation engines at the heart of iPhone OS and Mac OS X. See how to create, stroke and fill shapes, display bitmap images and draw vector illustrations in amazingly flexible ways. Learn how to provide a dynamic graphical experience by animating composited surfaces and constructing smooth transitions with Core Animation. Understand when and how to go beyond the higher-level interfaces in Cocoa or Cocoa Touch and directly access the rich capabilities of Core Graphics and Core Animation.</p>
716	<p><b>Core Animation Techniques for iPhone and Mac</b></p> <p>Core Animation is the layer-based animation system that is revolutionizing applications made for Mac OS X. Core Animation is also the technology underlying the dynamic user experience seen on iPhone. Learn how to delight your users by using Core Animation for a dynamic, responsive user interface and eye-catching animations. This is an advanced session for those of you going beyond the built-in animations provided by Cocoa and Cocoa Touch.</p>
722	<p><b>Preparing and Delivering Video for iPhone, Safari, and Apple TV</b></p> <p>Learn how to prepare H.264 video content for optimal playback on iPhone, Safari, Apple TV, and other platforms. Find out which formats, resolutions, and bitrates are appropriate for WiFi or cellular networks. See how reference movies can help you service different clients with a single URL. Hear best practices for structuring your code and delivering your videos through Safari and in native applications using the iPhone SDK.</p>
900	<p><b>Developer Tools State of the Union</b></p> <p>Apple's advanced developer tools are used by thousands of engineers to build Mac, and now iPhone applications. See Xcode, Interface Builder, and Instruments in action, demonstrated by the head of Apple's developer tools group and lead product engineers. Understand the vision that drives development on the Mac and iPhone, learn about the newest features, and hear the roadmap for building leading-edge applications into the future.</p>
901	<p><b>Introduction to the iPhone Development Tools</b></p> <p>You can now develop your own full-featured, native applications for iPhone and iPod touch. Gain a solid foundation in the tools and workflow for iPhone application development. Discover how to prepare your iPhone for testing, develop your application in Xcode, rapidly design your user interface with Interface Builder, and analyze your application with Instruments for the best possible performance on this revolutionary mobile device.</p>
906	<p><b>Xcode for Visual Studio and Eclipse Developers</b></p> <p>The Xcode development environment is the premiere toolset for creating iPhone OS and Mac OS X applications. As a newcomer to Mac or iPhone development, you will learn the ways in which Xcode both resembles and differs from development environments you may currently use. Explore techniques that will maximize your productivity in this new environment. This session is highly recommended for developers new to Xcode with experience in Visual Studio or Eclipse.</p>
910	<p><b>Designing Applications with Interface Builder</b></p> <p>Interface Builder is a powerful tool for designing and building graphical user interfaces for iPhone and Mac applications. Learn the ins and outs of Interface Builder including laying out an interface, wiring code to graphical controls, and loading interface nib files at runtime. Understand the model-view-controller concepts upon which iPhone and Mac development are based. A must for developers new to Mac and iPhone development.</p>
915	<p><b>Using Xcode: Source Editor, Refactoring, Debugger, and SCM</b></p> <p>Xcode's editor, debugger, refactoring engine, and source control management support can help you write better code while staying in sync with your team. Discover hidden abilities of the built-in editor, use Xcode's powerful debugger to pinpoint problems, maintain cleaner code with Xcode's refactoring engine, and master project-based SCM support. Take your Xcode skills to the next level.</p>
916	<p><b>Getting Started with Instruments</b></p> <p>Instruments is a versatile and powerful software analysis tool introduced in Mac OS X Leopard, with added support for iPhone OS. Instruments brings context to your analysis, allowing you to view multiple aspects of your application's performance over time and easily correlate events. This introductory session will help you understand how you can utilize this tool in your own development, rapidly identify problems in your code, and write better performing applications for the Mac and iPhone.</p>

Session	Name
919	<b>Understanding the Xcode Project Management and Build System</b> Beneath the surface of Xcode lies a powerful, highly configurable build system. Understand how to configure Xcode build settings at the project, target, and file level. Learn best practices for structuring complex projects to achieve blazing fast build times on your multi-core Mac. See how to select the right compiler for your project. Get the most out of the tools you use every day.
921	<b>Using Dashcode to Create and Debug iPhone Web Applications</b> Dashcode 2.0 includes a wide variety of tools to help both beginning and expert web developers quickly create great iPhone web applications. See how you can save time with an extensive drag-and-drop library of UI controls and JavaScript code snippets. Learn how to customize the new iPhone web application templates and understand runtime behavior using Dashcode's powerful JavaScript debugger. Discover a new way to create powerful, polished web applications for iPhone.
923	<b>Mastering Interface Builder</b> iPhone and Mac developers depend on Interface Builder to design sophisticated user interfaces in a short amount of time. Learn to use this powerful tool more effectively as we guide you through application development from start to finish. See how you can quickly and easily localize your interface designs and master advanced features to speed your development.
925	<b>Debugging and Profiling Your iPhone Application</b> Whether tracking down a nagging bug or getting the best performance out of your iPhone application, the Xcode developer tools are ready to help. Learn to debug your applications in the iPhone OS Simulator and on an iPhone to get to the root of problems. See how Instruments can help pinpoint performance bottlenecks. Take a journey through debugging and optimization case studies to see how you can perfect your iPhone application.
932	<b>Performance Tuning Your Application with Shark</b> Shark is a powerful performance analysis tool for discovering where your application is spending time in iPhone OS and Mac OS X. Learn practical ways to find performance bottlenecks, obtain tips on optimization, and understand how your software interacts with the system. Discover how Shark can help your application perform at its best.