

360|iDev 2010

San Jose

Dan Hibbitts

- Consultant at Target Your Hand
 - iPhone, Android, web and database development services
 - Over two decades of experience
 - Contact info:
 - On Twitter @MobilityMatters
 - Via email dhibbitts@TargetYourHand.com

Overall

- A great crowd of indie developers sharing what they have learned about iPhone development, marketing and running successful indie businesses
- Very few Apple employees

The People

- Keynotes by Mike Lee, Henry Balanon and David Whatley
- Book Authors
 - Chris Adamson, Marcus Zarra, Michael Schneider, ...
- Developers
 - Igor Pusenjak (Doodle Jump), David Whatley (Geo-Defense), Natalia Luckyanova (Harbor Master), ...

Activities



And the content...

- Four tracks (one of which was a non-Objective-C track...)
- Deep developer content and business content

Resources

- Conference Website <http://360iDev.com/>
- Slides <http://bit.ly/c5pwR2>
- Videos <http://bit.ly/9jfV4P>

Cool sessions

- All of them!

Sessions...

- Kendall Gelner's Advanced Debugging and Xcode customization
 - Creating custom stationary for projects
 - Tons of debugging tricks from NSZombieEnabled, setting a breakpoint on `obj_exception_throw`, ...

Sessions...

- Michael Schneider's Legal Issues in iPhone Development
 - IP Rights and Myths (see table in his slide deck)
 - Different options for company structure
 - "Document your licenses!"

Sessions...

- Saul Mora's Unit Testing that Doesn't Suck
 - Pointed out that Automated Testing was on one of the items on an iPhone 4 slide
 - Showed how GHUnit and OCMock could be used as solid Unit Testing frameworks
 - Objective-Shoulda for a more Objective-C feel
 - Suggested CruiseControl.rb instead of Hudson for Continuous Integration

Sessions...

- Marcus Zarra's iPhone Data Synchronization
 - Zsync <http://github.com/mzarra/ZSync>
 - BSD licensed sync library
 - Builds on CoreData, Bonjour and the Blip Protocol and Sync Services
 - iPhone to Mac sync via WiFi v1
 - iPhone to iPhone and Mac to Mac in v2

Sessions...

- Chris Adamson's Core Audio: Don't Be Afraid to Play It LOUD!
- (plug for Chris here)

Sessions...

- A Panel Discussion on The iPad
 - Final session, went over an hour long
 - The iPad opens up a whole new market
 - Different UX, new opportunities, everyone was excited (understatement of the century)

The End

- Thanks!
- This slidedeck is available at
 - <http://tinyurl.com/mmPDF360iDev>