

# inception

## mobile

every app. every device.

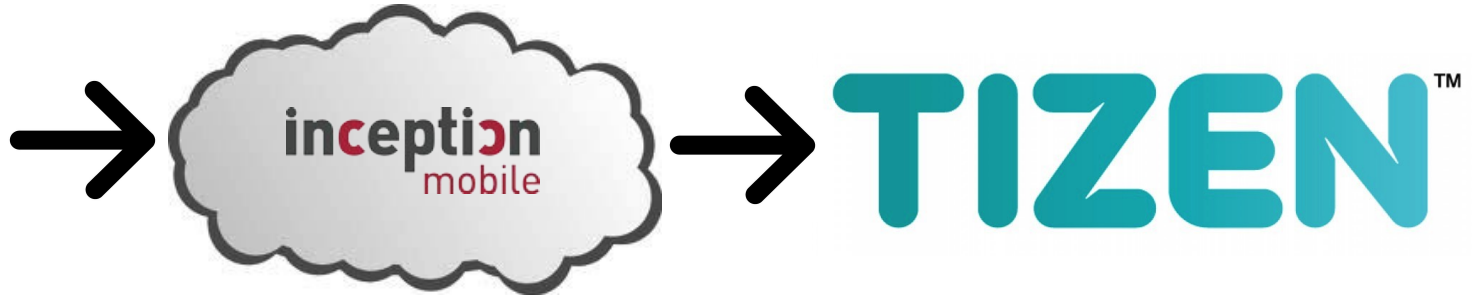
- Salmaan Ahmed, co-founder
- Waterloo, Canada
- Samsung OI (Ventures) funding partner

# Porting from iOS...

- Is uninteresting, difficult, and error prone
- **Don't do it!**

Sorted by Name

Name	Number	Symbol	State
Ca		Calcium	
Cf	98	Californium	
C	6	Carbon	
Ce	58	Cerium	
Cs	55	Cesium	
Cl	17	Chlorine	
Cr	24	Chromium	
Co	27	Cobalt	

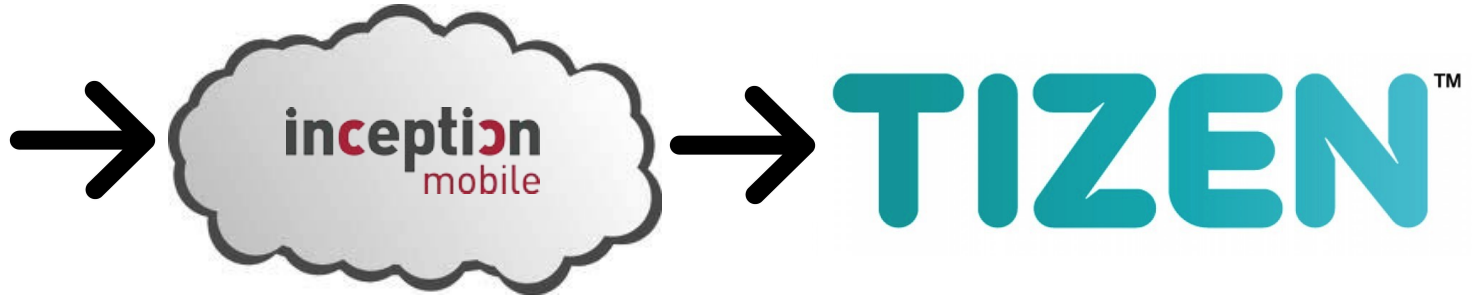


# Porting from iOS...

- “The rest is details...”

Sorted by Name

Name	Number	Symbol	State
Ca		Calcium	
Cf	98	Californium	
C	6	Carbon	
Ce	58	Cerium	
Cs	55	Cesium	
Cl	17	Chlorine	
Cr	24	Chromium	
Co	27	Cobalt	



# Overview

- **API support**
  - Monetization
- **Tooling (building, simulation, debugging, deployment)**
- **Fragmentation**
  - Extensions (hardware buttons, NFC, etc.)
  - Screen size differences
- **Third party support**
- **Customization**

## But first...

- **NOT HTML5/Web based**
  - 100% native (i.e. ObjC/C/C++)
- Port apps based on **Objective-C** and that use **native iOS APIs**
- Nothing wrong with web/html5/java/air etc
- **NOT a VM/Emulator**
  - Performance matters
  - 100% native
- **Primarily for phone/tablet apps**
  - No reason that other Tizen platforms won't work

# API Support

- **All popular API sets are covered:**
- **UIKit (UIView, UITableView, UIButton, UIScrollView, ...)**
- **OpenGL**
- **CoreAnimation**
- **CoreData**
- **Multimedia**
- **Location**
- **Social**
- **Payments (more on this...)**

# Monetization

- StoreKit APIs are **transparently** mapped onto target platform payment APIs
- iAds mapped onto any supported ad SDK

# Simulation

- On-device debugging **sucks**
- Windows / Visual Studio based environment
- Configurable
- Demo!



# Platform-Specific Extensions

- **Custom classes/events from Inception's Runtime**
  - Back button or menu buttons
  - NFC
- **Changes made inline with remainder of iOS codebase**

```
#ifdef STARBOARD_TARGET_TIZEN
    // Tizen-specific code here
#endif
```

# Third-Party Libraries

- ... because no app is an island
- **Option 1:**
  - “Build It Yourself”
  - If source is available (Facebook SDK for iOS), build with Inception Mobile tools and deploy with your application
- **Option 2:**
  - Trampoline calls from iOS libs to native Tizen version
  - Inception Mobile provides a bridge system and glue layers for popular libraries

# Third-Party Libraries

- **Option 3:**
  - “Just Use The Library”
  - Binary compatibility means Inception Mobile can load/link and run iOS targeted “.a” files
  - With permission from the library developers

# Customization and Themes

- Theme engine for UIKit elements
- App can look/feel/behave like a “native” app

# Summary

- Most of porting is fundamentally uninteresting and unnecessary
- Objective-C as first-class development language on Tizen
  - (and Android, Windows, BB10)
- “It just works”
- Sign up to keep informed: <http://www.inceptionmobile.com/>

[contact@inceptionmobile.com](mailto:contact@inceptionmobile.com)