



# Building Cross-Platform Applications

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Director of Product Management

# Appcelerator offers the only platform built for a mobile first world

Create, deliver and analyze amazing apps at the speed of mobile



**50,000**  
Apps



**136,000,000**  
Devices

# The World's Largest Mobile Ecosystem

**450,000**  
developers

**350**  
ISV extensions

**100+**  
partners

Technology partners



Integration partners

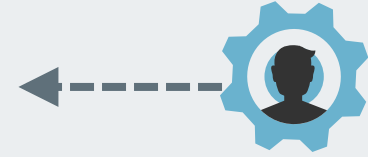


# Mobile requires a fundamentally different approach

## PEOPLE



Designer



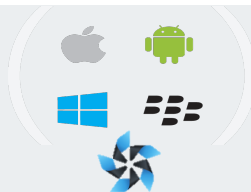
Developer



## PROCESS



## TECHNOLOGY



Multiple platforms  
& devices



Multiple clouds



Development is  
now user-centric



# The Appcelerator Platform

The only platform built for a mobile first world

# Appcelerator's Mobile First Platform



DESIGNER



DEVELOPER



QA ENGINEER



PRODUCT MANAGER



EXECUTIVE

Dashboard

Cloud

Test

Performance

Analytics

Foundation

DEVELOPMENT

PRODUCTION



APP



Users



# APPCELERATOR PLATFORM

## DASHBOARD



# Titanium



# Titanium SDK & Titanium Studio

Build, Test and Deploy amazing  
cross-platform mobile apps



Native, Hybrid, and Web, all  
from JavaScript code base



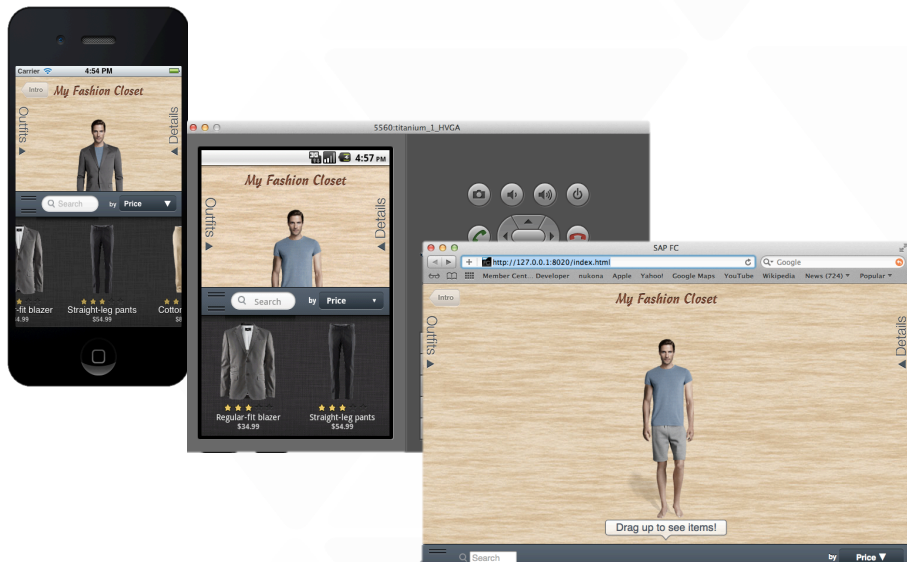
Enables code reuse (65-90%) and  
shortens development time



Across device classes



Extensible and reusable libraries /  
functions allows reuse of common  
elements



iPhone, iPad, Android, Tizen,  
BlackBerry, MobileWeb

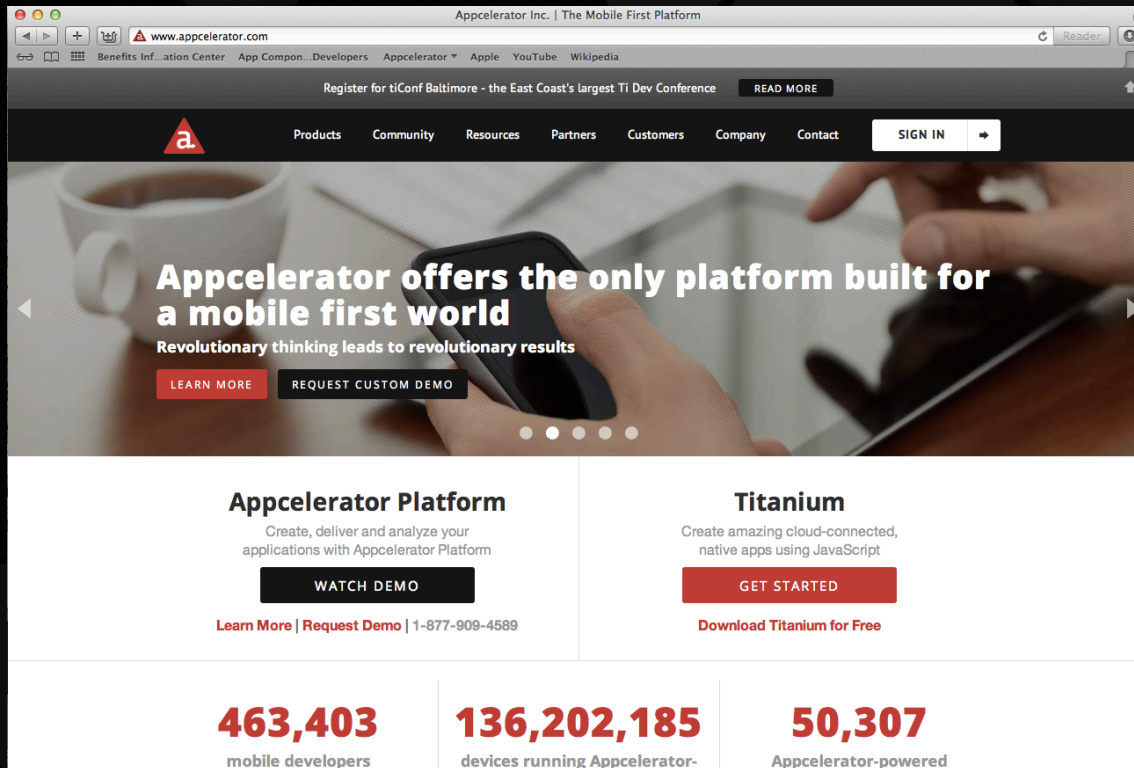
# Open and Extensible





# Demo of a Cross-Platform App with Tizen





<http://www.appcelerator.com>



**Thank you! Questions?**



# TIZEN<sup>TM</sup>

## DEVELOPER CONFERENCE

2013

### SAN FRANCISCO