- Apple
  - App store
    - Local app stores
      - Can be on 1 or many
      - Specify availability & pricing
      - Review process
        - 2d - 2w
      - Upload content
      - Process
        - Code signing
        - Add App
        - +acc on iTunes connect
        - Sign up
          - Process takes about 1 month
    - 65000 apps
      - 70% revenue to dev
      - Need to do own marketing
      - Most downloads from featured content
      - No charge for free apps
      - Paid monthly
      - In app purchase from v3
      - MUST be a paid app
  - SDK
    - Languages
      - C++
      - C
      - Objective c
    - Apis
      - h/w access from v3
      - UIKit
        - Foundation
      - Not for web apps
      - Only runs on intel mac
    - Tools
      - Xcode IDE
      - Instruments
        - Profiling tool
          - 1000x per second
            - I/O
            - Performance
            - Memory
        - h/w based
      - Interface builder
      - Simulator
        - Speed of mac and not device
        - Not an emulator
      - Xcode static analyser
        - Looks for bugs/ memory leaks
        - No on phone garbage collection
  - Web apps
    - Options
      - Dashcode
        - Use any web language
      - On home screen
        - Icon
      - No Sdk
      - Link to other apps
        - iTunes/app store
        - Gps
        - Can't access
          - Camera
          - Photo
          - Dock
    - Full screen app
      - No instance of safari
    - Store data offline
      - In SQL database
        - Full ANSI SQL support
          - Html5 scheme
      - Can work offline
        - In house only - not app store
  - Dev program
    - Standard
      - $99 yearly
      - Individuals or companies
      - For app store
    - Enterprise
      - Infinate distribution
    - 148apps.biz
      - Stats on app store