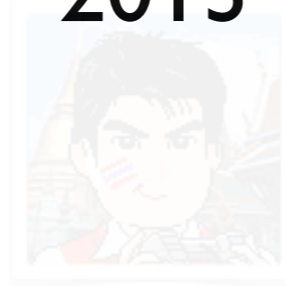




Introduction to Wireless Devices Programming

Witcha Feungchan
2013





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2013





Introduction to Wireless Devices Programming

Witcha Feungchan
2013



Overview

- Introduction to wireless applications
- The hardware platforms for wireless devices
- Mobile operating systems
- App Stores
- Service technologies for wireless devices
- Wireless application design
- Development for IOS

What are the Wireless Devices?

- Smart Phones
- Tablets
- Internet Devices
- Portable Game Console



<http://www.google.com/nexus/>
<http://www.apple.com/>
<http://www.samsung.com/>
<http://www.nokiafanclub.com>
<http://www.nintendo.com/3ds>
<https://psm.playstation.net/portal>
<http://www.nokia.com/lumia>

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<https://psm.playstation.net/portal>
<http://www.nokia.com/lumia>

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<https://psm.playstation.net/portal>
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<http://www.nokiafanclub.com>
<http://www.nintendo.com/3ds>
<https://psm.playstation.net/portal>
<http://www.nokia.com/lumia>



Why ARM?

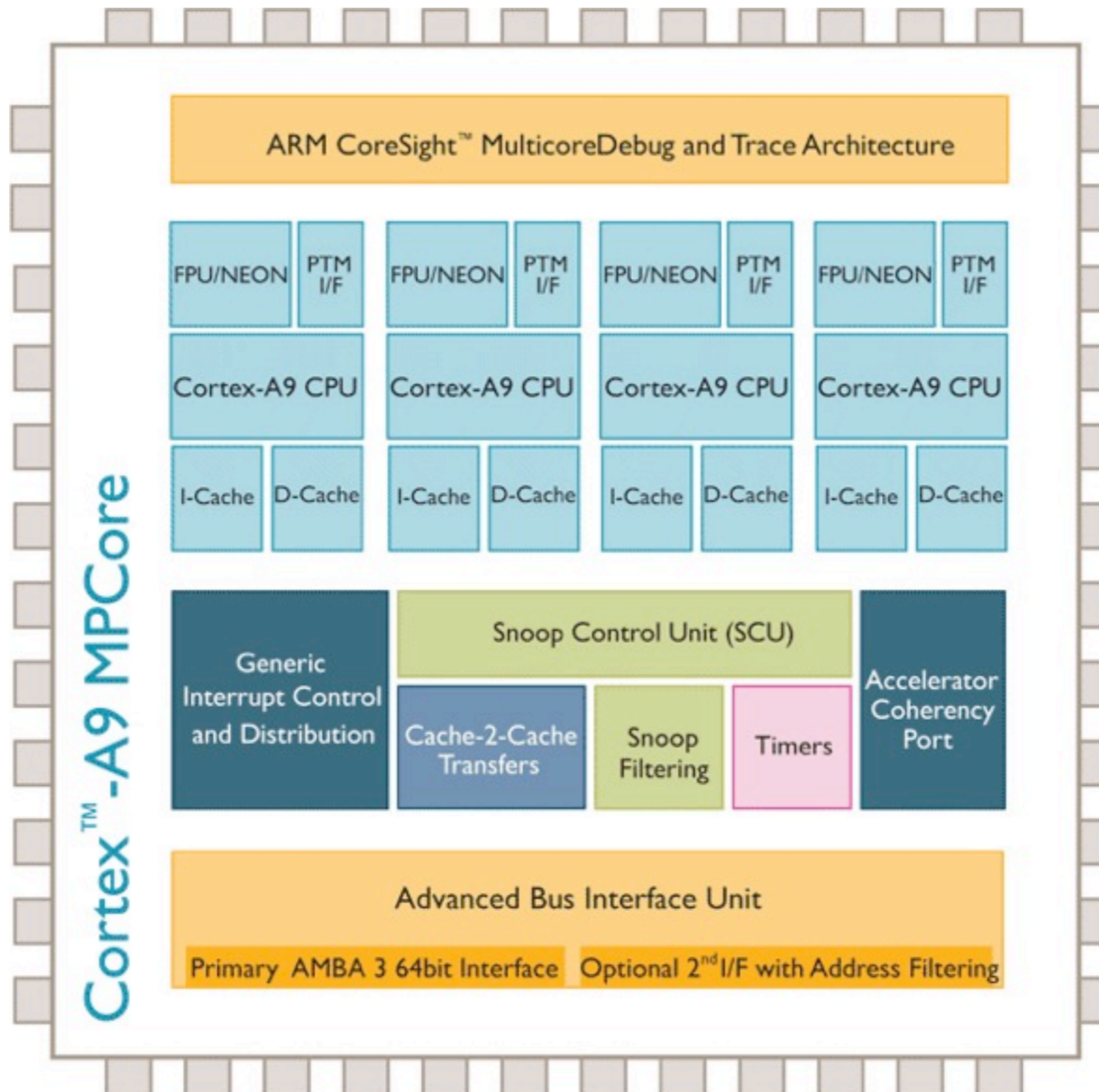
- Most mobile devices are ARM based architecture. 4,000 M. of smart phone
- Simple architecture (minimize instructions)
- Low power consumption (300 mW)
- Low cost (Licensing)

Application Examples for Cortex-A Processors

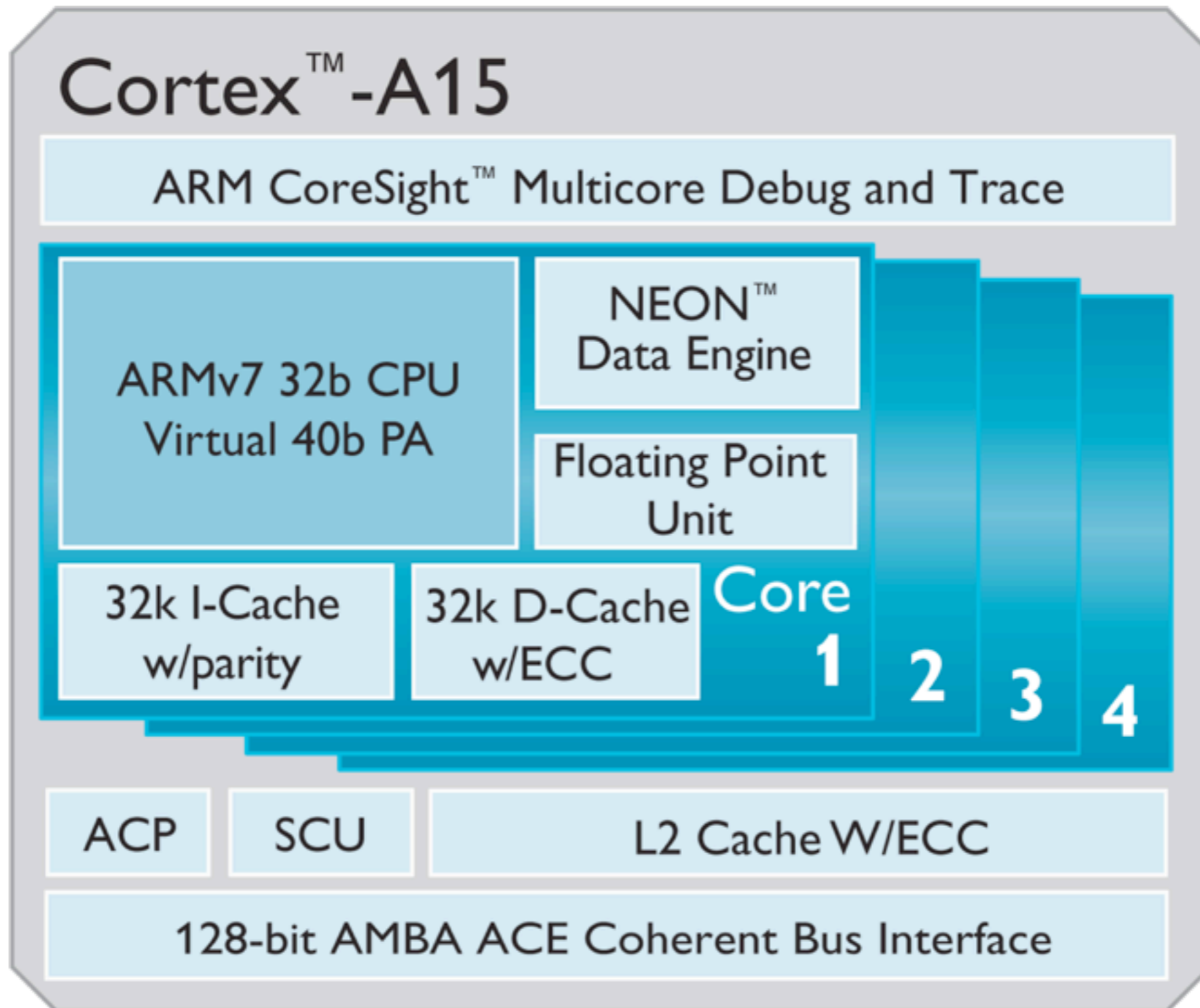


<http://www.arm.com/products/processors/cortex-a/index.php>
<http://www.nvidia.com/object/tegra.html>
<http://www.qualcomm.com/snapdragon/processors>
www.samsung.com/exynos/

ARM Architecture



ARM Architecture



Exynos 5 Octa



Mobile OS



Mobile OS

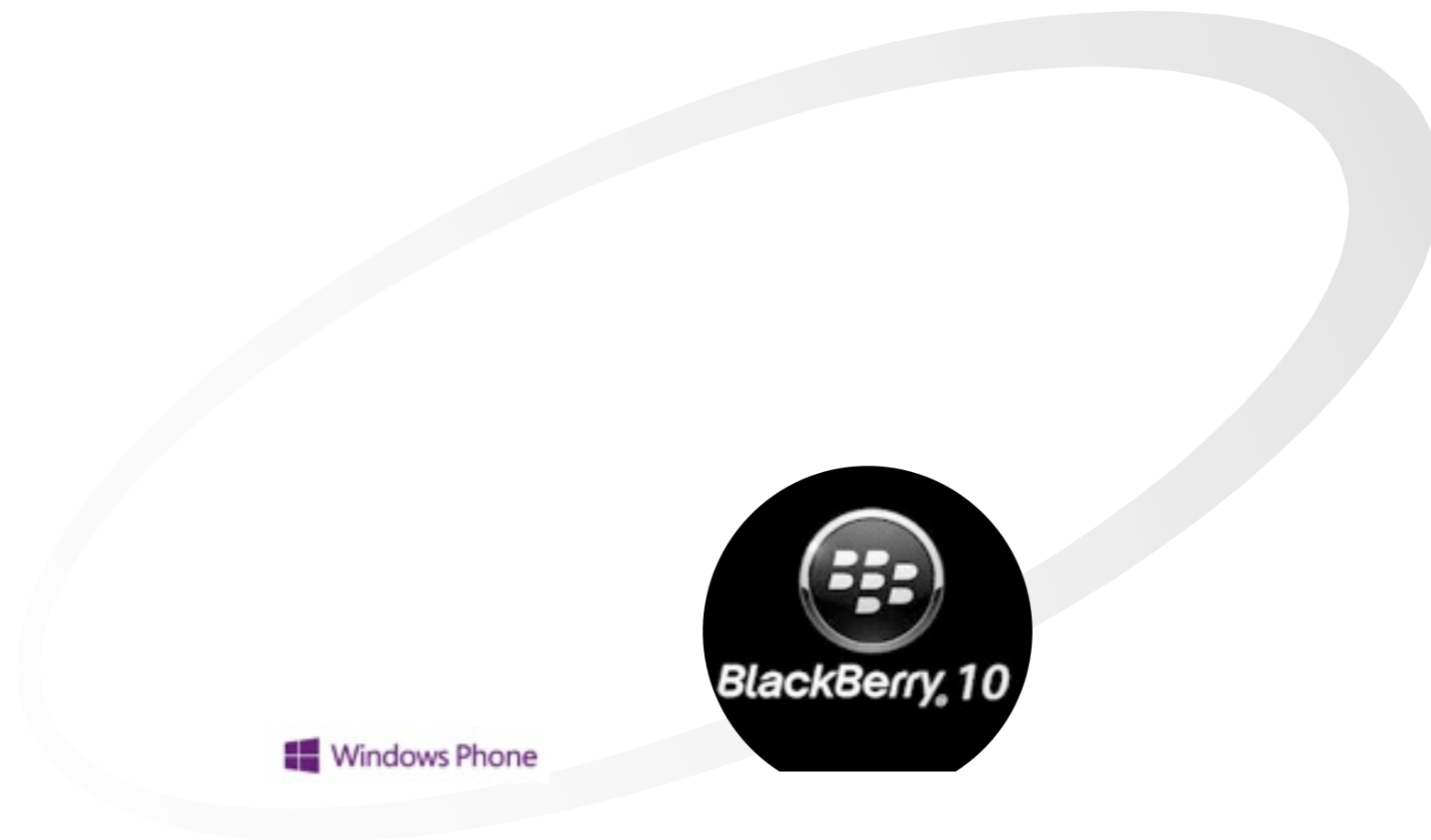


 Windows Phone

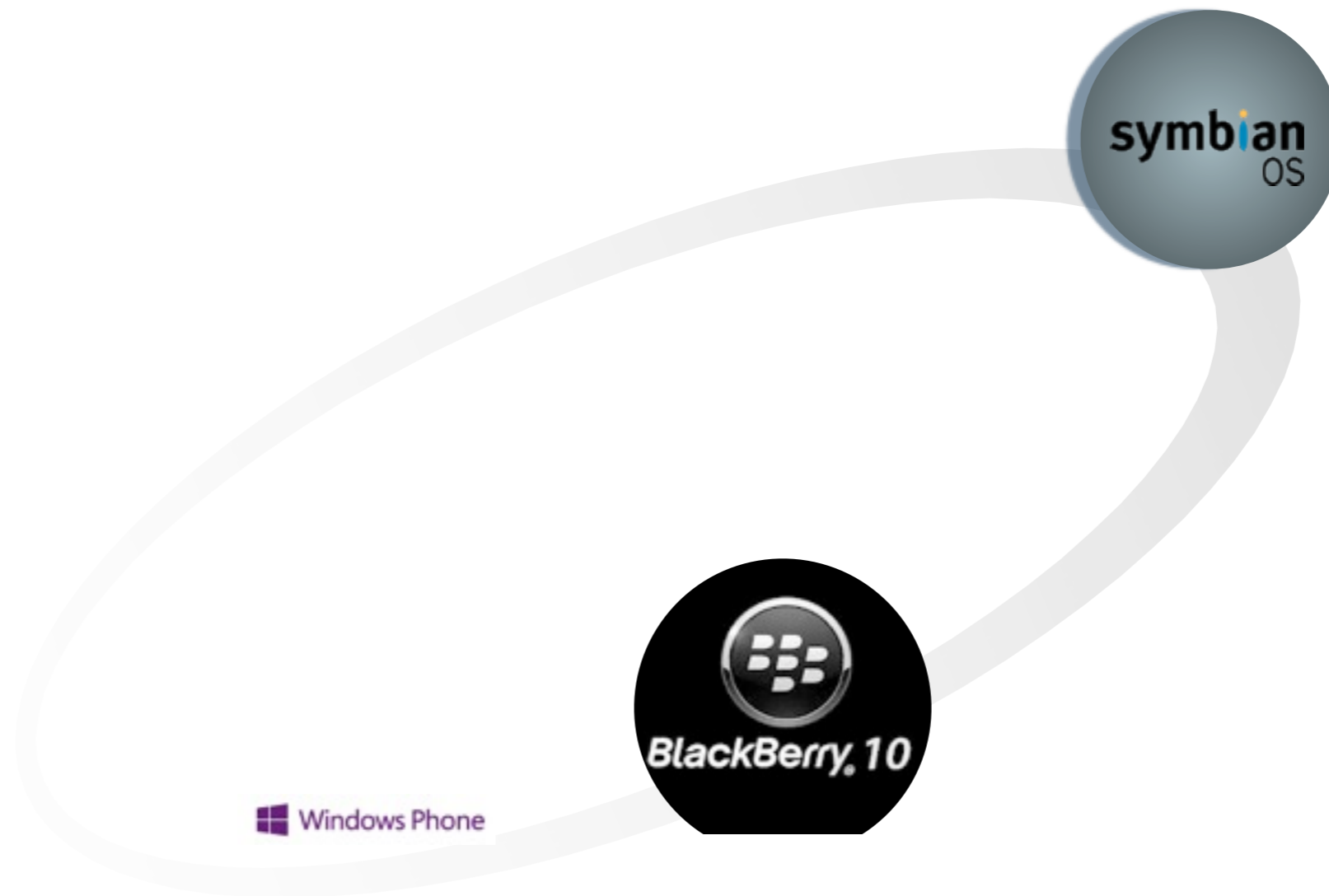
Mobile OS



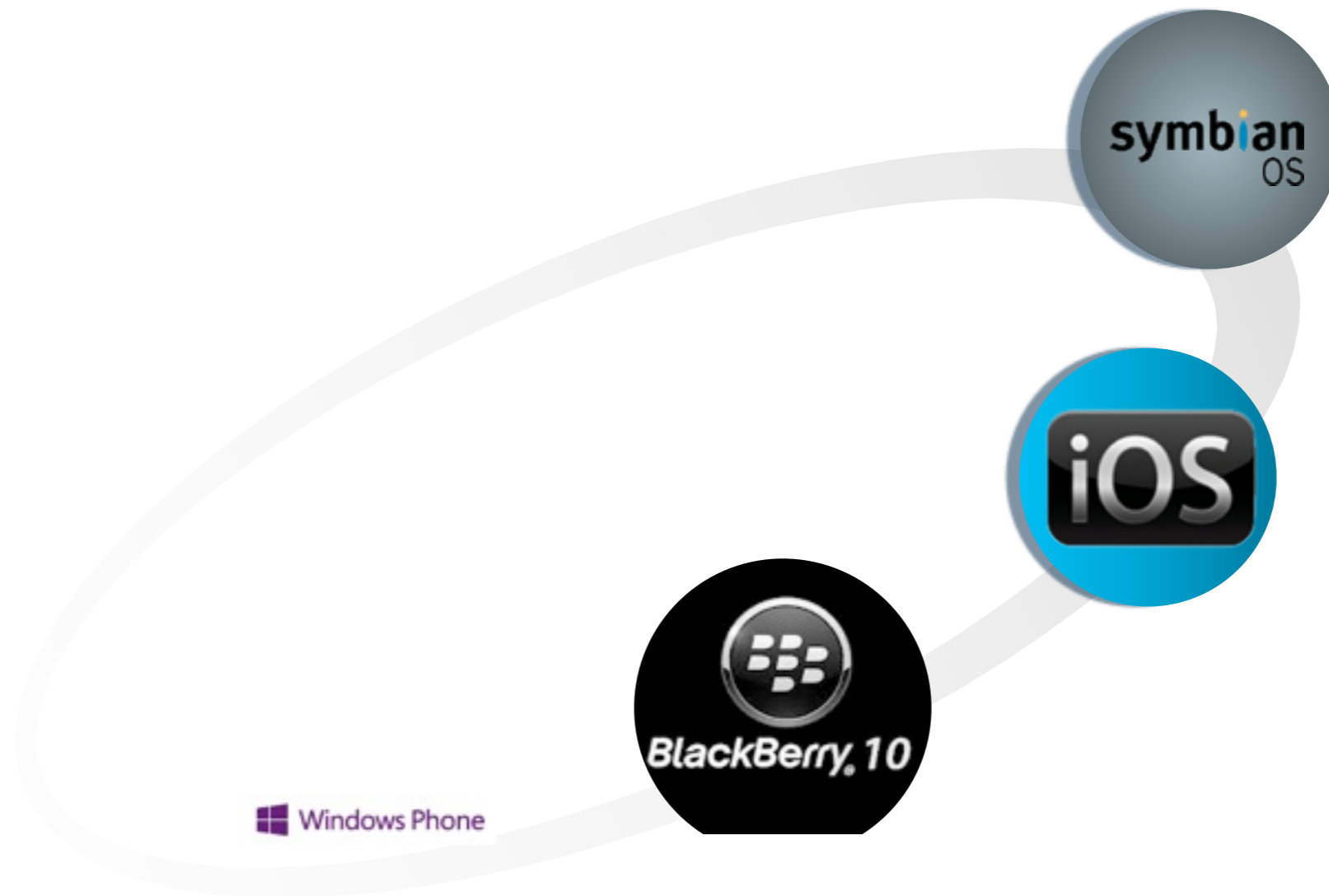
Mobile OS



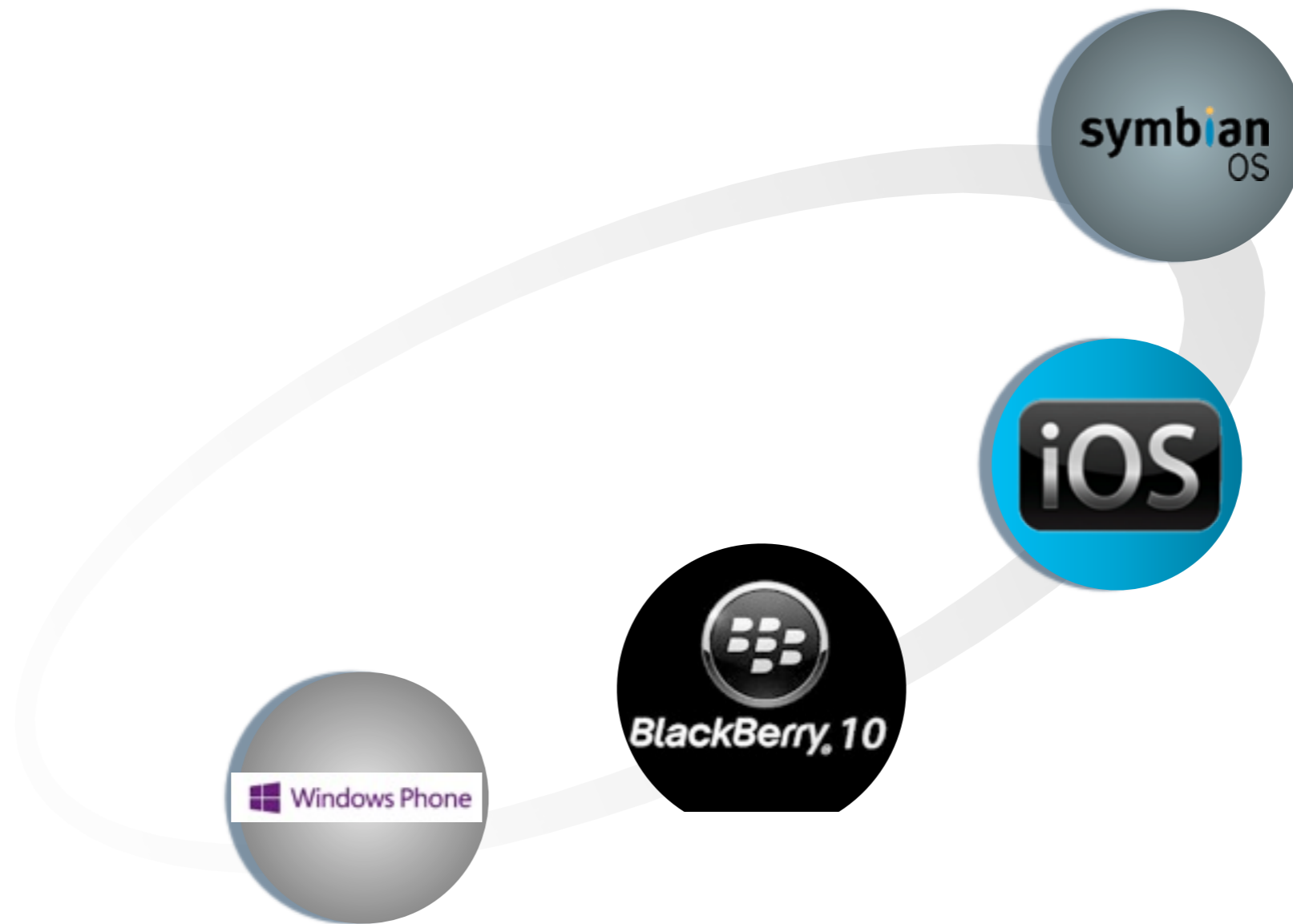
Mobile OS



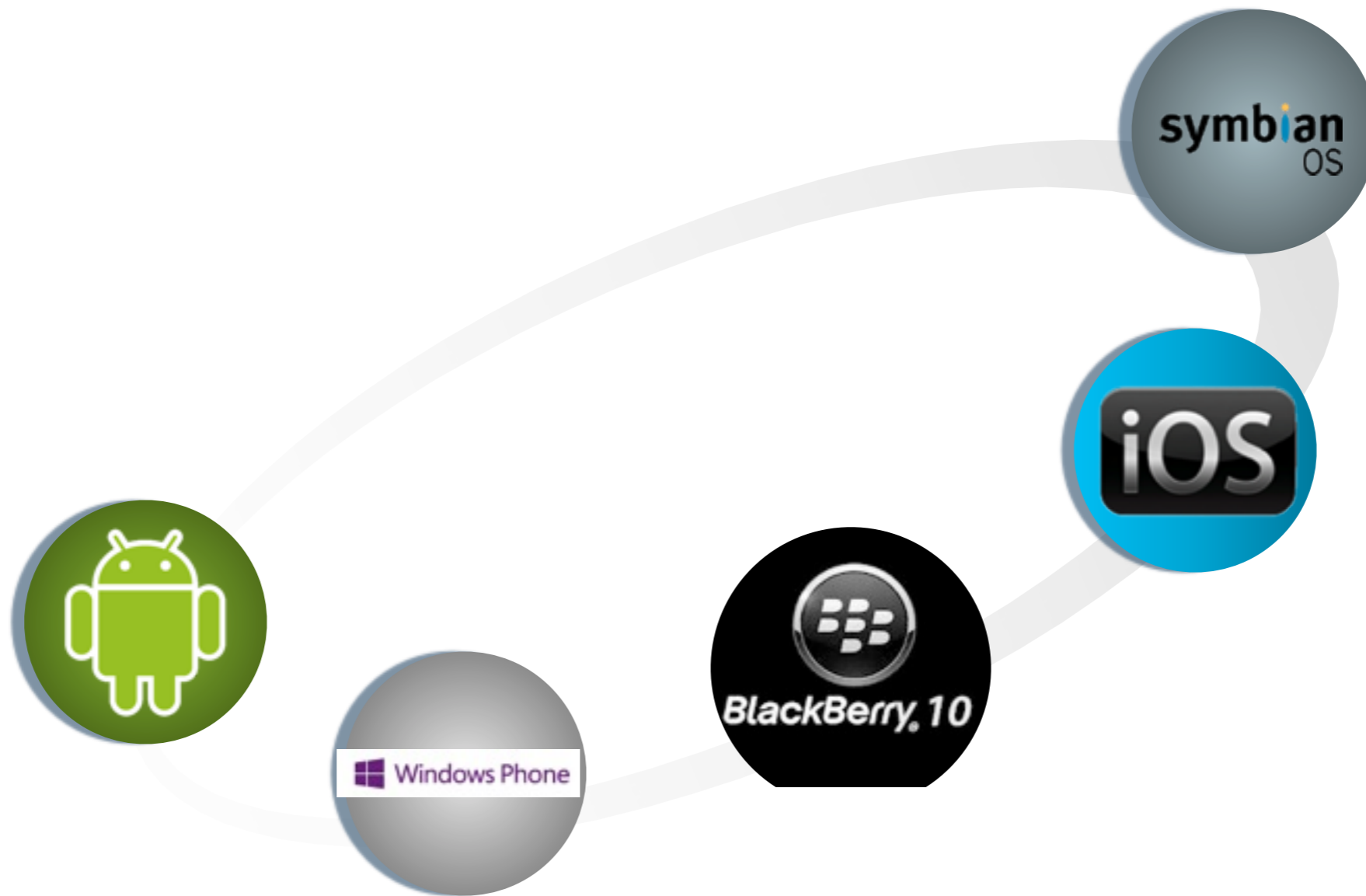
Mobile OS



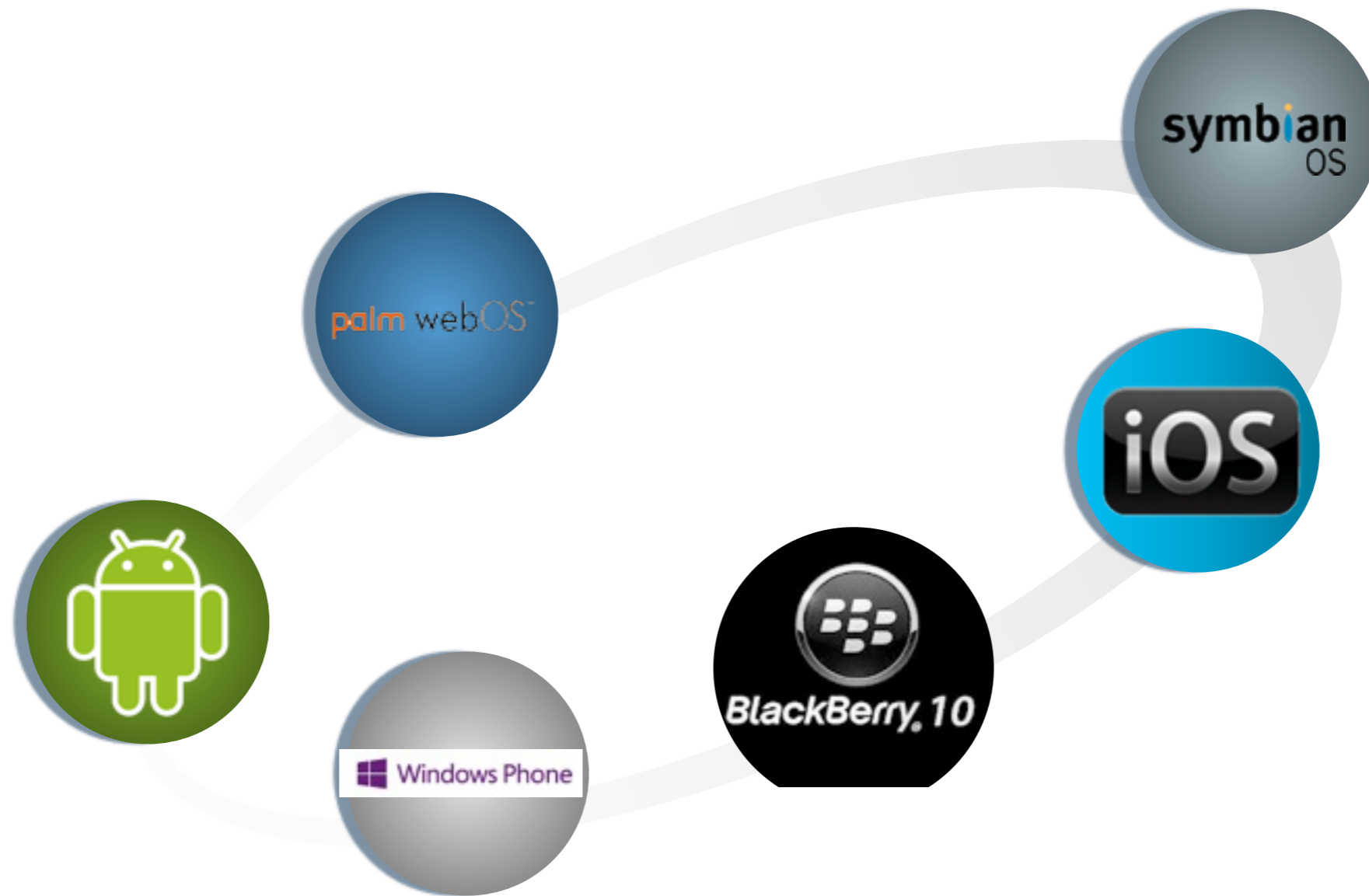
Mobile OS



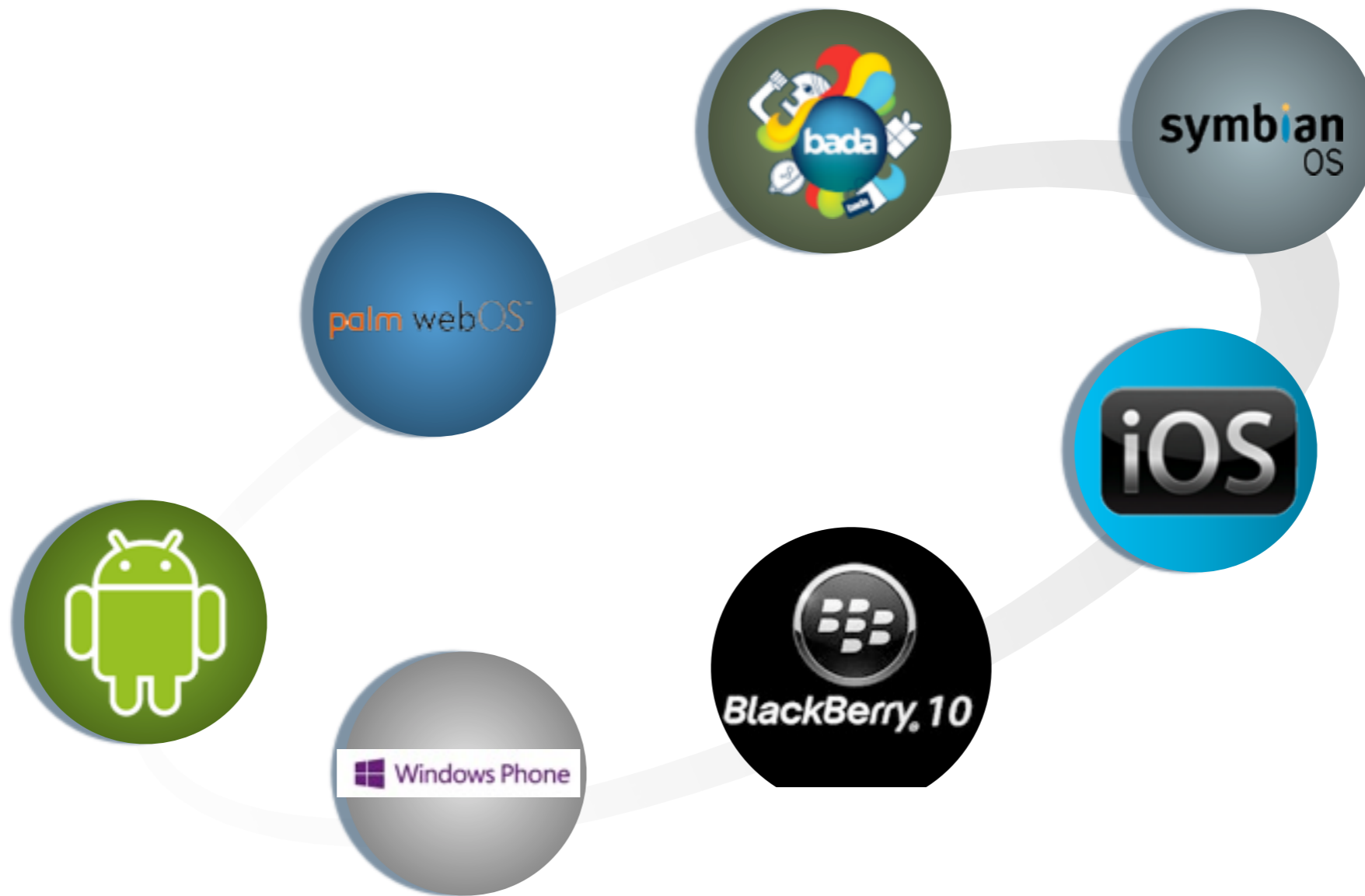
Mobile OS



Mobile OS



Mobile OS



Mobile OS



iOS

Overview What's New What is iOS

iOS 6

It takes your iPhone, iPad, and iPod touch in entirely new directions.



What's new in iOS 6?

Apple-designed Maps, new Siri features, Facebook integration, Shared Photo Streams, and over 200 other new features. [Learn more](#)

What is iOS?

Easy to use and full of features you use every day, iOS is the foundation of iPhone, iPad, and iPod touch. [Learn more](#)

Learn about iCloud.

iCloud stores your content and wirelessly pushes it to all your devices. It's automatic and built right into iOS. [Learn more](#)

symbian.nokia.com
<http://www.apple.com/ios/ios5/>
<http://www.rim.com/>
<http://www.android.com/>
<https://developer.palm.com/>
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Mobile OS



Discover Android

Browse Devices

Get Apps



Discover a new flavor of Jelly Bean

Android 4.2 introduces a completely new camera experience, a new form of typing that helps you power through your messages, and much more.

Explore what's new >



Android 4.2, Jelly Bean



Magazines and TV Shows



Android Momentum



Apps for Android



Partners

Access the entire platform source and learn how to contribute.



Developers

All the tools and documentation you need to create Android apps.



Google Play

Find great apps, books, movies and music to enjoy on your device.



Google [Privacy & Terms](#)

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<http://www.bada.com/>
<http://www.windowsphone.com/en-us>

Mobile OS

Windows Phone

Phones Features Apps+Games News How-to

Search apps and how-to

Explore My Phone

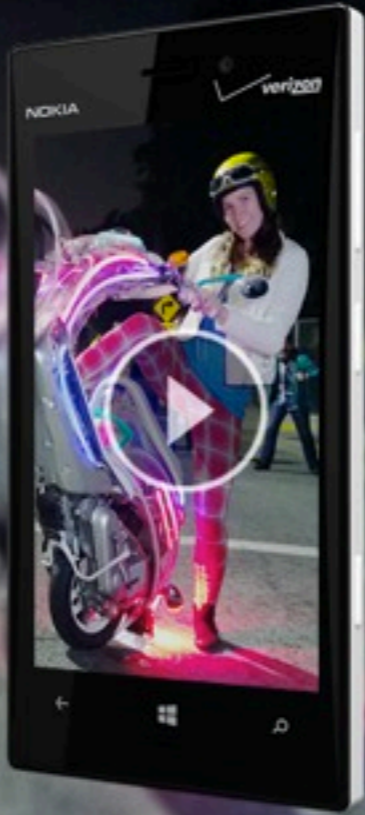
Meet the Nokia Lumia 928:
The best low-light smartphone
camera ever

Better than iPhone. Better than Android.

Watch it capture the night

See why it's better

#reinvented



Get a \$25 credit for Windows Phone apps and games with Lumia 928 purchase for just \$99.99.¹ Only with Verizon service.

Get it now

symbian.nokia.com
<http://www.apple.com/ios/ios5/>
<http://www.rim.com/>
<http://www.android.com/>
<https://developer.palm.com/>
<http://www.bada.com/>
<http://www.windowsphone.com/en-us>

Mobile OS

**THE NEW
BLACKBERRY
Q10**

Built to keep you moving.

FIND OUT MORE ABOUT BLACKBERRY 10

**THE NEW
BLACKBERRY 10
SERIES**

BlackBerry
Keep Moving

BlackBerry® Z10 BlackBerry® Q10

Discover more Discover more

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<http://www.rim.com/>
<http://www.android.com/>
<https://developer.palm.com/>
<http://www.bada.com/>
<http://www.windowsphone.com/en-us>

Mobile OS

The screenshot shows the homepage of symbian.nokia.com. At the top left is the Nokia logo with the tagline "Connecting People". To the right are login fields for "Username" and "Password" with a "Login" button, and links for "Click here to register", "Reset password", and "Forgot username". Below the login area is a navigation menu with "Home", "Blog", "Source", "Documentation", and "About". A search bar is located on the right side of the navigation menu.

The main content area features a large blue banner with the text "Welcome to symbian.nokia.com" and a sub-header "Here you will find information and wealth of resources about developing and using the Symbian platform." Below this is an image of a Symbian smartphone and a paragraph: "This site is provided to enable the Symbian technology and business ecosystem to develop with the Symbian platform with access to the latest platform code and documentation. This site is not intended for application developers wanting to develop for Symbian."

To the right of the banner is a "Latest news" section with a green header. It contains three news items: "Not Open Source, just Open for Business", "We are Open!", and "See you at Mobile World Congress". Below these is a link: "Welcome to Symbian blog from Nokia".

Below the banner are four blue-tinted boxes, each with a title and a "Go to" button:

- Symbian blog**: "Read the latest on collaborative Symbian platform development." with a "Go to Blog" button.
- Register**: "Register now for access to source code and detailed documentation." with a "Register" button.
- Documentation**: "Need more information on the platform? Check out reference documentation or access the wiki." with a "Read docs" button.
- Source**: "Get the latest Symbian platform source code. Access will require registration." with a "Get Source" button.

 **Are you an application developer?** Visit Forum Nokia for support and advice  **Forum.Nokia**

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<http://www.rim.com/>
<http://www.android.com/>
<https://developer.palm.com/>
<http://www.bada.com/>
<http://www.windowsphone.com/en-us>

Mobile OS

hp webOS Developer Center | Showcase | My Apps | Resources | Community | Documentation

Sign In | Sign Up | Just Search

It's here—webOS 3.0 SDK in Early Access

hp webOS 3.0

Learn more | Attend a webOS Workshop

What's New in "My Apps"

We've added TouchPad app submission and In-App purchase!

[Learn more](#)



Current webOS Developers

Extend your current apps to the HP Veer. Get the webOS 2.1 SDK now.

[Download now](#)



Quick Start Guide

- IOS Developers
- Web Developers
- C/C++ Developers

Upcoming Events

webOS Workshops

06.09 & 06.16 | Sunnyvale

The Muther! of All Hackathon

06.24-25 | San Mateo, CA

Developer Device Program

Devices are now available to European developers.

[Learn more](#)



Your Chance at a TouchPad

Show us your TouchPad app for the chance at an HP TouchPad.

[Learn more](#)



symbian.nokia.com
<http://www.apple.com/ios/ios5/>
<http://www.rim.com/>
<http://www.android.com/>
<https://developer.palm.com/>
<http://www.bada.com/>
<http://www.windowsphone.com/en-us>

Mobile OS

The screenshot shows the bada website homepage. At the top left is the bada logo. To the right is the slogan 'Smartphone for Everyone' with an icon of two people. A navigation bar contains 'All about bada', 'bada Devices', and 'bada Developers'. The main content area features a large 'SDK' graphic with a colorful background of blue, yellow, and red. Text on the left reads: 'bada SDK 1.2.1 has arrived! Download bada SDK 1.2.1! New features in bada SDK 1.2.1 are: Web app model and Flash app model, Conditional app launch, OpenGL ES 1.1, 1.2 Extension (POWERVR™), Wi-Fi EAP, Memory leak detector'. Below this is a green 'Download bada SDK' button. Three columns of content follow: 'What is bada' (Smartphone platform created for wide range of device), 'bada Ecosystem' (Full mobile ecosystem from smartphone users to developers), and 'bada Devices' (Please find the latest Wave series and smarter functions). A 'Related Sites' bar at the bottom lists 'bada Developers', 'Samsung Developers', 'Samsung Apps', and 'Social Hub'. The footer includes the Samsung logo, copyright information for Samsung Electronics Co., Ltd. (2011), and social media links for Twitter and YouTube.

symbian.nokia.com
<http://www.apple.com/ios/ios5/>
<http://www.rim.com/>
<http://www.android.com/>
<https://developer.palm.com/>
<http://www.bada.com/>
<http://www.windowsphone.com/en-us>

App Stores



App Store



Google play



BlackBerry
World



Windows
Phone

amazon.com[®]



LG webOS



Samsung
Apps



App Analytics

DISTIMO

App Analytics

ApplQ

Insights

About

Blog

Sign up






Sign in






Features

Conversion Tracking






ApplQ

Supported App Stores

-  Apple App Store
-  Apple Mac App Store
-  Amazon Appstore
-  BlackBerry App World
-  Google Play

-  GetJar
-  Nokia Store
-  Samsung Apps
-  Windows Phone Store
-  Windows Store

Supported Ad Networks

-  AdFonic
-  AdMob
-  iAd
-  InMobi
-  Smaato

Distimo Publication - May 2013

Mobage is a developer that has gained similar revenue numbers in the Apple App Store and Google Play: \$5.1M in Google Play and \$5.6M in the Apple App Store during April 2013 in the United States.

Blood Brothers by *Mobage* generated more revenue in Google Play than in the Apple App Store in the United States. In April 2013, a total of \$1.8M was gained in both stores combined; 61% of the revenue was generated in Google Play and 39% came from the Apple App Store.

In April 2013, *Gameloft's* World on Arms generated more revenue in Google Play than it did in the Apple App Store in United Kingdom, Germany, Spain, Finland, India, Thailand, Korea, Vietnam, Israel, Ireland, and Hong Kong. This list includes not only Asian countries, but also some large European countries.

Google Play is 'winning' in even more countries when analyzing Final Fantasy III by *Square Enix*.

Although WhatsApp Messenger by *WhatsApp, Inc.* is a free app in Google Play and a paid app in the Apple App Store, it still made more money in Google Play in three large European countries: Germany, Italy, and Spain.

The daily revenue of applications in the top 200 grossing in the Apple App Store in the U.S. was \$5.1M in April 2013. This is still 4.6 times higher than the 200 best performing applications in Google Play, which had daily revenue of \$1.1M.

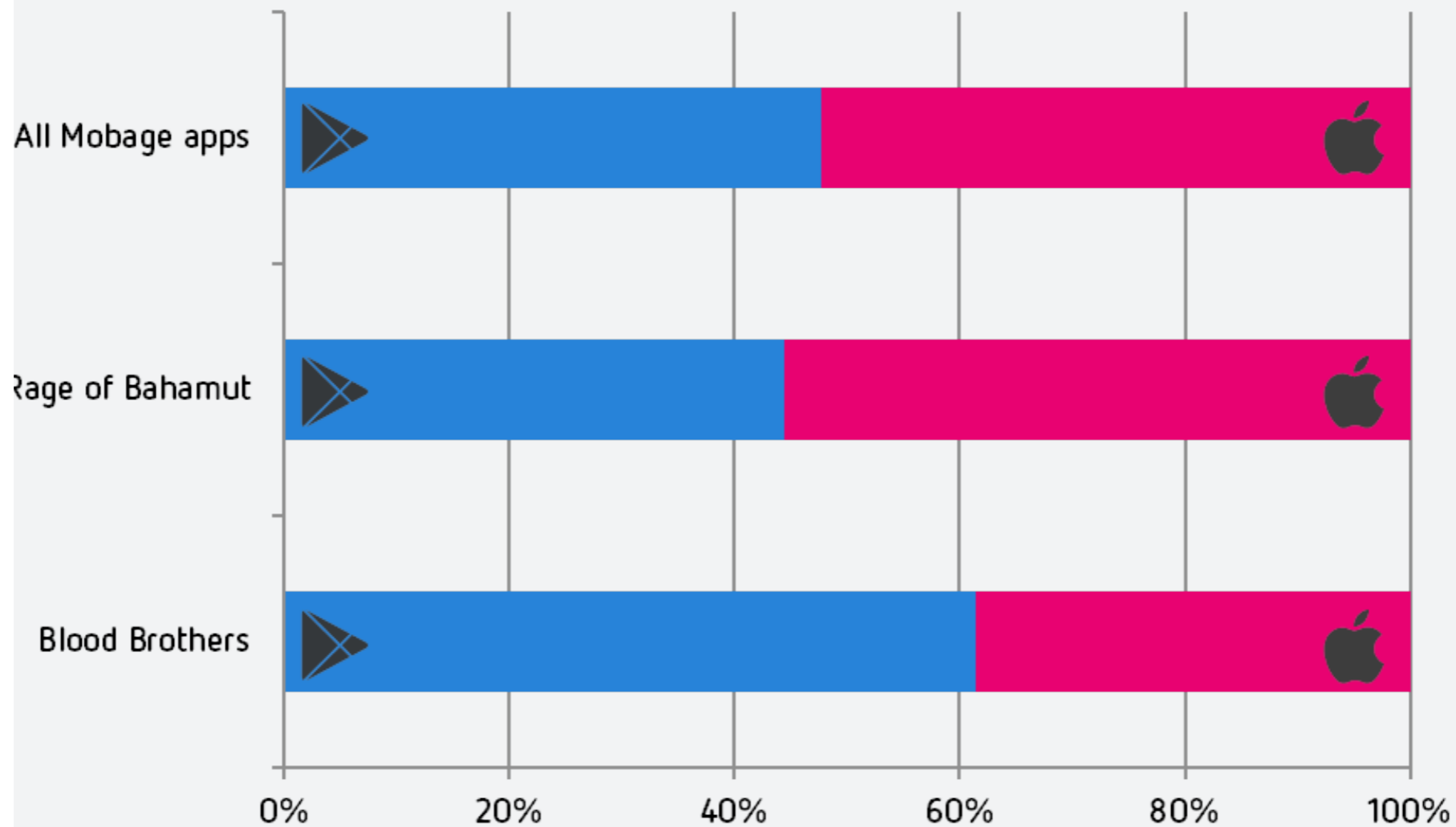
The Simpsons: Tapped Out by *Electronic Arts* gained \$4.8M in the Apple App Store and Google Play combined in the U.S. in April 2013. The vast majority was generated in the Apple App Store: 79%. This makes this application an illustrative example for a popular application that generates more revenue in the Apple App Store than in Google Play.

Google Play's piece of the pie, compared to the Apple App Store, has increased significantly over last six months. While only 19% of the combined revenue came from Google Play in November 2012, this share went up by 8 percentage points to 27% in April 2013.

Distimo Publication - May 2013

MOBAGE AND ITS APPLICATIONS

Total Revenue Share per Store in April 2013



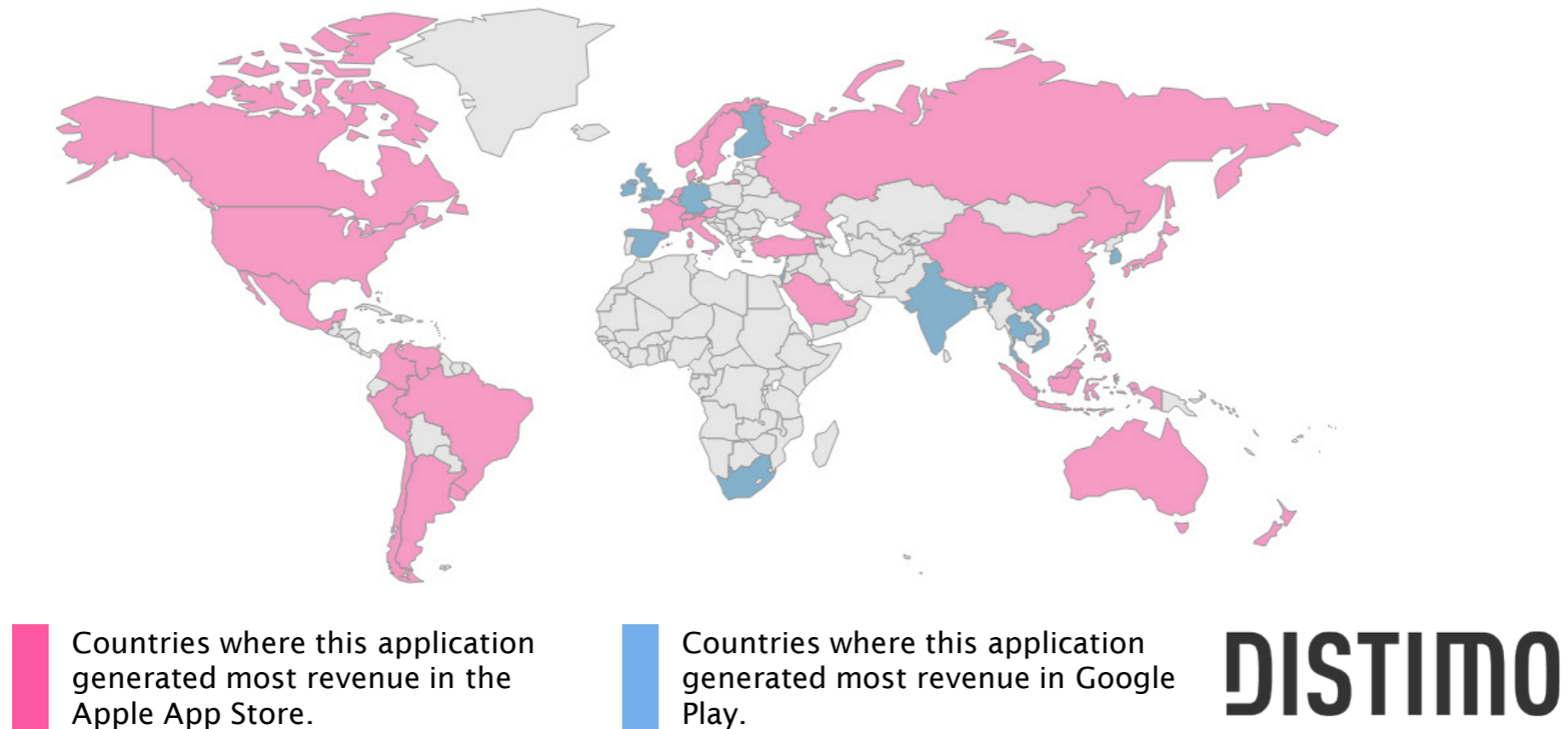
DISTIMO

<http://www.distimo.com/#publication>
Distimo Publication - May 2013

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WORLD OF ARMS

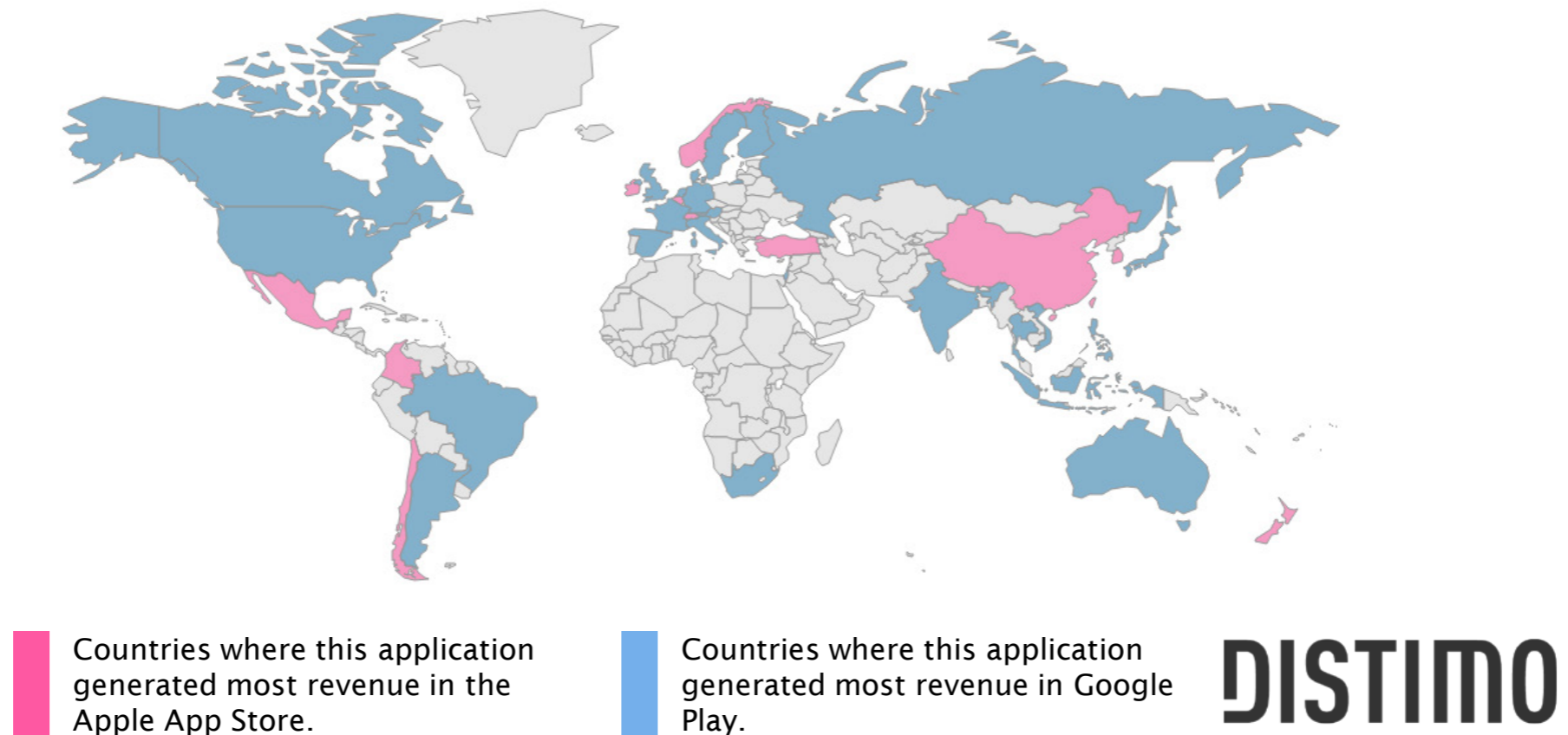
Total Revenue for World at Arms in April 2013



Distimo Publication - May 2013

FINAL FANTASY III

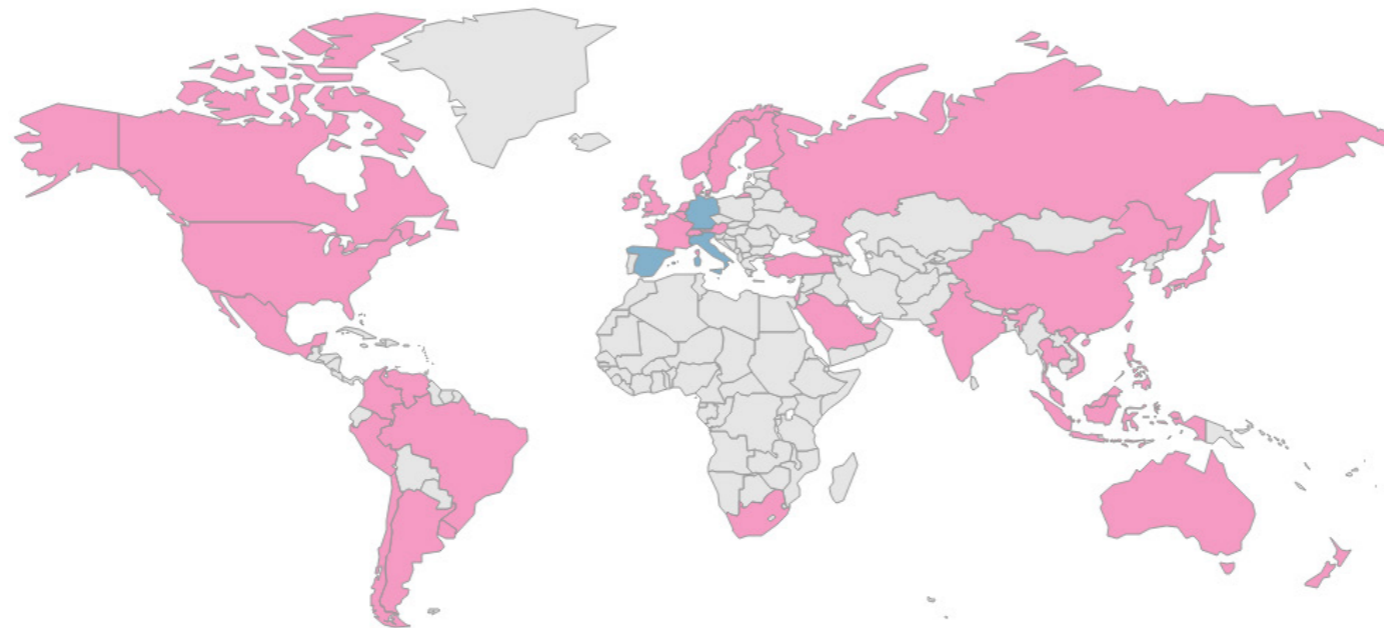
Total Revenue for FINAL FANTASY III in April 2013





Distimo Publication - May 2013

WHATSAPP

Total Revenue for WhatsApp in April 2013



 Countries where this application generated most revenue in the Apple App Store.

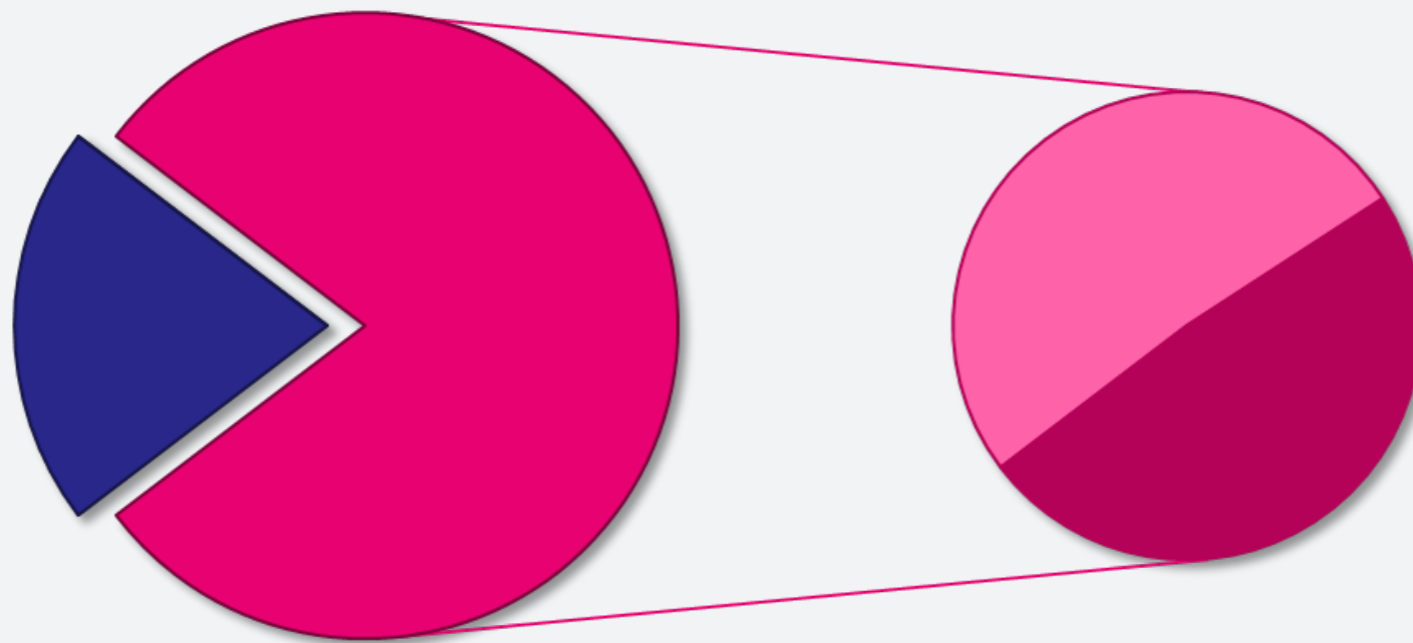
 Countries where this application generated most revenue in Google Play.

DISTIMO

Distimo Publication - May 2013

The Simpsons: Tapped Out

Total Revenue for The Simpsons: Tapped Out in April 2013



Revenue in Google Play

Revenue on iPhone

Revenue in Apple App Store

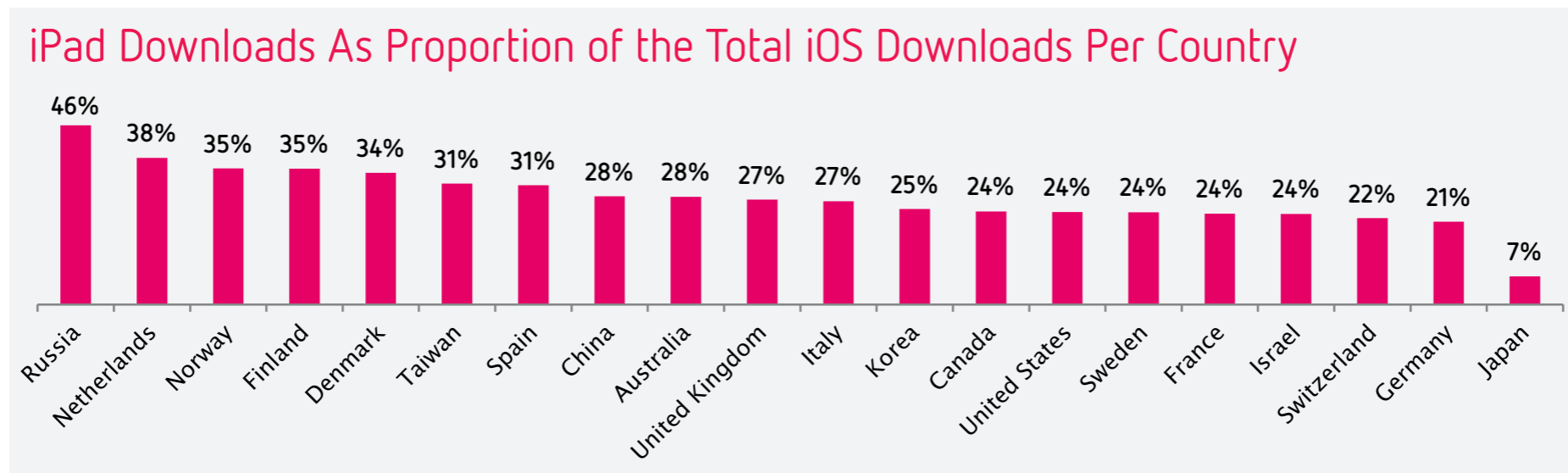
Revenue on iPad

DISTIMO

Distimo Full Year 2012

Apple App Store for iPad	Apple App Store for iPhone	Google Play (Aug - Nov 2012)
Russia (+143%)	Japan (+138%)	Korea (+94%)
Japan (+112%)	China (+118%)	Japan (+60%)
Denmark (+111%)	Russia (+96%)	France (+46%)
Finland (+111%)	Taiwan (+74%)	United Kingdom (+40%)
China (+110%)	Sweden (+64%)	Russia (+37%)

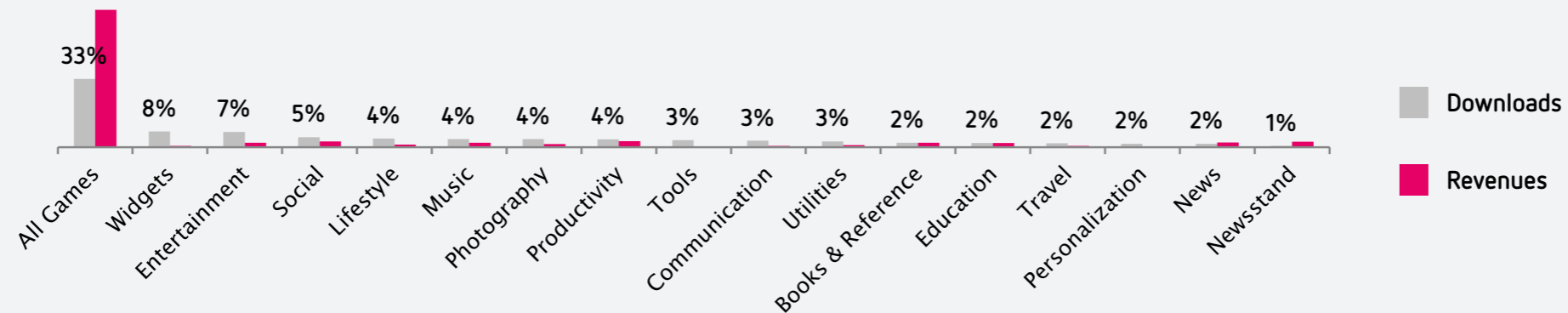
Distimo Full Year 2012



Distimo Full Year 2012

Downloads & Revenues Per Category

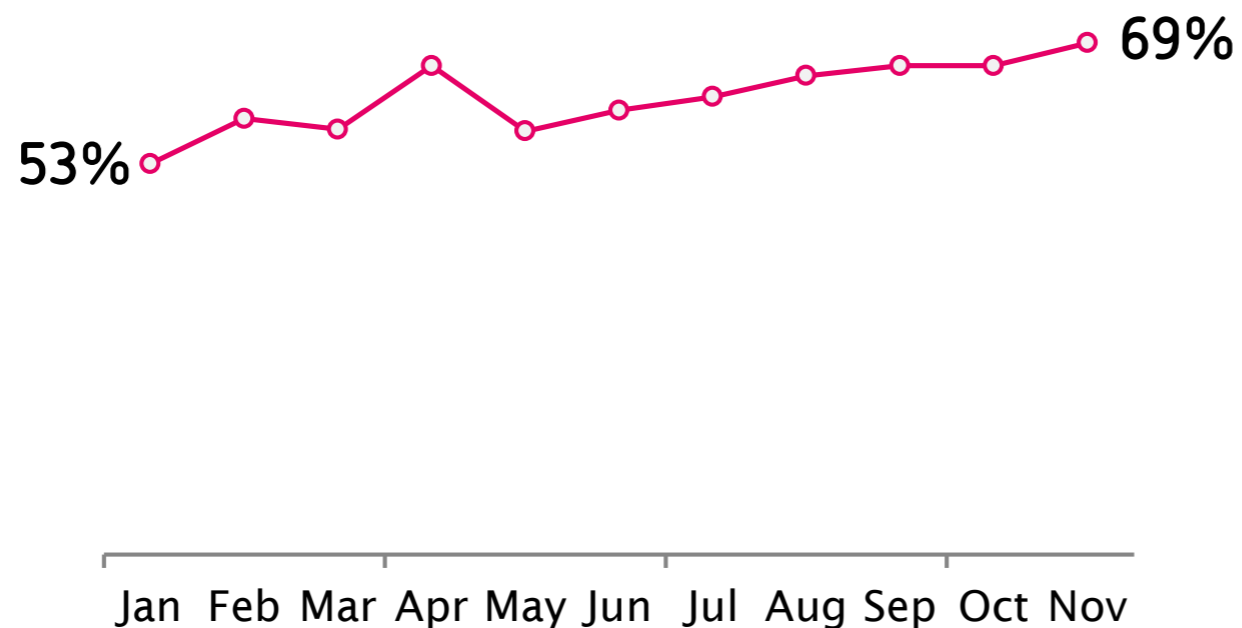
Apple App Store And Google Play Aggregated - Categories With Less Than 2% Excluded



Distimo Full Year 2012

In-Apps Popularity Continues to Grow

Proportion of Revenue from In-app Purchases (Apple App Store)













Pricing is one of the most important factors in the success of an app. As the average price of an app increases, developers are more likely to monetize via in-app purchases as the proportion of revenue from in-app purchases grows. One of the main success factors of this trend, some publishers have started to price their apps lower. One of the main success factors of this trend, some publishers have started to price their apps lower. One of the main success factors of this trend, some publishers have started to price their apps lower.

Distimo Full Year 2012

Top 10 Most Grossing Cross-Store Publishers

Among 20 of the Largest Countries (Apple App Store & Google Play)

App publisher	Available In	Total Apps (iPad / iPhone / Play)		Popular app example
Electronic Arts	Both	126/266/62		Tetris
Zynga	Both	31/44/20		Words With Friends
Gameloft	Both	105/198/65		UNO
Apple	Apple	6/7/0		iMovie
GREE, Inc.	Both	11/96/122		Monster Quest
Playtika LTD	Both	4/3/1		Slotomania
TeamLava	Both	26/26/22		Bubble Mania
Rovio Entertainment Ltd	Both	14/17/13		Bad Piggies
Backflip Studios	Both	31/36/10		DragonVale
Supercell	Apple	2/2/0		Clash of Clans

Networking

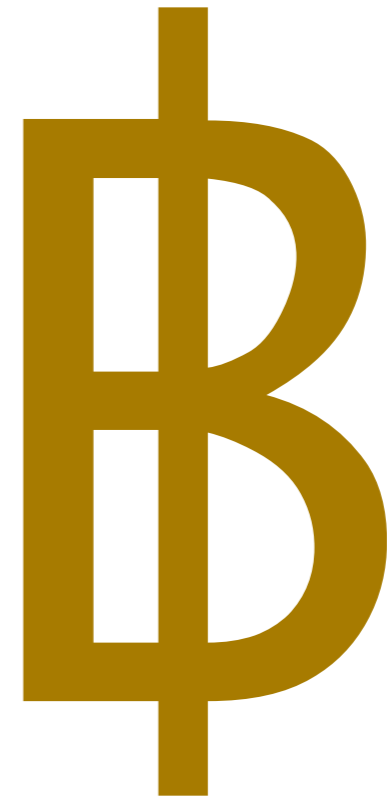
- Cellular
- WIFI
- Edege/3G/4G LTE
- Wimax
- Bluetooth
- Near Filed Communication (NFC)

Mobile Services

- Networking
- Entertainment
- Offline
- Online
- Location
- Etc.

Making Money?

- Idea, innovation, imagination
- Select Platforms
- Design
- Development
- Testing
- Evolution
- Marketing (Free/Paid)



New Opportunity?



<http://ardrone2.parrot.com>

<http://ispytank.com>

<http://cookoowatch.com>

<http://gopro.com/cameras/hd-hero3-black-edition>

<http://www.furby.com/>

<http://www.fisher-price.com/>

<http://www.spinmaster.com/>

<http://juyoungp.com/portfolio/project-ix-ar-book/>

<http://v2.nl/events/palm-top-theater>

<http://www.gopano.com/products/gopano-micro#page=technology>

New Opportunity?

The advertisement is split into two main sections. On the left, a black background features the text 'NEW GENERATION iSPY SHOP NOW!' in white and blue. On the right, a grey background shows a detailed green and black UAG R/C helicopter with orange flame effects on its landing gear. In the bottom right corner, a hand is shown holding a smartphone displaying a virtual control interface with various buttons and joysticks. The UAG R/C logo is in the top left of the right section. At the bottom, there are two logos: 'Available on the App Store' and 'Available on the Android Market'.

<http://ardrone2.parrot.com>
<http://ispytank.com>
<http://cookoo-watch.com>
<http://gopro.com/cameras/hd-hero3-black-edition>

<http://www.furby.com/>
<http://www.fisher-price.com/>
<http://www.spinmaster.com/>
<http://juyoungp.com/portfolio/project-ix-ar-book/>
<http://v2.nl/events/palm-top-theater>
<http://www.gopano.com/products/gopano-micro#page=technology>

New Opportunity?

FREE SHIPPING!

79 \$

SHOP NOW!

Wi-Fi Video Camera Move Motion

Available on the App Store

iPhone, iPad, iPod touch controller

<http://ardrone2.parrot.com>
<http://ispytank.com>
<http://cookoowatch.com>
<http://gopro.com/cameras/hd-hero3-black-edition>

<http://www.furby.com/>
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WHAT'S INCLUDED

- HERO3: Black Edition Camera
- 197' / 60m Waterproof Housing
- Rechargeable Li-ion Battery
- Assorted Mounting Hardware
- USB Charging Cable



Quick Release Mounts



1 Curved + 1 Flat Adhesive Mount



Wi-Fi Remote



3-Way Pivot Arm

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assess
track

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SAY THE WORD.
Available voice-activated technology personalized by the people who use it.

"SYNC MAKES STAYING IN TOUCH EASIER"
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SYNC helps you keep your eyes on the road and stay connected to your world.

Voice recognition makes it easy to use. Just tell it to make calls hands-free, find and play your favorite music. With SYNC Services, you can get directions and they'll be given to you turn-by-turn.^{27, 129} That's just for starters.

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Register to get access to great SYNC features like Vehicle Health Report, turn-by-turn directions, business search and a whole lot more.

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If you're having trouble, for instance pairing a phone, you'll find answers here. Plus, get software updates to keep your system on the leading edge.

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Great SYNC features vary according to the phone it's paired to. Find out what your smartphone and SYNC can do together.¹²⁸

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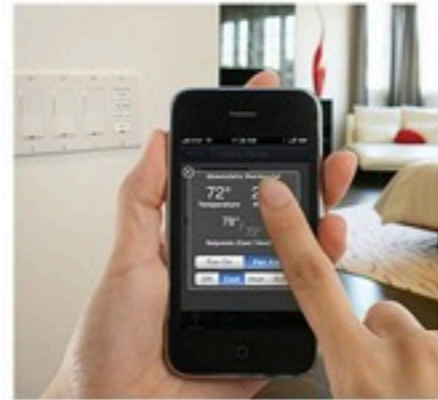
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Home Control iPhone and iPad Apps

Apps to Control Lights, Thermostat and Appliances Using Apple iOS Devices



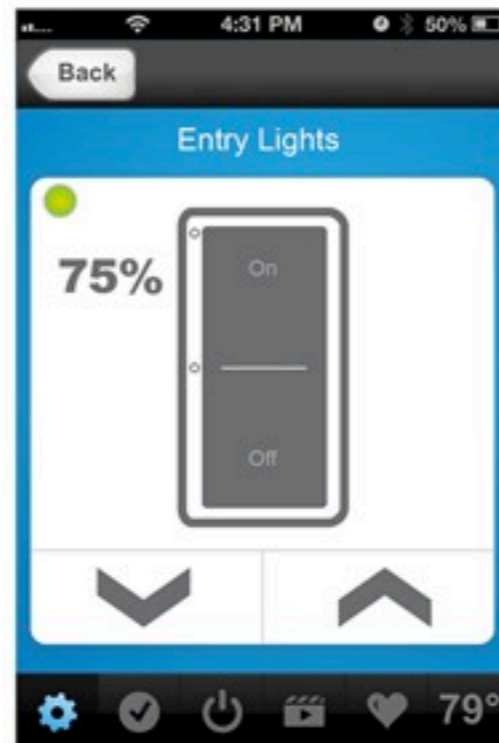
Ever wish you could control a light with your iPhone, iPod or iPad? How about adjusting the thermostat or checking a web cam and unlocking a door? The following apps let you to do all this and more. Each app featured below requires an interface which allows the iPhone, iPod or iPad to communicate to INSTEON devices in your home. These devices include **wall switches and dimmers, plug-in lamp and appliance controllers, thermostats and more.**

Resources:

learn more about **INSTEON**

Have a question? Post it on the **Smarthome Community Forum**

Note: App prices may change. Be sure to check the App Store for the most current version and price information. Support for these applications provided by the developer. App support information is available through the App Store page.



INSTEON® for Hub App

The new INSTEON Hub connects you to your home from any smartphone or tablet. Control INSTEON light bulbs, wall switches, outlets and thermostats. Receive instant email or text alerts from motion and water leak sensors while you're away.

Just start with the Hub, select the INSTEON devices for your home and enjoy.

Requires the **INSTEON Hub**.

- Easy to follow onscreen wizards for fast setup
- Simple and clear user controls
- Receive SMS/Email alerts when devices are activated
- Schedule timers
- Easy scene creation
- Auto-detect of geo-location of smartphone during setup to calculate sunrise/sunset
- Thermostat support
- Supports multiple IP cameras
- Supports 100+ scenes
- Cloud service allowing access via multiple devices

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