

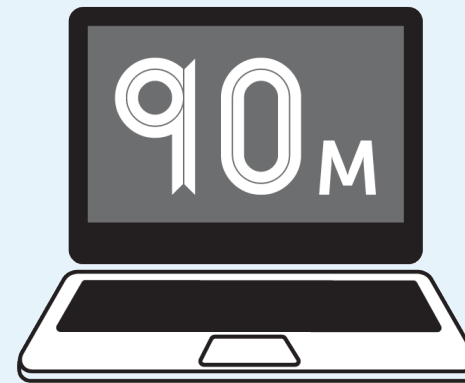


Appcelerator

Delivering Rapid, Cross-Platform Mobile Innovation



appcelerator[®]

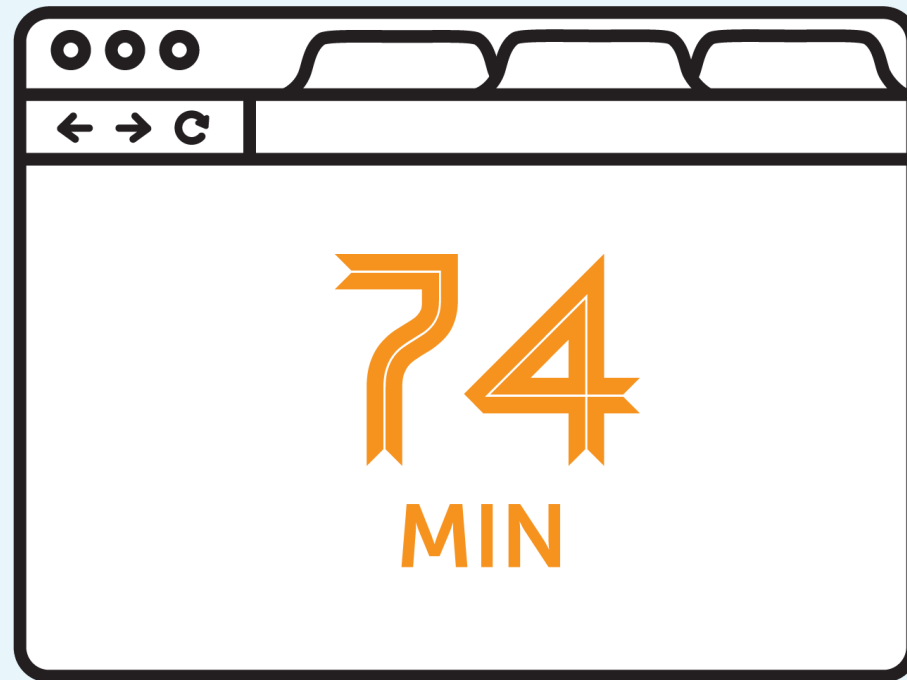


For the first time ever,
Smartphones outsold
PCs in Q4 2010

Mobile has Surpassed the Web

U.S. Mobile Apps vs. Web Consumption, Minutes per Day

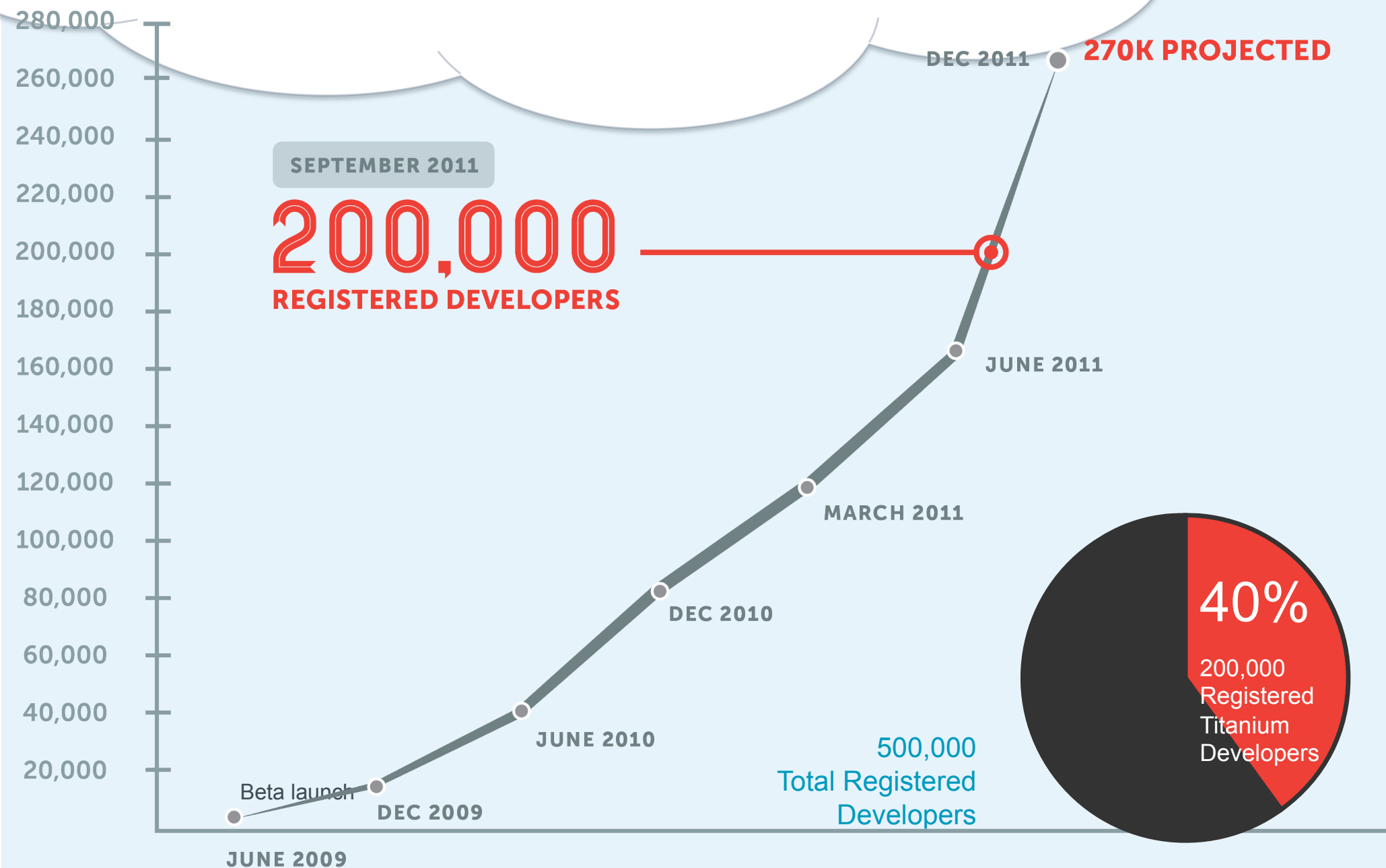
June 2011



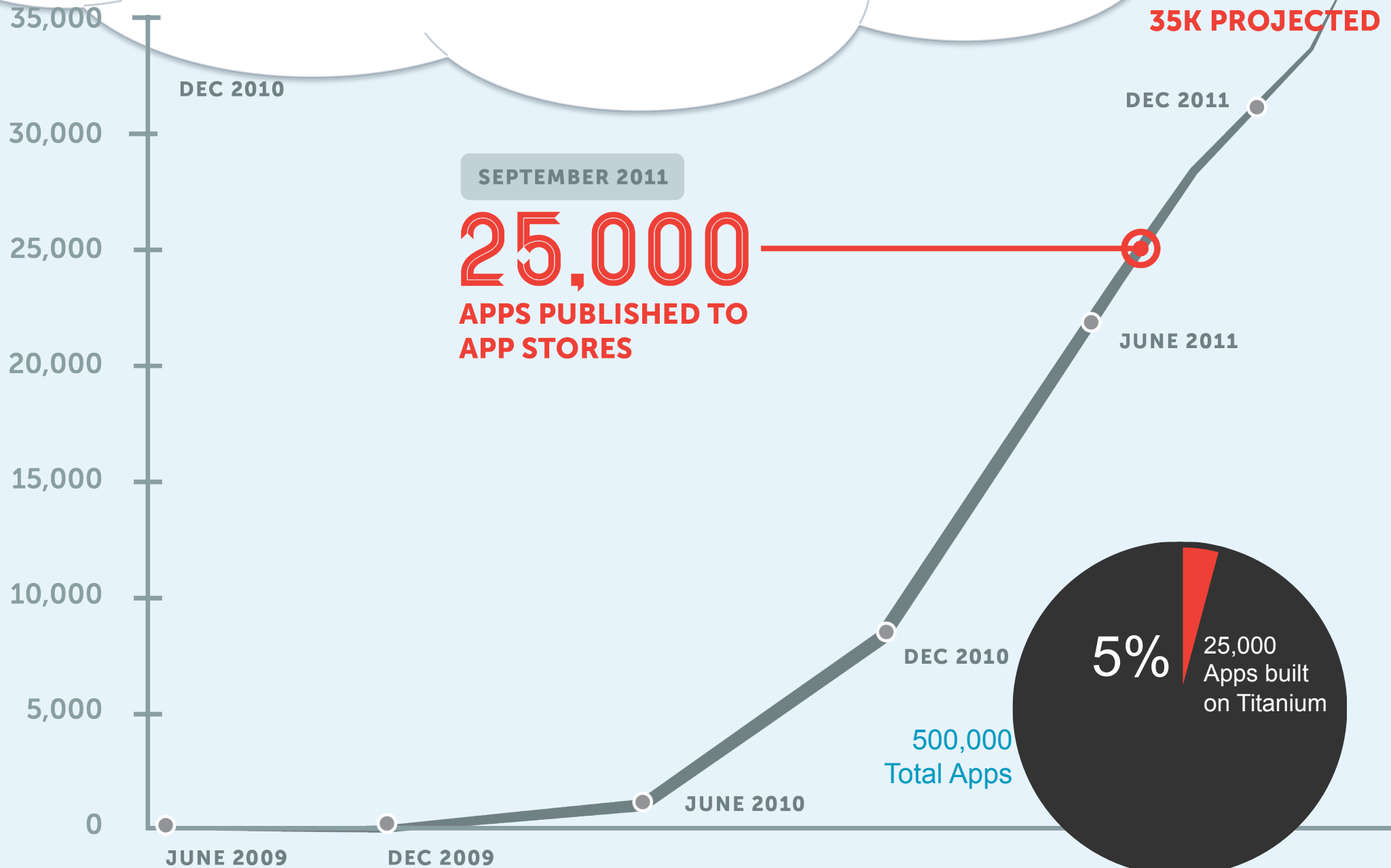
Source: Flurry, comScore, Alexa



Market Leadership: #1 Platform for Developers



Market Leadership: #1 Platform for Apps



VC backed open source
software company based in
Mountain View, CA

- Titanium Studio
- Titanium Mobile
 - iOS (iPhone/iPad)
Native
 - Android Native
 - HTML5 Mobile
- Titanium Desktop



Mobile Delivery Needs

- Accelerate time-to-market.
- Reduce development cost.
- Deliver the quality that users expect.
- Extendable
- Open

Platform for building native mobile, web apps using open web technologies (javascript)

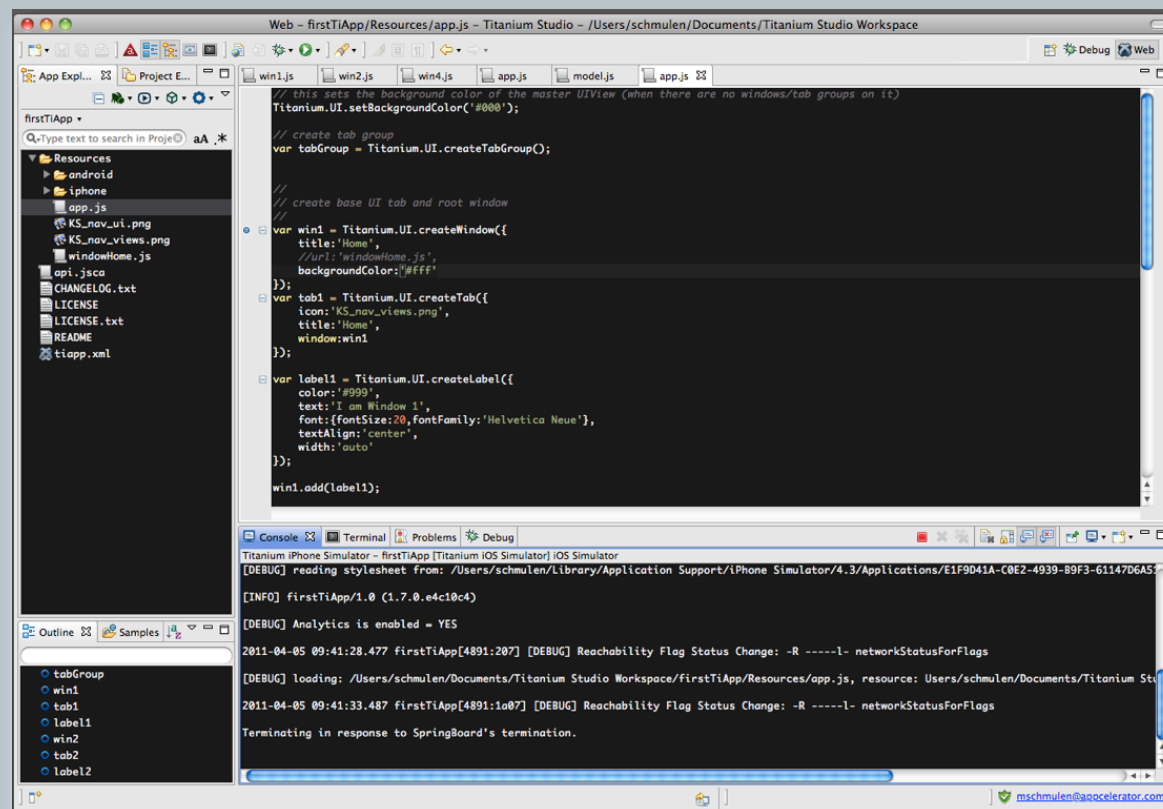
- Unified development environment.
- Device specific experience.
- Native performance.
- Extensible with native Modules (Titanium+Plus).
- Core platform is Open Source.

Titanium

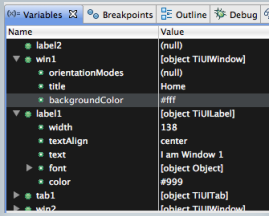
Platform for building native
mobile, desktop and web apps
using open web technologies
(javascript)

Titanium Studio

Unified Development Environment for building Mobile Native and HTML5 Apps



Titanium Studio



Debugging: iPhone, Android, BlackBerry, Ruby, Javascript

Full Debugging and Code validation

```
var win2 = Titanium.UI.createWindow({
  title: 'Tab 2',
  //url: 'WindowTwitter.js',
  backgroundColor: '#FFF'
});
var tab2 = Titanium.UI.createTab({
  icon: 'KS_nav_ui.png',
  title: 'Tab 2',
  window: win2
});
```

Code management

Integrated Git, Plugin support for SVN, CVS, Mercurial, Perforce and more



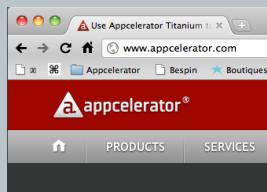
Titanium Mobile+Desktop+HTML

Run, Deploy, Debug and Package Titanium Mobile Desktop & Web applications



Customizable

Fully scriptable and customizable IDE & themes
Built-in Terminal



Full Web support

Full-featured HTML, JS, CSS, Ruby, PHP, and Python editing support



Cloud & Web Deploy

Red hat openShift
FTP/SFTP/FTPS/Capistrano
deploy options

Titanium Mobile SDK

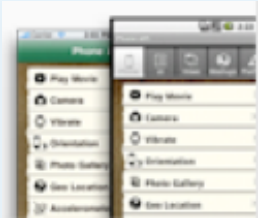
- Unified development Language javascript.
- Device specific experience.
- Native performance.
- Extensible with native Modules (Titanium+Plus).
- Core platform is Open Source.



Titanium Native Mobile Features

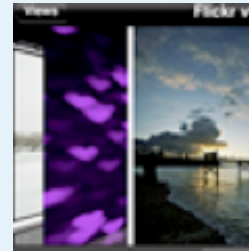
Native UI

Real native tables, tabs, sliders, and views



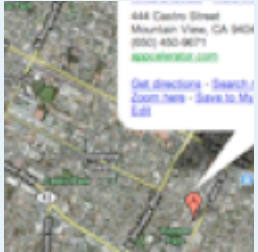
Rich Media APIs

Local and streaming audio and video, media recording



Location APIs

Native Maps, Compass, and Geolocation



Open Source and Extensible

Extend Titanium with custom modules in native code



Local and Remote Data

Local SQL Database, Lightweight Key/Value Store, XHR



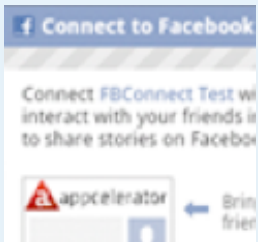
Integrated Analytics

Baked-in analytics APIs to measure results and behavior



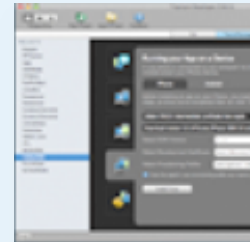
Social APIs

Integrated Facebook Connect and YQL



Development Tools

Develop and distribute your app for multiple platforms from a single tool



javascript

```
var win1 = Titanium.UI.createWindow({
  title:'Tab 1',
  backgroundColor:'#fff'
});

var label1 = Titanium.UI.createLabel({
  color:'#999',
  text:'I am Window 1',
  font:{
    fontSize:20,
    fontFamily:'Helvetica Neue'
  },
  textAlign:'center',
  width:'auto'
});

win1.add(label1);
win1.open();
```

Titanium+Plus™

Commerce

PayPal



barcode



Games

OpenGL

box2D

gamekit

Communication

Urban Airship
..... powering modern mobile

Bump

SMS

Media



TV out

Analytics



OMNITURE™

a appcelerator®

Titanium Marketplace - Extensions

The screenshot shows the Appcelerator Titanium Marketplace website. The header includes the Appcelerator logo, the text 'Open Mobile Marketplace', and navigation links for 'HOW TO SELL', 'SIGN UP', 'LOG IN', and '.com'. The main content area features a search bar and a 'View All Products' link. On the left, there are navigation menus for 'BROWSE BY PRODUCT TYPE' (Web Application, Template, Design Element, Module) and 'BROWSE BY CATEGORY' (Advertising, Analytics, Cloud Storage, Commerce, Communication, Gaming, Location, Media, Social, Utility). The central focus is a 'Utility' extension card for 'PDF Generator: Create PDF from JSON Data'. The card includes a visual of a JSON string being converted into a PDF document, with the text 'JSON to PDF' below it. The description states: 'This module allows you to create PDF from the JSON string. You need to create JSON string from your Javascript code and then pass it to createPDF function as...'. A 'Download Now' button and a 'View all in Utility' link are also present.

Marketplace

Search Marketplace Search or View All Products

BROWSE BY PRODUCT TYPE

- Web Application
- Template
- Design Element
- Module

BROWSE BY CATEGORY

- Advertising
- Analytics
- Cloud Storage
- Commerce
- Communication
- Gaming
- Location
- Media
- Social
- Utility

Utility

```
{"skillz": {  
  "web": [  
    {"name": "html",  
     "years": "5"  
    },  
    {"name": "css",  
     "years": "3"  
    },  
  ],  
  "database": [  
    {"name": "sql",  
     "years": "7"  
    }  
  ]  
}}
```

PDF Generator
Create PDF from JSON Data

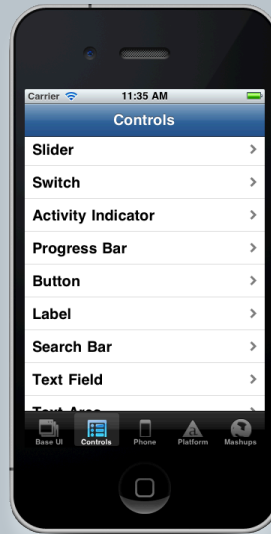
This module allows you to create PDF from the JSON string. You need to create JSON string from your Javascript code and then pass it to createPDF function as...

Download Now

[View all in Utility](#)

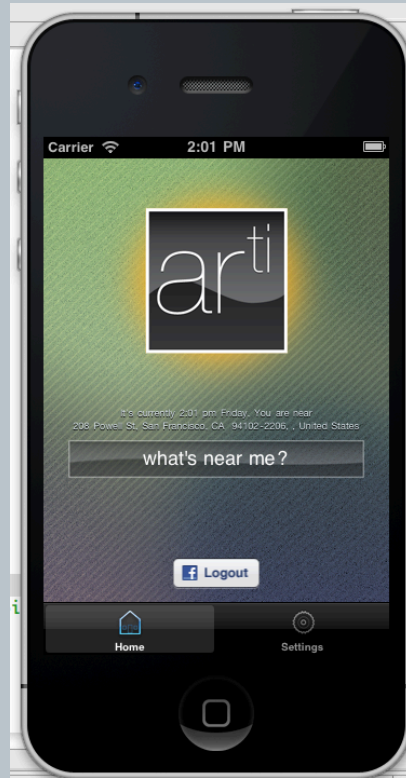
JSON to PDF

<http://marketplace.appcelerator.com/home>



Kitchen Sink

- Example Code
- Living Reference Document
- Demonstrates API coverage
- iPhone, Android & Blackberry
- github.com/appcelerator/KitchenSink



Augmented Reality

- Facebook integration
- Geospacial Augmented reality
- <https://github.com/appcelerator-titans/ARti>

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Case Study



Challenge

Create the best possible user experience across multiple devices

Utilize in-house web development resources to create mobile apps

Deliver an integrated advertising package across broadcast, website, and mobile properties

Solution

Appcelerator Titanium Platform and Titanium+Media Framework

Appcelerator Titanium

97% code reuse across iOS, Android

80% cost, time-to-market reduction

Centrally managed by NBC.com team

Common NBC APIs across all OSes/devices

Photo, blog, news feeds, show schedules

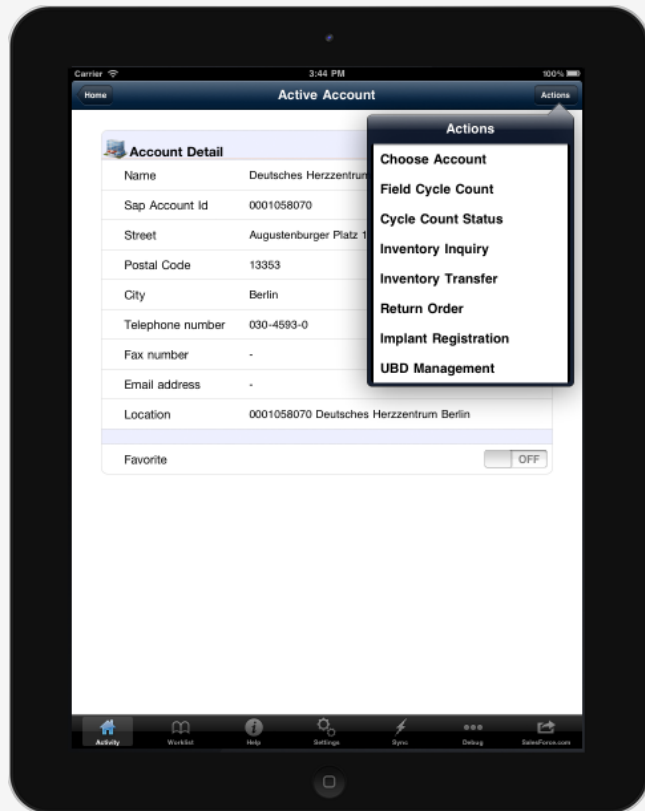
myNBC social sharing and comments

Reusable web services, DART advertising,

Omniure analytics

<http://www.appcelerator.com/nbcuniversal>

Case Study



Challenge

Create iPad inventory management app that can be used by field reps worldwide

Solution

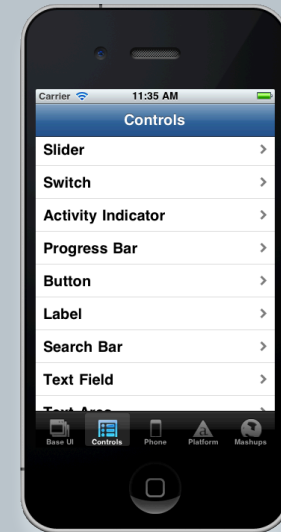
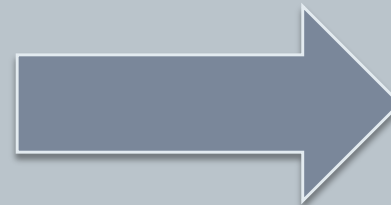
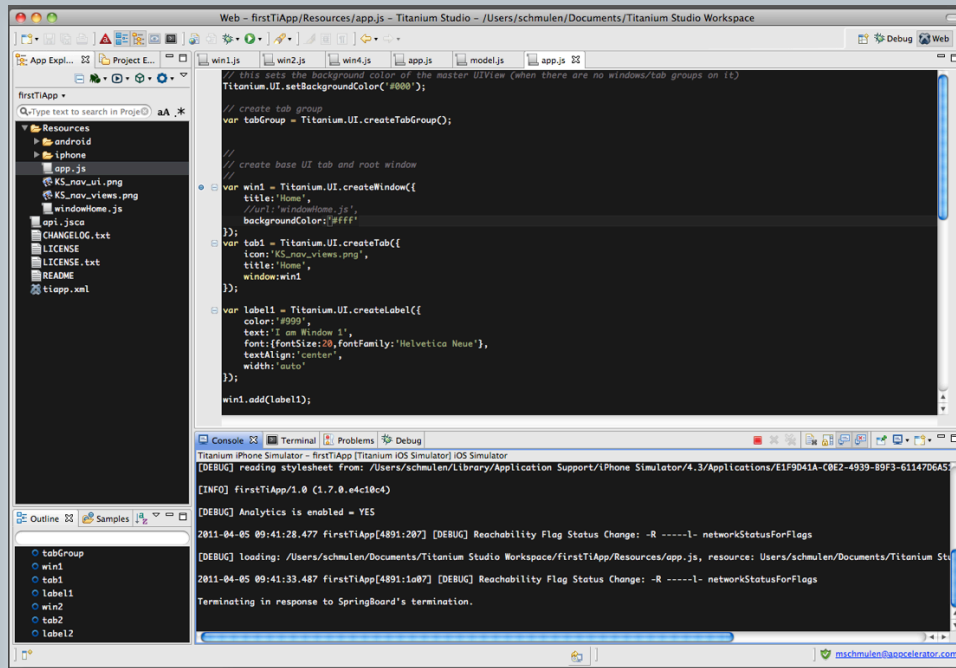
- *Appcelerator Titanium Platform integrated with Oracle backend*
- *Future plans include implant registration*

Appcelerator Titanium

- Barcode scanner sends information via Bluetooth
- Able to operate offline or online SQLite database syncing from their middle ware server to device.
- Using Titanium compression module, the file was then decompressed on device and then imported in to the database
- Digital signatures enabled using paint module

Appcelerator's Competitive Advantage

- Medtronic built first app in HTML5
- Wasn't adequate for offline storage
- Security wasn't robust enough
- Titanium provided faster time to market than native development



Titanium workflow

Titanium Mobile Platform

- Unification Accelerates time to market and reduces development cost
- Native SDK's Deliver quality and responsive look-and-feel
- Extendable and open

What tools do you need?

Platform SDK

www.developer.apple.com

www.android.com

Titanium Studio

<http://www.appcelerator.com/products/titanium-mobile-application-development/>

Thank you for your time.

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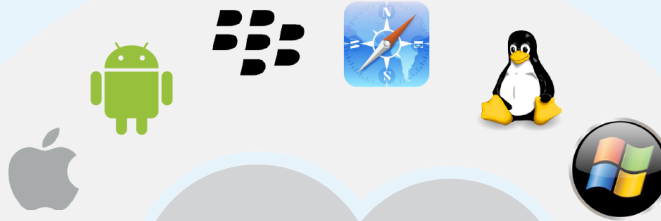
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Titanium

Architectural Overview

REACH



Titanium+Plus™
CLOUD CONNECTIVITY

ENGAGEMENT

 **USER EXPERIENCE**

 **MEDIA, CAMERA**

 **LOCATION**

 **SOCIAL**

LOYALTY

 **MESSAGING**

 **ANALYTICS**

MONETIZATION

 **ADVERTISING**

 **IN-APP PURCHASING**



TITANIUM SDK
MOBILE & DESKTOP

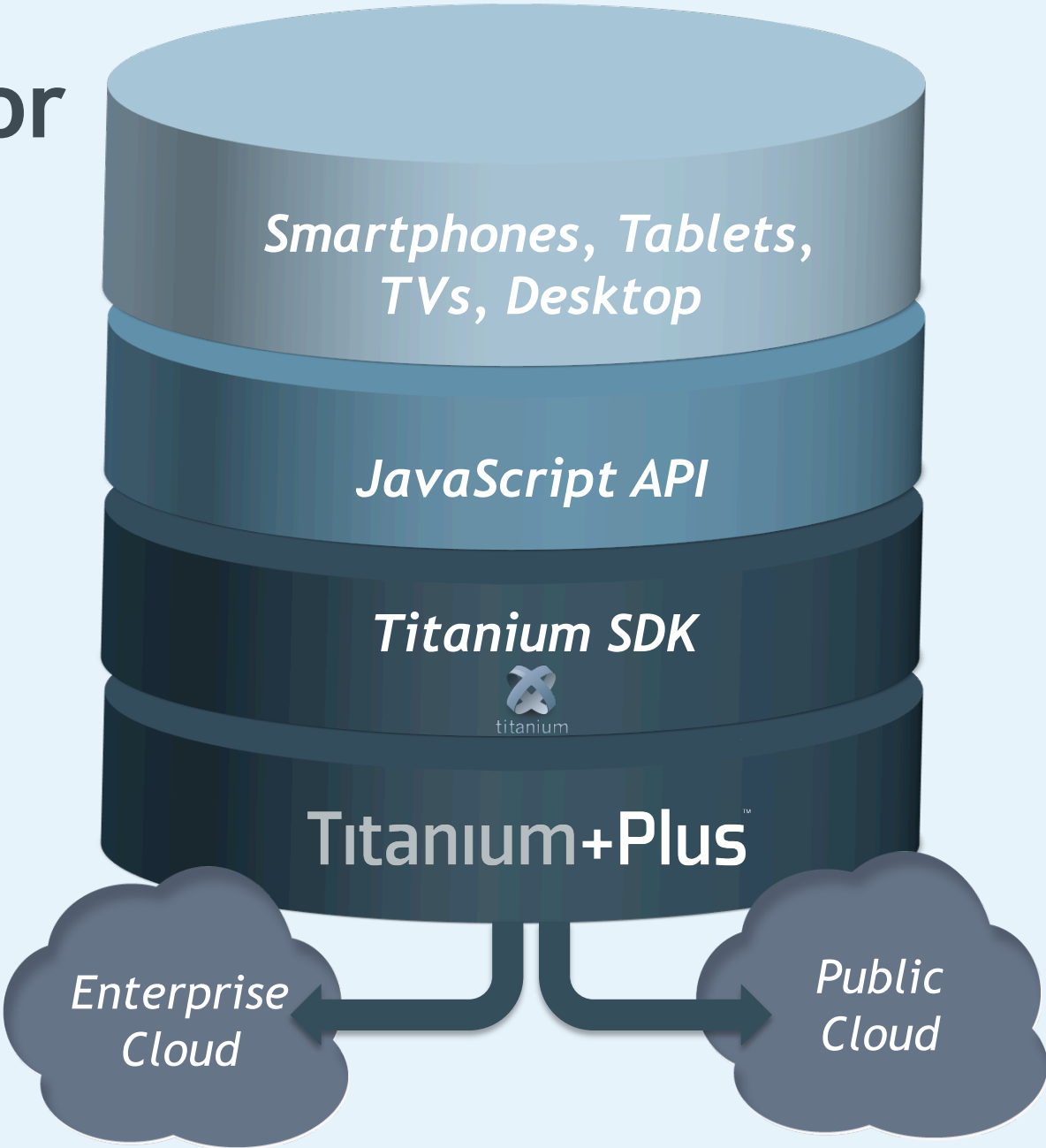


TITANIUM STUDIO

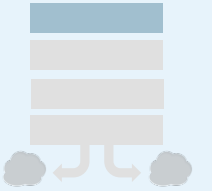


OPEN WEB TECHNOLOGIES

Appcelerator Titanium Offering



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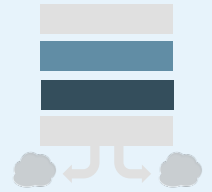
Smartphones
iPhone, Android, and Blackberry

Tablets
iPad, Android

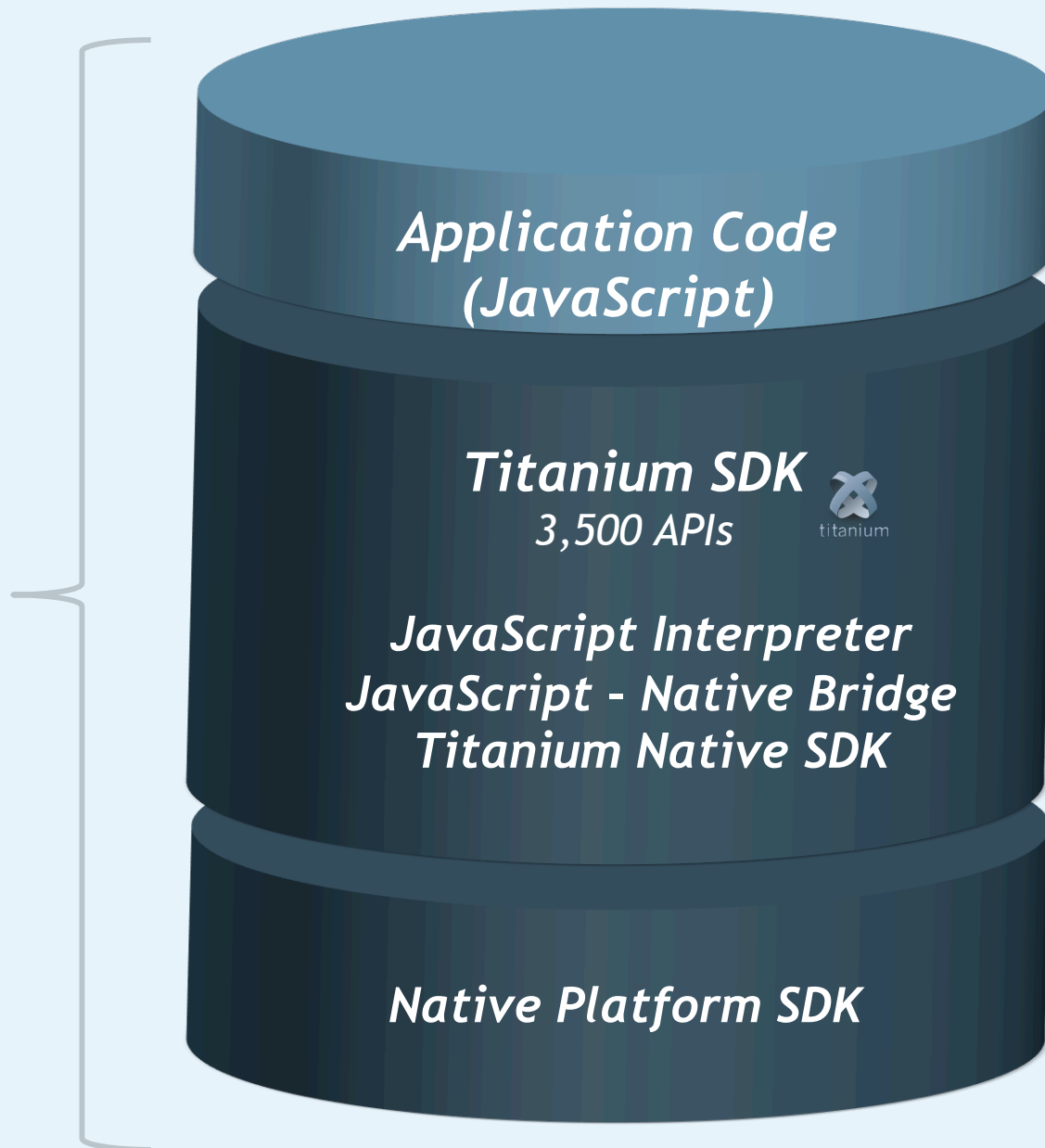
TV
Google TV

Desktop
Mac, Windows, and Linux

Build native applications across multiple platforms using web technologies:



Client
App



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Titanium+Plus™

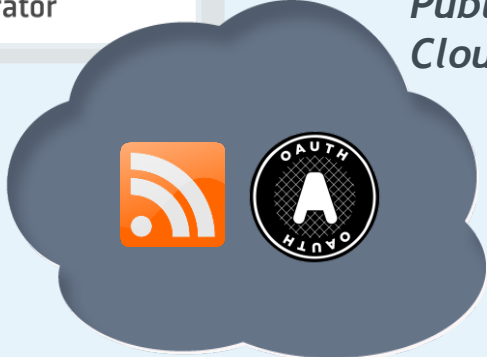


Productized integrations sold as Titanium modules

Enterprise Cloud



Public Cloud

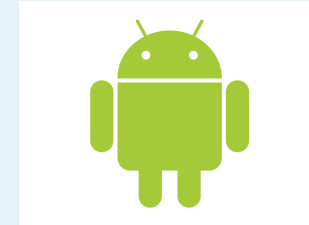


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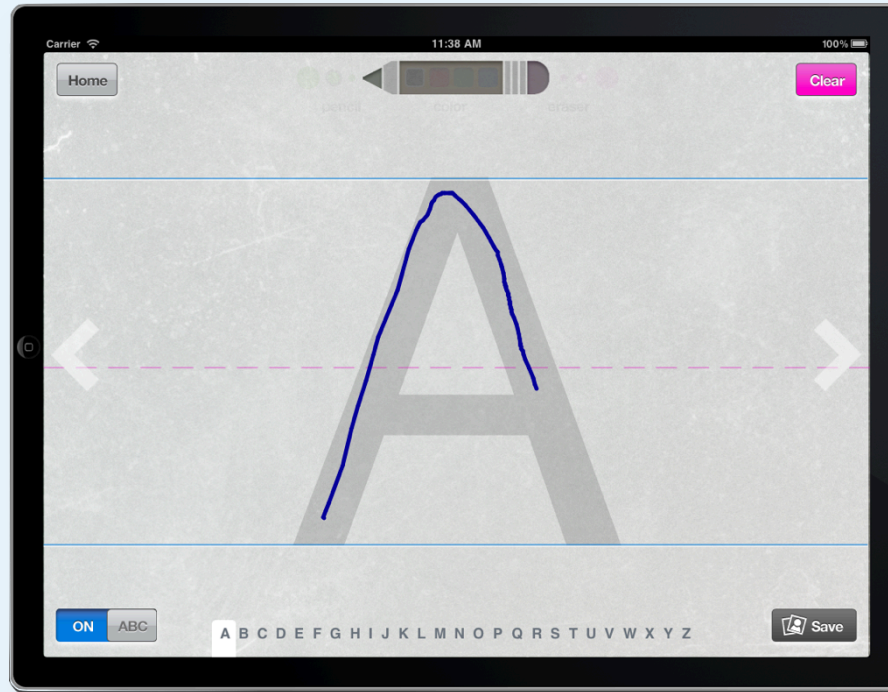
Titanium Mobile: 100% Native



- Navigation Controllers
- Split Views
- Push Notifications
- Retina display support
- Obj-C modules



- JS Activities, Intents, Services, Menus
- Custom Notifications
- Multi-density, screen orientation support
- Java modules



ABC's Writer

- Utilize native module
- iPad (iOS) only
- <https://github.com/appcelerator-titans/abcsWriter>