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>> Hello. This is Jacob. I am -- today, we are excited to have 1012 from Blackberry. He will talk to us about developing have from the Blackberry platform. As part of our mobile platform development series. We will talk to other agencies in a few weeks but today we will talk to Blackberry. What is the forest for agencies who are interested in developing apps on the black very platform. Back in December you might recall that we had a webinar that was a mobile apps versus mobile web. Today we will have richer talk to us about how you might develop a Cap on the Blackberry platform.

>> Thank you Jacob. Also thank you to Darrell and digital dub University.

>> My name is GSA off. I'm an enterprise mobility architect with research in motion. They are the makers of Blackberry. I would like to talk about the Blackberry apps experience. Everything you need to know. It is aggressive for an our timeframe but all of this content will be made available to you after the presentation. This includes my slide and handy guide and a recording of this in case you wanted to revisit the presentation.

>> Let's get started.

>> For today's agenda of I will quickly cover the Blackberry application ecosystems. This is for all because there's more than one way of distributing -- distributing applications on our platform. One big one that we will talk to is like Barry Cap world.

>> We will talk about the rules of the road to mobility.

>> That we will talk about the steps to getting your Tran19 published a world --

>> They will talk about do it yourself.

>> Usually when I do presentations, I like to have people from the audience come I pull the audience to take a guess at what these significant of these numbers. Since we are on a WebEx, I will tell you.

>> Two years, two months and five days or 700 96 days is how long it took Blackberry apps world to see 1 billion downloads. The second number is how long it took Blackberry Dow world to hit 2 billion downloads. That's about a third of the time or a quarter of the time to reach double the amount of downloads. You can see that the application space is a very hot arena these days.

>> Let's talk about Apple world by the numbers. -- we have 2 billion downloads today.

>> That is a huge number of people looking for applications and if you are trying to get the word out to the masses, Blackberry app world is one of the arenas that you complete your application in and haven't noticed. We are in over a hundred and 30 countries and growing. If you are --

>> [ Inaudible - static ]

>> If you are looking for adding a revenue stream to your business, we have 26 different currently supported that we have some of that our wrecked alien billing carrier available for your application. If you carry out corporate activated device, some people think some of the policy lock it down where they don't get access to a lot of the features of the Blackberry platform, rest assured that 90% of the 75 million library subscribers do have access to Apple world. I'm talking about deploying your application, Apple world is one possibility of deploying your app. We our restricted to spin them in App world, you we asked -- we allow you to host them on your website. If people are ready visiting your mobile site, if they navigate within the -- Blackberry device, they are able to download automatically your mobile application for our platform. what you need to do to get started?

>> There is no registration or submission fee. It's free. All you have to do is sign-up for our website if you have not already at developer .-dot Blackberry .com. That will give you access to our developer kit. Register with our website if you have not a ready. Once registered, sign up for signing keys. This allows the device to receive applications. You need signing keys in order to sign an application for distribution in App world and also for installation on a plat -- Blackberry device. Every application must be signed. There are no fees or registration or costs associated with getting signing keys. Sign up for your signing keys and finally you're ready for App world. Target your audience. App world is available on

Blackberry devices --

>> Four .-dot five is about a six-year-old platform. App world has been around for a long time. Also, there is an App World that supports are tableau. We are currently on two .-dot over tableau.

>> If you are looking too actually monetize your application or generate some revenue than take a look at some of the additional services and features available for the platform area Internet purchasing, and add services.

>> I'm sure you're going to have a lot of questions so I provided an FAQ to wrecked a link in the registration page for signing up for the portal.

>> Now that you are all registered and ready to go, your probably thinking I am ready to do apps, now what? Were too why start? What are the development options are so Mark their are more than one. You have your choice. What tool should I use and our their examples out there so that I don't have to reinvent the wheel. If I do run into issues, how do I get help?

>> Hopefully well we will answer all of these questions.

>> Before we get started on your project, I think you want to look in go through some of these consideration. what are your background and skills. Do you have the skills on-site or is there any existing code or web assets or tools that you have already built that can be leveraged for building for the latter he platform.

>> Blackberry platform. Then you will look at a requirement. what is the target audience. Are you trying to target the most people, work across platforms, work a different features? Once you understand your target when you can look at the platform and the capabilities. Look at what APIs or libraries are available for you to complete your requirements. Where do you get your support from? The good news about Blackberry is we have been around for a long time and we have a huge support for him and community. -- for him and community --

>> world to mobility. Let's start with rule number one. Choose the right tool for the job. I like to say if you are going to build a house, you don't want to build a house with just a hammer. That house with thought -- ball down.

>> You want to choose the right tool for the job. As you can see, the Blackberry platform offers for the one development option depending on what you're target audience is. If you're going to be targeting the tablet versus a handheld, there are certain products that are specific to a particular platform. There are others that go across platforms. we will start from the bottom of the list, Blackberry been studio, if you have not heard of it before, it's a way to build as being for your devices. Let's say your a sports fan, and you have a favorite team, you can build a theme that actually is around all of the images, icons, background for your Blackberry device. These themes are distributed double. You can put it on App world and try to generate revenue. For the real developers, read -- development options, let's talk about some of them as we go up the list. Adobe air. Before we talk about Adobe air I want to mention in the top right-hand corner, you can see that at Adobe air is supported on Blackberry labored and the DD 10 platform. This will be where you can see which platforms are suited for which development option. In this case, Adobe air. Since the API is built into the tablet OS, you can bring your Adobe air applications directly to the playbook with very little changes or modifications. It's just down getting our SDK and running year SDK under the air application to build a Blackberry playbook bar.

>> with Adobe air, if you're used to using Adobe air, they have native APIs and extensions that you can build a lot of application. It's basically Adobe flash, it's used for using on the web, Adobe air is built for more desktop applications.

>> Adobe air has been around for a long time areas there's a big community out there and they do support a lot of the open source of frameworks. There are tools for using three D. performance.

>> we also have the android player. It's available for the playbook and the bb10 platform. It's a self-contained virtual machine for the tablet two .-dot zero and higher. what I mean by self-contained virtual machine is the -- it's basically the entire JVM running the self contained virtual machine. Insert tablet is running a platform to we have the OS out of the way which gives us like the ability to do such things where we run the entire virtual -- virtual the sheen on top of our operating the system. The android player is good for stand-alone application that you may or may have not written for the android player. It's different than Java because it's --

>> The only restriction for the native android components are the ones that our

situated around the one situated around intellectual property.

>> We have an online validation tool that you can take your android package file and run it through a validation tool to tell you if you are using any libraries that are not supported on the Blackberry playboy -- playbook. What they I wanted to mention if you are in an organization that has the playbook deployed and managed by our bbs player, it's only supported in the personal perimeter of balance. It's a separation -- another corporate and personal perimeter giving the user both their work applications as well as their personal space on the physical device. More information can be found on our website for this.

>> As far as the android player goes, there's nothing specific to RAM APIs that are new.

>> This is true machine that you can run your android apps on.

>> Next, we will always have our native the development tools like any platform. Writing native code is that anytime you write native code is only going to run on the device it is native too. I just want to keep that in mind. Blackberry Java is our native to follow -- development option for our handheld. We have had job at dating back all the way to the big -- beginning of our phones.

>> With Blackberry Java you can build are rich and deeply integrated application that is integrated with all of the features of the Blackberry. If you want to integrate with the calendar, messages, contact information, over 20,000 APIs are available for you to build an application.

>> Blackberry Java platform has been around a long time and there's a huge community and support. Since we've been along time, since you've if you have had a problem, you will be able to find the solutions in the support for him.

>> We also have super apps. What that means is if you are going to have a weather application, you might want to be able to check the weather on behalf of the user, maybe making a web service call and alerting the user if something changes from state to state. You were involved and integrated if they are traveling to check the weather where they are going before they have to go.

>> Blackberry native Java is seven .-dot one. It is ready and there are cool features. There are mobile hotspots available at the newer SDK.

>> Then we come to our Blackberry, our native SDK for the playbook and future platform of BB10. We were running the -- which will be the basis of our BB10 platform. It's easy the -- the tools that have come with the QNX operating system, they have been in development cycle for over 10 years. Some of the best tools out there for application profiling, memory analysis and since the QNX operating system is pretty much in every car except for Ford, it runs a lot of different sensitive systems, the Cisco routers that power the Internet. Use it every single day but you may not know it.

>> That could be the basis for the Blackberry. The tools that you will have to build for the platform are pretty expensive. They support a lot of the standards and libraries that you see out there for systems. It gives you access to -- OPEN GL and any of the existing applications like Adobe air for the tablet.

>> And then one of our final development option, as you can see this is our cloth -- Ross platform development approach that we call Blackberry web works. It's giving users the ability to write code one time that runs across multiple platforms. It's a conceptualization of what Java originally was meant for. Java was the tagline that right once, run anywhere. That's the same mentality that organizations are looking for today. How too why had the most audiences without writing native code that locks me into one platform? I get to all my audiences? That's what we call are Blackberry web works approach. We are allowing users to use their HTML assets or mobile versions of there -- of the application engine to build native applications with deep rich integration into the Blackberry environment to what we call extensions. The cool thing about web works is as you developers are aware of, there's a lot of JavaScript, web works works similarly and how phone -- we give you the hoax or APIs into the ecosystem that you are developing for to give the user an experience.

>> We provide all of the extensions for both the handheld and the playbook. If you are using phone Cap, rim has written the extensions to help you.

>> You have access to a hundred% of the native APIs. Those 20,000 APIs, you can hit with Java, you can hit with web works. And what we call extensions. It's available all under open source which as I will show you in a minute, we are huge pro bono for open source that we put all of our code available for download on --

>> As you go to distributing your application, these webworks applications compiled

down just like in date of application does what our it's for the playbook or for the handheld that compiles down and can be distributed through all of the channels that a normal native application can be.

>> The enterprise or, within the organization whether it is to your corporate users as mandatory application, optional -- optional applications or push them to the corporate provider on the playbook to allow you to have direct access behind your firewall that all applications get when you are on the enterprise side.  
>> We are going to go into a little bit more in-depth we talk about Webworks today because this will be how do I cover the most audiences with some of the assets and I are to have.

>>

>> Be able to use that to build native applications that still have folks into our ecosystem.

>> Let's give you a picture to give you a visual understanding of some of the develop -- development opposite -- options that I just talked about. You have the Blackberry handheld which supports J2EE and it supports the webworks and HTML five and the Blackberry cloud services. Any of our payment options. Those go across platform and you can see at the base layer we have the library OS and the BB10OS. The best development approach is as you work towards the bottom of these lives, when you get down to the library OS, if you start to write native code, then you are only going to be able to write whatever is needed to. The more abstract you can write to, the better off you have if you write for standards and a layer of abstraction, you have -- that's a good example for Adobe air and webworks.

>> Get back to the rule of building for Blackberry.

>> World number one, two so right tool for the job. My rule number two is save energy, use library or webworks. why do I say that? Simply based on what is the mission of our Blackberry web works. I've buried mission is to create, as a community, across platform SDK for web developers to package their web assets, to build native applications for our platform that have direct application into our APIs. Using JavaScript to work with the ecosystem of the phone. And both of phone and camera and which you would normally not be able to do web technologies that we have a way of running those type of .-dot o-oscar of interactions with what we call extensions which allow you to use things that you have our built for the Blackberry platform areas be back

>> what does that mean? This picture describes the decoupling of our user interface from the --

>> If you are a Blackberry developer in the past, you are probably developing with pure Java. what are the problems with Java is how do you make a rich impelling user interface in pure Java? That is tough. Trying to do a UI and it great experience using XML and layout managers is not as easy as using a web-based tool to drag and drop your HTML tags, use styling sheets, put images on. Use JavaScript for functionality.

>> The cool thing about webworks is if you were only interaction you train your product or you're web assets and our ecosystem is through JavaScript, we can't unhook the bottom piece and that unhooking and decoupling allows us to change the implementation that supports the different types of platform. we can't unhook the camera from a JavaScript perspective, you can say and vote camera. whatever it takes to invoke camera on a Java-based platform and we wrote the code for you. If it was invoked to camera, save for the playbook, it would be implemented in Java, it would be -- that doesn't matter to the outside facing developers that want to use our features. They can use the features and not worry about the implementation on the platform. we handle that for you. we know how to write our code just as good as anybody.

>> To give us more flexibility as we move to the new platform. You will not have to change your code to be supported on that tablet. If you are invoking the phone or camera, we will basically decouple it so your extension continues to run and future proof your application.

>> The cool thing about extensions is that there's not an extension out there for you, say in focus the camera, you can write you're own extensions or maybe you have code that you have written other like very applications with, that Java code can be repackaged as an extension and reused in a webworks application. Nothing that you have is going to go to waste. It is basically being decoupled from the UI and that way you can put fresh user experience on top of you're already been code.

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>> I would like to go through a simple example would be to show you how easy it is to take advantage of users like HTML five, CSS 3.0 and JavaScript 1.7 to make a rich native application for the Blackberry.

>> would I need to write an application for the Blackberry is to mark what does so well for application works for, what are the minimum items needed? Is where you web technologies, it's like building a website. what is the first option you need for a landing page is to mark where is the user to go when they type in or click my icon? what should be rendered? The secret sauce is thick and big .-dot XML. This is the application manifest it where it some boilerplate code in there that does you it is a widget. You can fill out the name, author, the contents which is basically which page do you want this application to load when it starts up? I name it simple tot -- simple .-dot HTML.

>> And my simple HTML page, you will see that I had a simple .-dot the script function defined. when the pages load, we will poll the dual alert which the JavaScript term, it will pop-up a window that says the name of my app is -- then pending to it is a webworks extension which this extension will provide the Blackberry .-dot app

>> In order to use this feature in JavaScript, I have to give it permission and that's where you configure your config .-dot XML to give permission to this container to run or be a part of the ecosystem.

>> Let's say if you want to invoke the phone, and JavaScript, you would say in folk .-dot phone and in the --

>> If you don't provide it in your config .-dot XML, chances are 90% of your problems come from forgetting to include the feature in your XML file.

>> with that, let me show you how easy it is to build this application. As not a very competent application but it gets the job done.

>> what I'm going to do is show you -- I provided us like you to show you what I'm doing. This is my resulted outcome. I'm gonna use the integrated development environment of my choice. Since I am using web technologies, I can use Notepad if I wanted to. I could use Microsoft word -- word if I wanted to or I can use -- aptana.

>> You can use eclipse or any of the other tools out there that allow you to type in syntax.

>> I'm going to code my to file. when I pull up my -- you can see all I did is created a simple .-dot HTML and my config .-dot H. -- XML -- all I am doing here is a going to call it unction call dual alert and pass the application name. The other picture here is our emulator. when you are building applications before with Blackberry, you had to start up a simulator and it slow down your development time. It took a long time for the simulator start a. Here is our hippo application. It goes to the filesystem of the the application. It's a simple .-dot HTML webpage which all it does is display my header to a hello world.

>> Here I am and my simple HTML. what happened was if you were to load this, it actually ran an error because it doesn't know the -- this alert doesn't know what act Blackberry means. One thing about Java script is if you have a syntax error, it will tell you is because there's nothing called Compal errors. All the have to do it to test this out as we have the emulator available for Google chrome which is part of the Google crawl market and available for download. That gives you an emulation of the Blackberry platform )-right-paren on your Google chrome browser. we are both running the web kit which means are tablet and OS six .-dot zero and higher devices are running our version of web kit. As you can see, my alert window popped up and added to it hello world app. That's my Blackberry .-dot world .-dot app name. This is what our emulation looks like.

>> You can test out 90% of your features here in chrome.

>> If you go back to the development environment and add some more text to your screen, you can simply save it and then refresh your browser to test out your changes. This really we'll increase at your development time and here is my hello world app addition. This will cut your element time in half if not 75%. You can test 90% of your features and functionality including things like push, using the accelerometer to test the capturing or the values if you had to take action, push, data coverage. You can change whether the data had dated -- data coverage. When we're speaking about mobility, all of them have some type of outage. A desktop computer, if you have a land cable connected to it or a -- you have some type of

network connectivity, that doesn't apply to mop -- the ability on a headset because if you walk into a building or if somebody is on an airplane, they don't have connectivity or they could lose connectivity which means you have to take some extra steps in your application to save the users session or say where they are at or to give them some type of user experience if they are off-line.

>> had his e-mail work when you're sitting on a plane. You have all the content on your device you can make changes to your e-mail, save them and when you reconnect, you can think with the server.

>> That I created a simple page, added the feature to my config .-dot XML. I was able to save the page and rerun it in my emulation.

>> You do the same process to package your simulator but this is a quick and easy way to show you how webworks really works. One simple line of code provides you with the feature and you don't have to understand how it is implemented, it just works for you.

>>

>> Some other features I wanted to show you are based on our actual website and you can kind of see where I got this application example from here it is from our developer .-dot Blackberry .-dot, the first application on here is just what I showed you today. It's a good place to get started. Since our platform is written in different languages, these are all of the features that you can include in your applications without having to worry about how we implement them. As I was mentioning before if you want to invoke the phone, let the want to invoke the browser, it's as simple as using a Java script line. He pointed to a URL that you are going to. The cool thing about the API guide is we give you the back code on how you leverage this in a JavaScript fashion. In this case, we create an argument for invoke the browser and then we say in folk this browser to a specific URL of this is how we use JavaScript to include that in our project. Can assign this to a function or and if the user clicks a button, a sign-up button to this function to invoke the browser. It's very simple but very powerful. It doesn't matter how we invoke the browser, we take care of that for you. If you are using is, it tells you which operating system it is supported on which includes all of our handsets, tablet and including our ripple in you later. -- emulator

>> You can do all of your testing, 90% of it right from our emulator.

>> As I showed you are website does have a ton of features. If I want to implement a feature for push, I don't have to do the code writing or the two entered 50 Rhines of Java code in order to make Bush work. I use one line of JavaScript. You can see that push is only supported on our handheld. If I scroll all the way down to the bottom, here is my push listener. We tell you how to add a push listener. The cool thing about push is you can an application, you can push out configuration changes, notification, you can push out any type of data that you want and communicate with your application using push technology. The best example of push that I can give you his e-mail. When something happens on the server side for your e-mail, it's directly pushed to your bike very. When you're opponent vibrates or rain, that means you receive new content. You can do all of the same features in your application using push. You can stick it what -- you can take it one step farther, maybe you're application points to a server and you need to take a server off-line, you can use push with one line of Java script, which has pushed the two configuration change, you can put the server address down to the application and pushed to the new server into another --

>> I say to include push in every application.

>> Using features and samples from our website will get you so far but as I mentioned before, research in motion is a huge pro bono for open source. A lot of people ask how may people use open source? Almost everybody's hand goes up in the air. How many people contribute back to open source? Than I usually get one person. It's great in theory but it's about practice not just theory. We write to open source, we contribute to open source. We created a whole community and GitHub. If you want to see how we took a push listener which is 250 line of Java code, how do we wrap that up so the user can --

>> Level the code out there for you. If you wanted to wrap you're own extension, may be combine the loop -- Bluetooth accelerometer, you can see how we actually did the Bluetooth and the accelerometer and use you're own extensions within webworks. One other thing I want to mention his sample code, I looked at it this morning after he did my presentation slide and I saw that we actually grew by three -- repository's

overnight. For 47 repositories of project code samples, as the new store far BB10. The most important I want to mention is the community API. You can find all of the stuff to get you started. It is no reason to invent the wheel or start from scratch. When somebody has already started from scratch many times.

>> Set of talking about the community, want to show you what you can do with the community that is available for. -- for Webworks

>> Lets to barcode in five minutes. You can write an extension that does whatever you want. In the operating system. An extension is taking what is already available in the operating system and in this case we have Google the brought crossings which is an open-source barcode encoder and decoder library at we have that baked into our handheld operating system. That means that any person, developer can go in a look at some of the APIs available for our job a platform, combined those Java APIs and make an extension. One of our teammates went ahead and used not only are Java extensions for our stuff but we use the zebra crossings baked into hour OS, we use that library and created a barcode extension. All I'm going to do is start with the same template to use previously and I'm going to add an extension here.

>> I provided the webworks community APIs. Let's walk through this from a website perspective.

>> Here is my Blackberry community a PI. You can see each API tells you exactly how to use it. In this case I am at the webworks community sparked own an eye click here to do barcode. These are all of the extensions that are part of the community that are yet to be included in the webworks SDK. These all start with webworks .-dot something.

>> Back it tells you that all you I need to do to use this extension in my environment is copy this directory plus this file is added to to my SDK.

>> Let me show you how to do that. Here is my SDK folder, my webworks SDK, inside of there is an EXT which stands for extensions and all I did was call down and I included a folder called webworks .-dot message .-dot e-mail I was then that I have my library and webworks extension. Is taken to agree from GitHub and follow the extensions. I created a folder and added the content from -- to my folder. This means anytime I build an application, for the platform it will include this if I use this feature. If I specify this in my config .-dot XML, it will include these Java files in my package. I can actually have wheel barcode scanning, one line of JavaScript to be able to accomplish all of that work. Let's see how we implement this. Step one was putting in my SDK. Step two was putting the code in my project.

>> Let me go back to Aptana. Instead of updating my code will time, I created a second HTML page. There's a few more items to type that are simple example.

>> Per the instructions, in order to use a new feature within my application, whether it's the phone, browser etc., I will use that feature for barcode decoding. This will be able to resolve what I build my app vacation. Within my simple HTML, I made it more complex. I added a button, and I said of the big click this button, I want you to call it the new scan function.

>> On the on click, it will call the function called do stand. This looks a little bit more cryptic but all this is doing is creating some options for my decoder. Then I will use the extension. Instead of using -- I tell it to scan and a provide a function to call when the scan is done and if there is a error on scan, I provide as -- that I pass in the parameters case I will pass it, I will decode a two D. barcode. All I have to do to pass this one line of JavaScript and then this JavaScript function will be called with whatever is returned from the extension. In this case, the extension will invoke the camera, it will find the barcode and the reader, Lola decoded using the zebra crossings decoder, will pass the contents of that string echo to the JavaScript and this will be the catcher function for that value. All I am doing in this case is I will pop up a simple alert that says this is what I got out of the barcode.

>> If there is an error, I will her with a specific error, generic error that says there was an error in the whole process. Just to keep things simple. I went ahead and build this ahead of time. I will fire up by simulator. Since I am using an extension that is unknown to the environment, I had to manually update my SDK with it. The only way I can test this whole feature would be too actually run it in a simulator. That is what I'm going to do quickly.

>> I will show you how cool our testing tools are. If you're using a ripple, you can test 90% of your features. For the other 9%, you can use a simulator. The good thing about the simulator is an integrate with the laptop camera which allows me to do and

test barcode decoding using my laptop and the simulator. which is pretty powerful.  
>> One thing to note, your simulator is putting up for the first time, and always go up to view and look at the graphics accelerator. By default it is turned on to high, that slows down the bootup of this familiar. If you turn that off, it will speed things up dramatically.  
>> Was by simulator loads, I will go ahead and pick the package which is my example.  
  
>> Since I kept it simple, there would be no desk top icon for it because nothing in my config .-dot XML points to the icon. Since there's no icon into the generic? .  
>> When I click the start page, it is loading up my content source in this case it would be my medium HTML .-dot simple. This shows you that I have a button call click on me to handle everything which is my dues can.  
>> This one button click we'll invoke -- all I did was copy it from GitHub.  
>> [ Silence ]  
>> That happened a lot faster than I anticipated. The camera came up for a second and I had in my barcode standing in front of my webCam. All I was to was decoding the barcode that came with some junk mail from my American airlines. As you can see, here is my barcode value, it pulled from a two D. our code the exact contents of the barcode. I was able to take the libraries that are our ready available to you on GitHub.  
>> You to build an application, if you do need an barcode, maybe you're organization needs it for QR barcodes for -- you see them on posters or human resources and you just want to add this feature to your application, it is simple as adding a couple of options. Scan the barcode and what function should the webworks call when it retrieves it from the extension. It's very positive -- a powerful concepts and tools and it simple to implement. It's a simple line of JavaScript and you get all of those features.  
>> I ask you to take a look at our community APIs a look at all of our features. Look at the guide for webworks and look at the GitHub repository. There's hundreds of samples.  
>> Let's review the code. I went to , I was able to update my config .-dot XML, add a few lines of JavaScript and that's all it took to accomplish the barcode scanning feature.  
>> What is the Blackberry or webworks big picture is to mark it is our are cross-platform solution. We handle the implementation and you focus on what you do best which is a creating great user experience and we will tie it into our --  
>> Using standard XML the HTML five, CSS 3.0 and JavaScript 1.7, the web kit rendering engine, we have that one of the best rendering engine on our devices. The tablet specifically has graphics and hardware acceleration built into a provide an a and give unbelievable up a dopey flash experience. If you run the web kit browser against Google crawled, we are one point off. We have a desktop browser running on the tablet OS six and higher devices. Applications that you have been building for 20 years using web technologies, you can bundle those assets and make a native application or use a browser to experience those sites just like you would sitting at your desktop. A great example is Facebook. I don't need an app for Facebook because I can use are browser.  
>> Most of the mobile apps give you a percentage of what you have got when you have a web browser. Using your web assets, you can use any of the open source tools out there. Don't we -- reinvent the wheel.  
>>  
>> We do support from gap and we do provide our source code and help write the phone gap extensions into our ecosystem. Using open source is, your applications will work on any platform that supports the standards. If it supports the standards, then your code will work. That's why it works across platform. If you code toward standards and not just native, you will reach more audiences. Then you have the option of using integration with webworks specifically. I showed you two examples of being able to incorporate some of the features that we have available and also using some of the extensions available on gITHUB available for you.  
>> You can put them on App world would have a hundred and 77 million downloads a month. You will be seen or you can host them on you're own website. That's your on website address. Then you can also share those files, put it on a file share, e-mail them to a user that has a black area or pull that -- put it on a CD in a person can five of them on the devise using desktop manager. Or you can send them to your -- to

a lot of options for distribution. When you're trying to cover the most users, App World is a great place to start.

>> Can forward it to the Blackberry page and download the app to there cool and creative ways to get the most of your audience is with this approach.

>> Just some of the takeaways before we get to the last slide, build with what you are used to, use web technology, existing we'll assets. You can bundle those assets into a webworks application and test them out with Ripple were simulator as I showed you are evil -- even at device. You could employ them to any way that we support which is up to five different ways of getting your application out there, getting it seen and heard or giving it to your users.

>> Just to keep it up a level, if you are not a developer, I wanted to provide some top content for you as well, here are some do it yourself application that you can do without any development experience. There's a few examples here. I provided a link to the knowledgebase article that you can read through and go through the simple steps to building you're own application. For the developers out there that like to see a full working sample to help them dice -- dissected and reengineer, there is a couple that you can use as well. The first one is My411. If you look at your phone bill and you see that your associates or Carling 411 and having three hours of charge on there, you can create a simple application which is an icon that says 411. When the user clicks on it, it calls the 411 which is free. They click a button and it calls the being 411 number. This application has major impact directly to your bottom line. If you are saving money on preventing people from calling 411, this is a great alternative. It's a simple application that powerful.

>> With the other applications you can do by yourself without any development experience is my portal. What this is is like a web icon. On the Blackberry device, when the user clicks on the icon, all it really is going to do is invoke the browser to a particular URL that you wanted to go to. In this case, you can have that go to an internal site, if at the Blackberry and it is a corporate activated device, that means that divide can reach behind your firewall and hit your intranet without any additional coding. That's something that no other platform has. That's a reach behind your firewall to work with your corporate assets without any coding. What we did here is show an example of how we redirected to an intranet site which allows the user to see the other applications or mobile applications that are available to the Blackberry. Basically this is an HTML page running on I ever behind your firewall. As a few links to Bill user can click through. If there using the Blackberry, it can initiate and over the air installation automatically. It's powerful inter-prize solution with a simple web icon.

>> Finally, for are simple example, if everybody, nowadays with people texting and messaging with their cell phones when driving, when I give the users a direct dial button just like my 411. Even to the options that the user probably searches for the most. Which is what is my helpdesk number? What extensions am I supposed to dial? You could make a smart dial the Blackberry we're you provide the phone number plus the extension plus the. It will smart dial it so it can keep their hands free and continue to drive the cart. Or not have to fumble and search for those critical numbers. Especially in times of outages or emergencies. You can make a simple webworks app that has maybe four buttons in it so when they open it, they can click on any of the four numbers to dial for that particular occasion. There is a knowledge based article on this as well.

>> Last but not least, come to Blackberry world or come to blog very -- Blackberry jam in Orlando. If you heard what is going on in the a-alpha device, you might want to come down and check it out. Blackberry and Blackberry world is where you can learn all things library. If you want to see how -- take all the courses does all this stuff is available at Blackberry world worth your hard work developer, check out our Blackberry jam. Last but definitely not least is something I'm going to provide you with today is my unofficial Blackberry developers handy guide. I say that official only because I have written it and what this contains is every bookmark you should have in your browser, information that we covered today, development options, basically if you wanted to read are in the higher development site, this is the Cliff Notes to it. I put in a simple PDF file that you can use and download after today's session. If there's something I did not cover or you wanted to get more information, this would be the document to be your starting point.

>> With that, I want to say thank you for your attendance today, I'll so included my e-mailrbalsewich@riml.com.

>> Thank you for attending and thanks for everyone for having me today.  
>> Thank you Richard. Very in depth presentation. We appreciate you spending time with us today. We have a few questions that I wanted to start out real quick, you talked about putting the apps, the Blackberry rim helps people to the apps in the app store. Can you go into that process of how someone might than apps in the app store. How does that work?  
>> All it takes is registration. You need to come onto the website, register, for the developer side, that is the point. That is you access to all of the different resources, tools, links, knowledgebase support forms. With your register, you can take step to which is apply for your vendor portal. That is filling out some paperwork or an online process, there is no fee associated with it. It is setting up any vendor portal. You can register as a this is my company, I'm going to sell apps, I will deploy apps and you can configure all of the services you want to have for your apps, may be you want to do blackberry analytics or Blackberry payment services, this is what you can figure in the vendor portal. That is a tool that you used to deploy your application. How works is want to build the application with your sign in key, the keys are required to install applications on a physical piece of hardware which means that if you are going to distribute something, it has to be code signed. There's no fees associated with that as well. It is really simple, you get your code signing key, you could sign in the app, what's your vendor approval is approved, I think it is a two to three day process to get everything approved by rim to create your vendor space or you're vendor portal. Once you have your vendor portal, you can go ahead and upload your application to the vendor portal.  
>> Great. Thank you for a much. One question we had, somebody asked about Java. They are teaching themselves job and they wanted to no that you mentioned the webworks, are they wasting there time you learning Java. Can you create decent apps that people would use with Java? What is your opinion?  
>> With Java question or two back absolutely. One of the things about, is -- you will get pieces of Java that you want to use. Build it into your application. A lot of the features that you see that came out with the newer devices like NSC and a lot of those things, there has not been an extension written for a web works yet. To the -- that's the right tool for the job, I say keep going with Java. As we move to the other platform, it's only going to run on our Java AIDS platform because that is the native approach. We are not going anywhere with our Java handheld. We just released are seven .-dot one. If President says how long people keep Blackberry for, you can expect to see those for several years. I know people that still have click we'll Blackberry devices. That is a hundred year are all that device.  
>> [ laughter ]  
>> One more question, related, you talked a little bit about HTML five, I hear a lot about this being the next magic coding language. What is your opinion on HTML five?  
>> This is my opinion that HTML five is one of those things that is almost like a buzzword these days. HTML five is just a few more tags to HTML when people search talking about HTML five, it is the whole breadth of Web technologies which includes your CSS because really what do you do with HTML, you do layout and you use style sheets for will look and feel of the application. A new use JavaScript as your peer functionality layer. When you use HTML five and all of these technologies, the Power Mac comes from JavaScript. We have a way of running those assets in a secure container that takes advantage of Web Kit. You have this high-powered rendering engine for these technologies and HTML five and that whole breadth of sweet, the original HTML 4.0 or 4.1, went to a solidified as the specification, they had no idea what mobility was or how people would be using this specification in the mobile arena. And for the movement of HTML five. You basically what happened was whether that specific -- specification for working out where to the battlefield come from? That is from the browser. The browser wars. That's where the browser said, I support this feature and that each.-- feature. This is what has slowed down HTML five coming that -- there's always teachers out there that people are using and the JavaScript arena that they are trying to solidify a specific patient is a very fast-moving target. We actually are part of Web Kit which is the open-source rendering engine. Along with the other two partners that are part of the web kit zero sense -- open source community. As we look at these features, what features to add, we are built in -- building those into our browser a we have control over it because it is our browser. We are participating in the evolution of these features

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as part of the specification. HTML five is a great concept, conceptually it's great, in practice it is just starting. They always say in a news article that it will be a flash killer. I know people that can do the stuff in flash and five minutes using a tool. Flash as a tool to do a job. I have yet to see that done in HTML five. The things you can do in HTML five, CSS and JavaScript, our amazing. You can push the globe of technology. -- push the envelope of technology. If you support a specification and you wrote your application using specs, then any platform that can say they are part of the specification, it will work on. That is trying to help future prove yourself using some of those technologies as a great approach to reach the vote audiences.

>> -- reach the most audiences.

>> We'll let you off the hook.

>> Thank you for starting off are mobile webinar series. We'll be doing are next one on the 25th of April. We will talk to Microsoft about Windows own.

>> On the ninth of May, we will talk to Apple.

>> You can register for those on how to .gov training. We will also have social media training on April 2/5 at 2:00 p.m. That is a free webinar. All of these webinars are free. On May 1/6 and 17th, we will have the Governor at Web conference in downtown DC. You can find out about registration on all of these events on H owto.gov.

>> We will see you again that one of are other training. I will be back here in the 25th of April.

>> Thanks again. Goodbye. [ Event Concluded ]

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