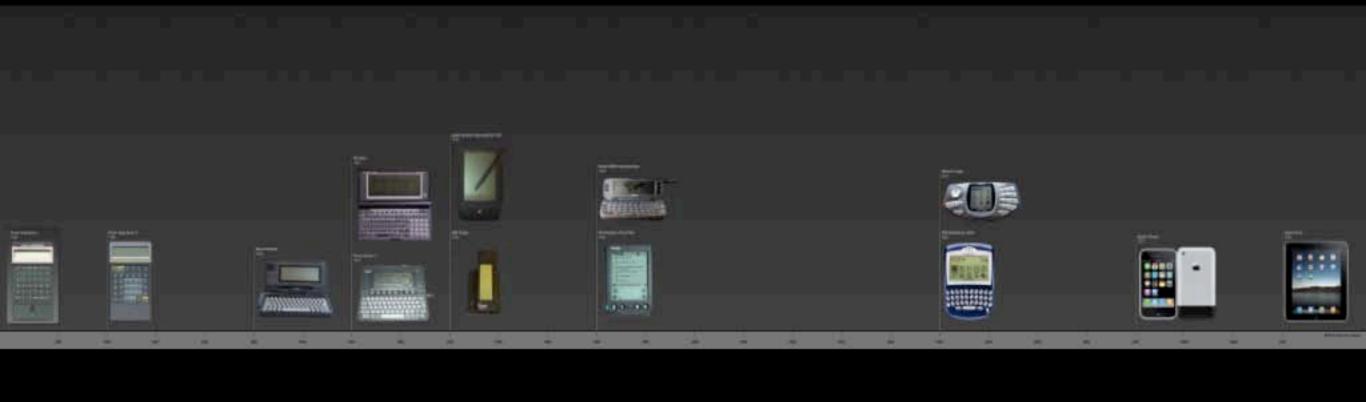
Les applications mobiles

Thomas Gendulphe thomas.gendulphe@fairwebentertainment.com



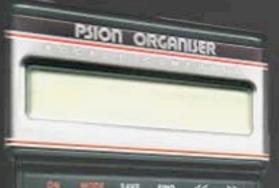
Publicité Apple Newton 1993

http://www.youtube.com/watch?v=Bh-yed48e0Y





Psion Organizer I



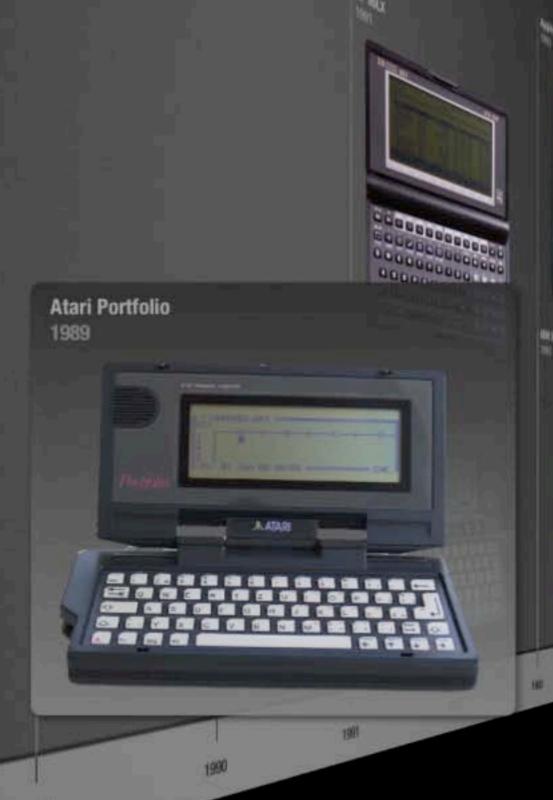


Psion Organizer II













95LX 191









on Series 3

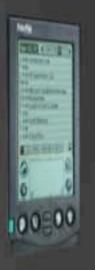




IBM Simon 1993



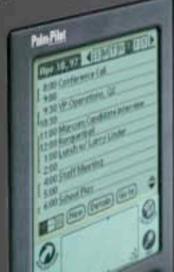








US Robotics Palm Pilot



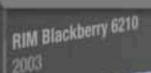


US Robotics Palm Pilot















RIM Blackberry 6210



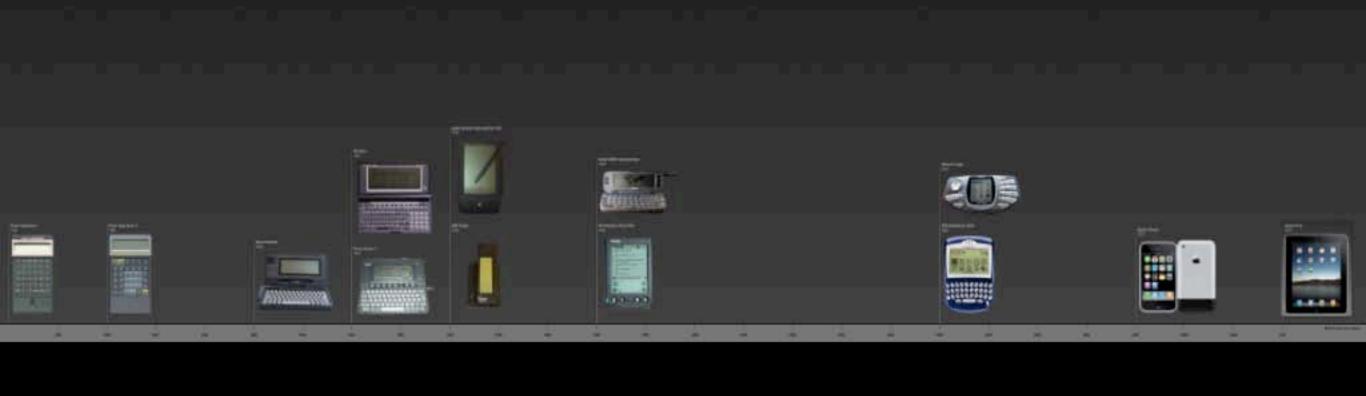


Apple iPhone

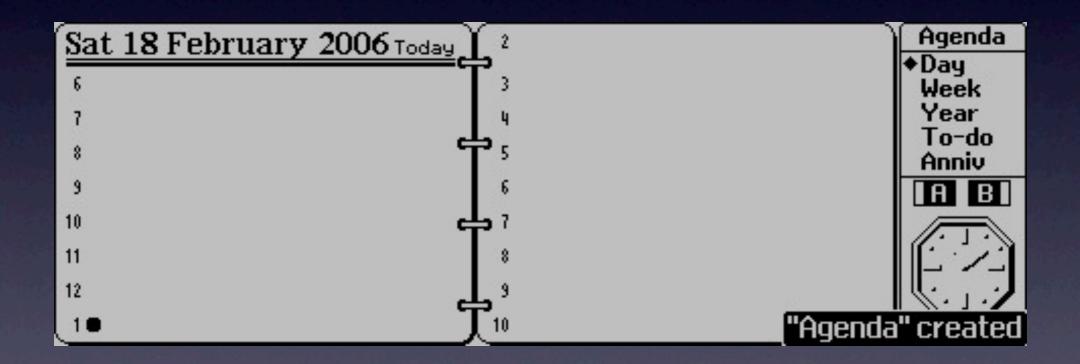


Apple iPad 2010







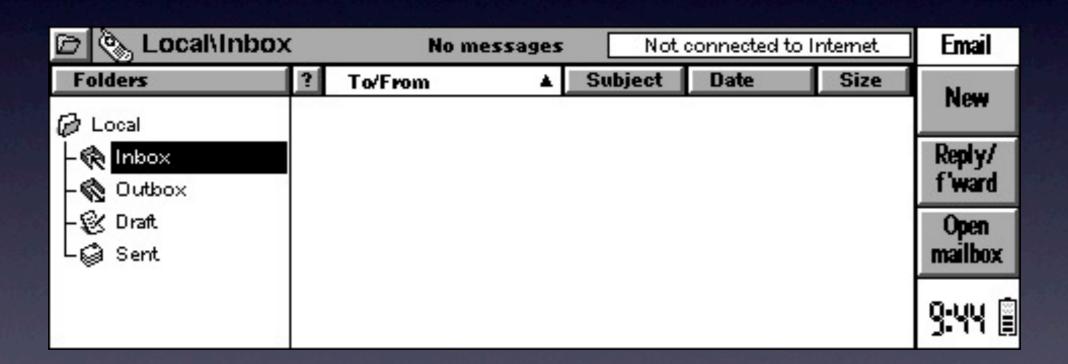


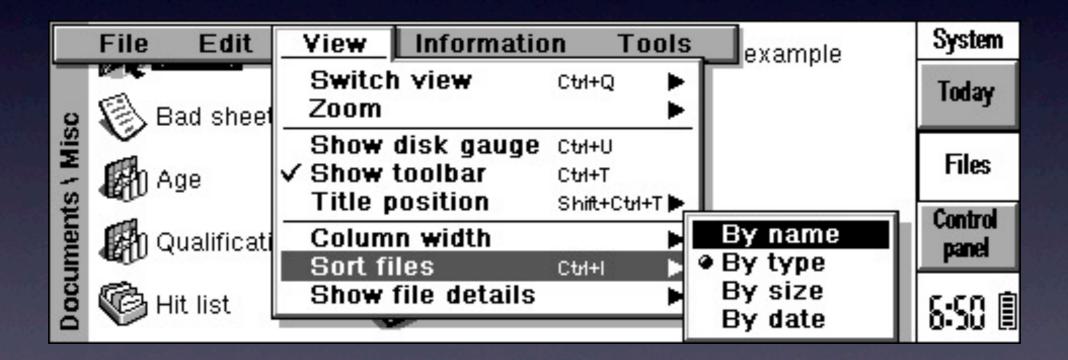


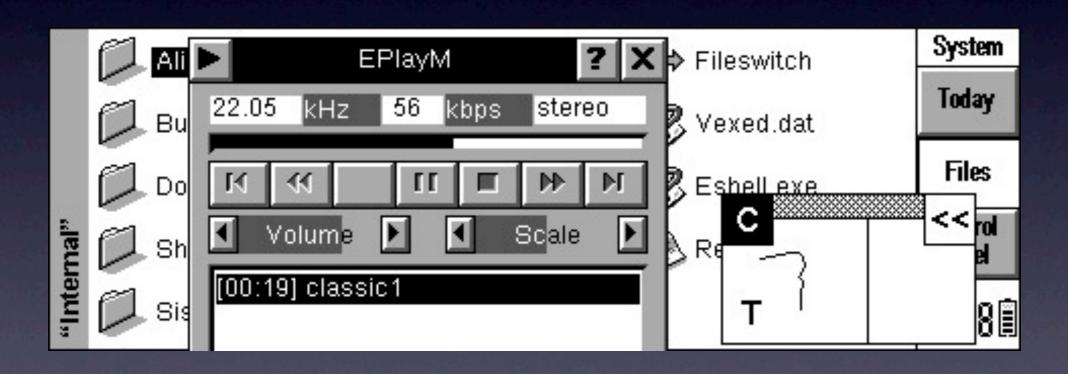


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Sun Illuminated Earth



Time Zone Lat Rise Set Length 12:00 5w 45n 5:21 18:39 13:17

Clock: 5w Longitude: 75:02w (S)(N

1X] 9**/1/9**9

12:00

Now

Location List	USA	
Name	Lat/	Long
Pittsburgh PA	40 n	80 w
Pittsford NY	43 n	78 w
Plattsburgh NY	45 n	74w
Pocatello ID	43 n	112w
Pompano Beach CA	26 n	80 w
Port Arthur TX	30 n	94w
Port Huron MI	43 n	82 w
Portland ME	44n	70 w
Portland OR	46 n	123 w
Potsdam NY	45 n	75 w
(Select) (Edit) (Ne	w) (Find	() ♦

GeoMagnetic Info

Auckland No

WMM-2000

Nov 13, 2003

Latitude: 36:49.8 ▼ South

Longitude: 174:46.8 ▼ East

Declination: +19.3° (E)

Inclination: -62.7°

Intensity: 54244 nT

Compute



My Handheld PC



Recycle Bin



Inbox



Microsoft Pocket Excel



Microsoft Pocket Word



Calendar





Tasks

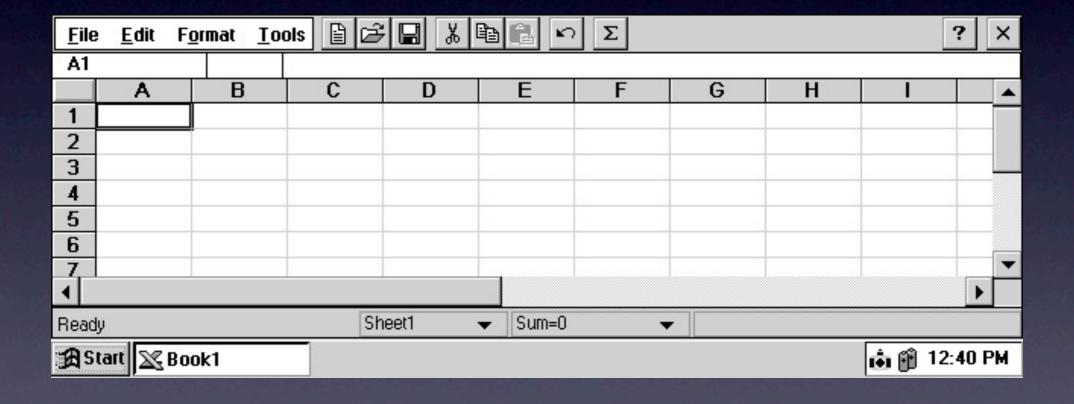






_த 11:11 PM





About Windows CE







Microsoft

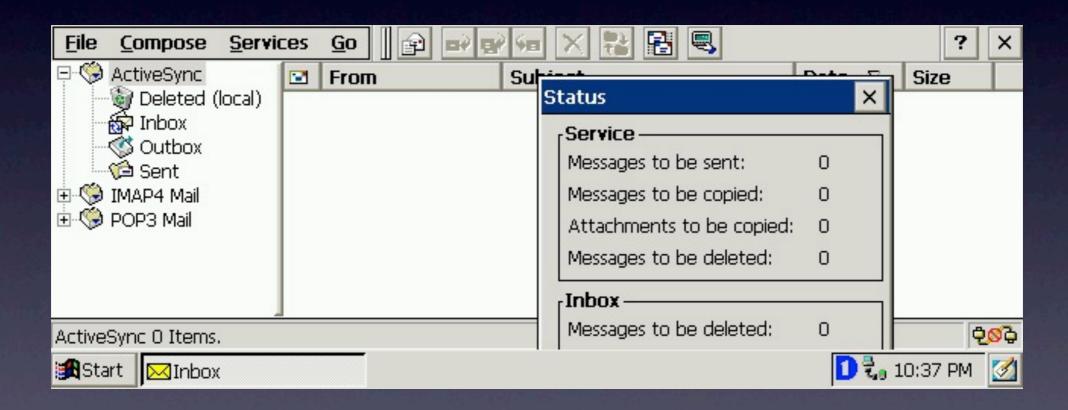
Windows

CE Version 1.0 (Build 782-782) Copyright © 1996 Microsoft Corporation. All rights reserved.

Product ID: 38477-0EM-1208613-22746

Warning: This computer program is protected by copyright law and international treaties. Unauthorized reproduction or distribution of this program or any portion of it may result in severe civil and criminal penalties, and will be prosecuted to the maximum extent possible.











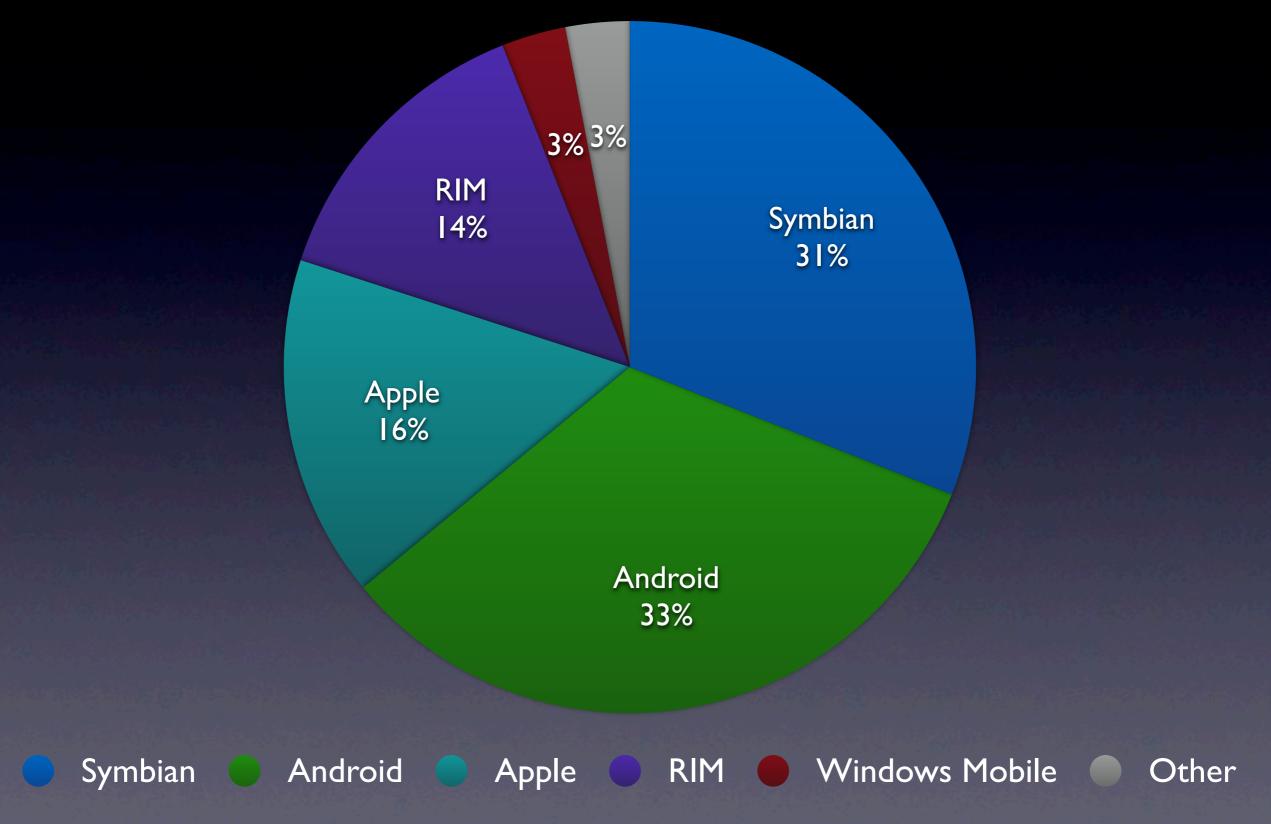








Part de marché des ventes de smartphones par systèmes d'exploitation, au 4e trimestre 2010



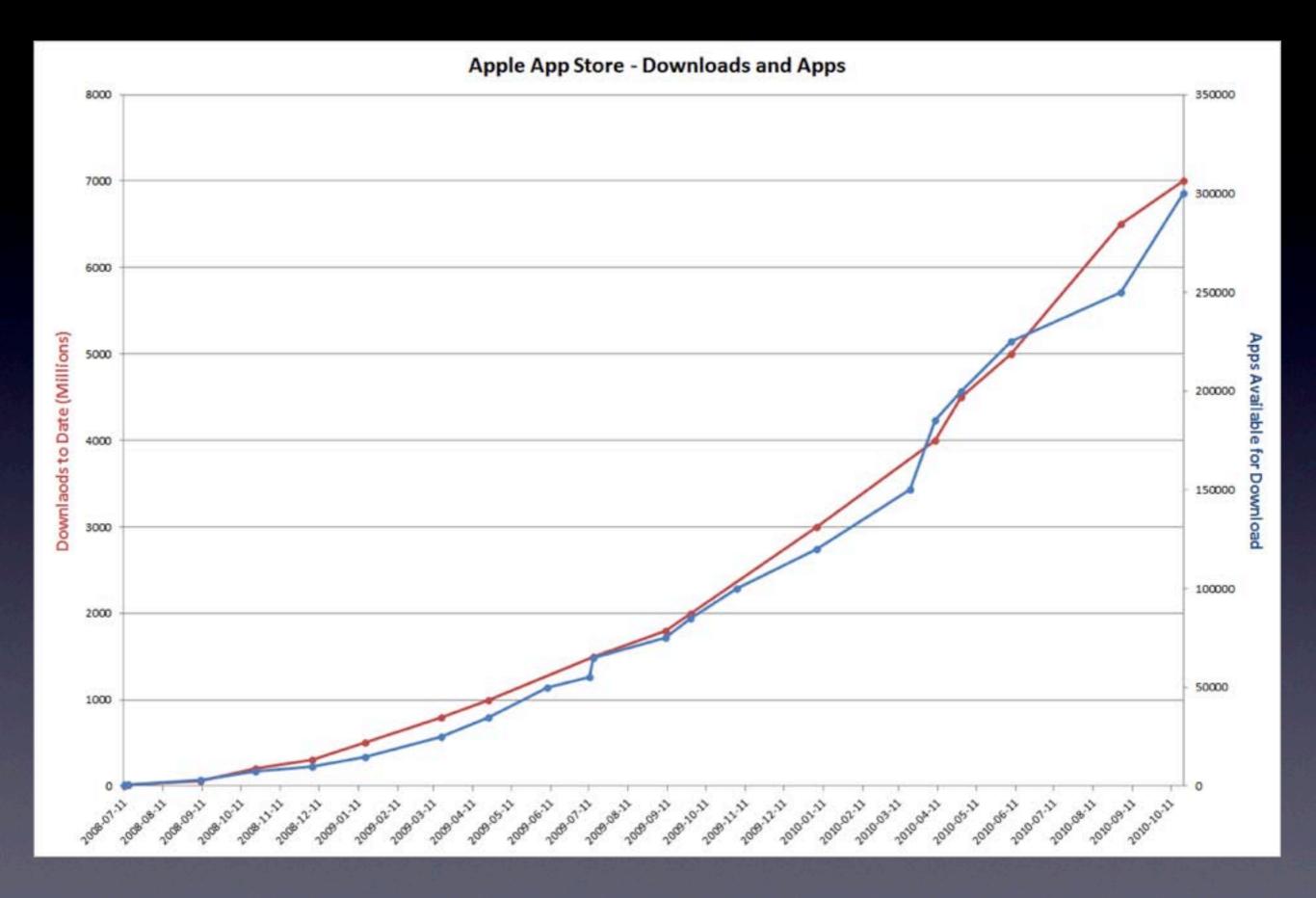
85 milliards de \$

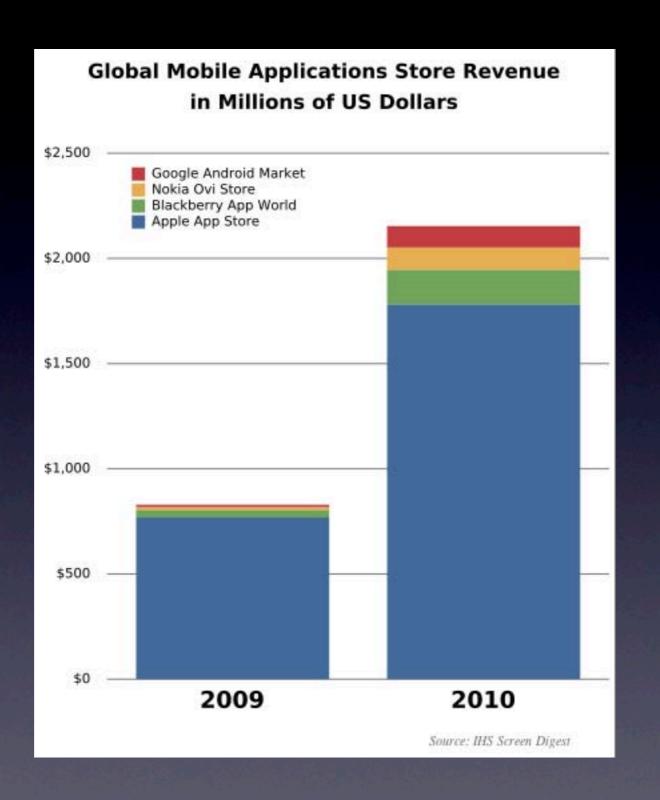
Ventes mondiales de smartphones en 2010

DGG milliards de \$

Ventes mondiales de smartphones en 2015

Source: MarketsAndMarkets





Les projets mobiles

Spécificités - App

- Affichage limité
- Saisie fastidieuse
- Très orienté Ul
- 2 solutions techniques!
 - Application native
 - Webapp

Spécificités - App

Application Native

- + Fonctionnalités (3D, accès carnet d'adresse...)
- + Distribution AppStore

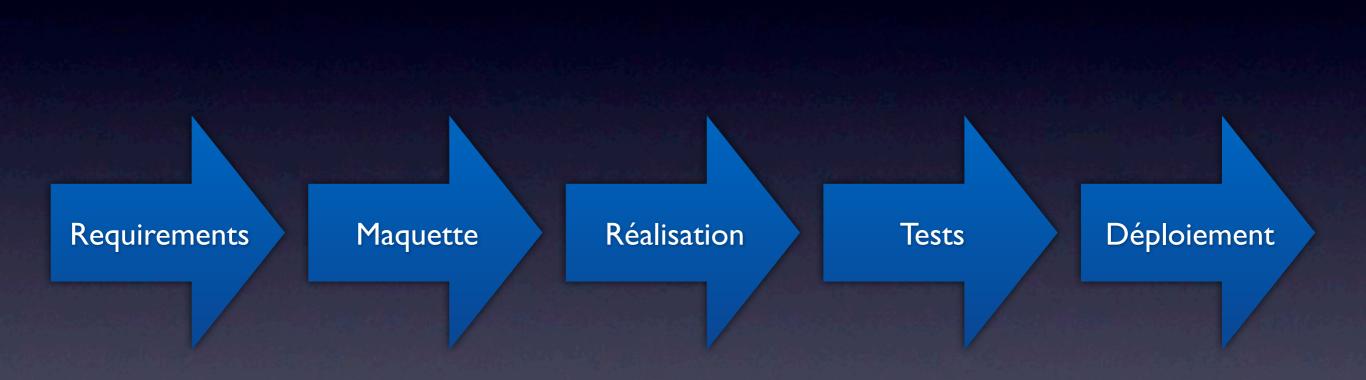
- Approbation pour chaque nouvelle version (si Apple)
- I développement par plateforme (Android, Apple, Blackberry...)

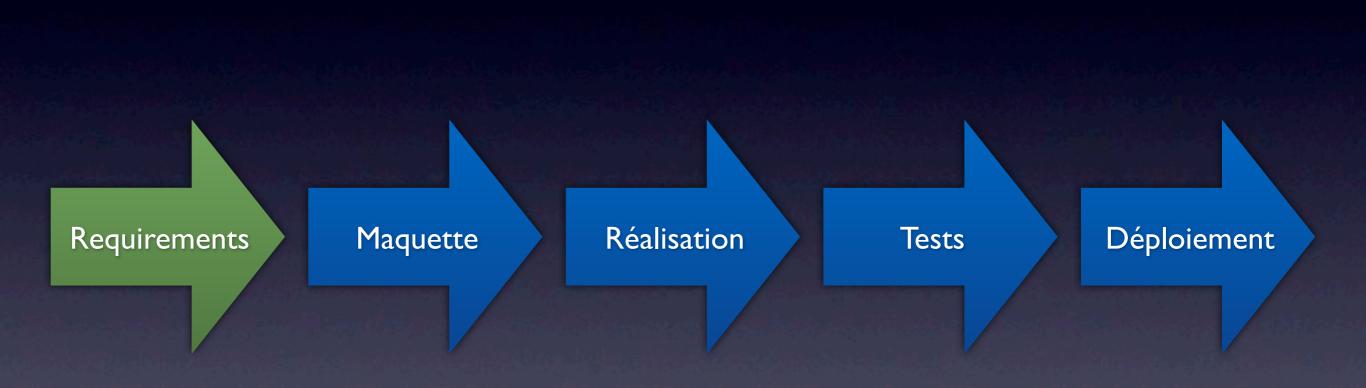
Webapp

- + Développement unique pour toutes plateformes
- + Pas besoin d'approbation
- + Possibilité d'encapsuler dans une application native (pour distribution AppStore)
- Quelques fonctionnalités non disponibles
- (3D, accès aux autres applications)

Spécificités - Projet

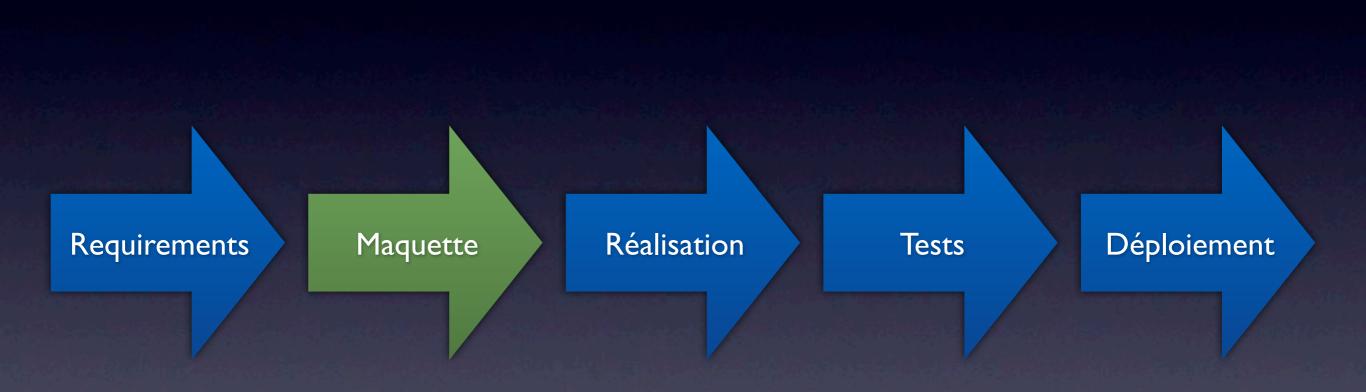
- Taille réduite
- Forte visibilité
- Déploiement



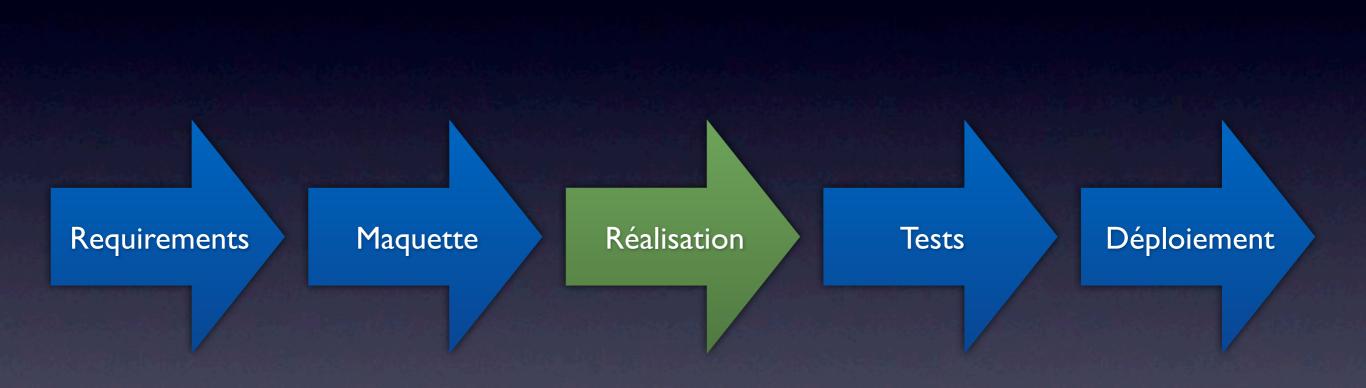


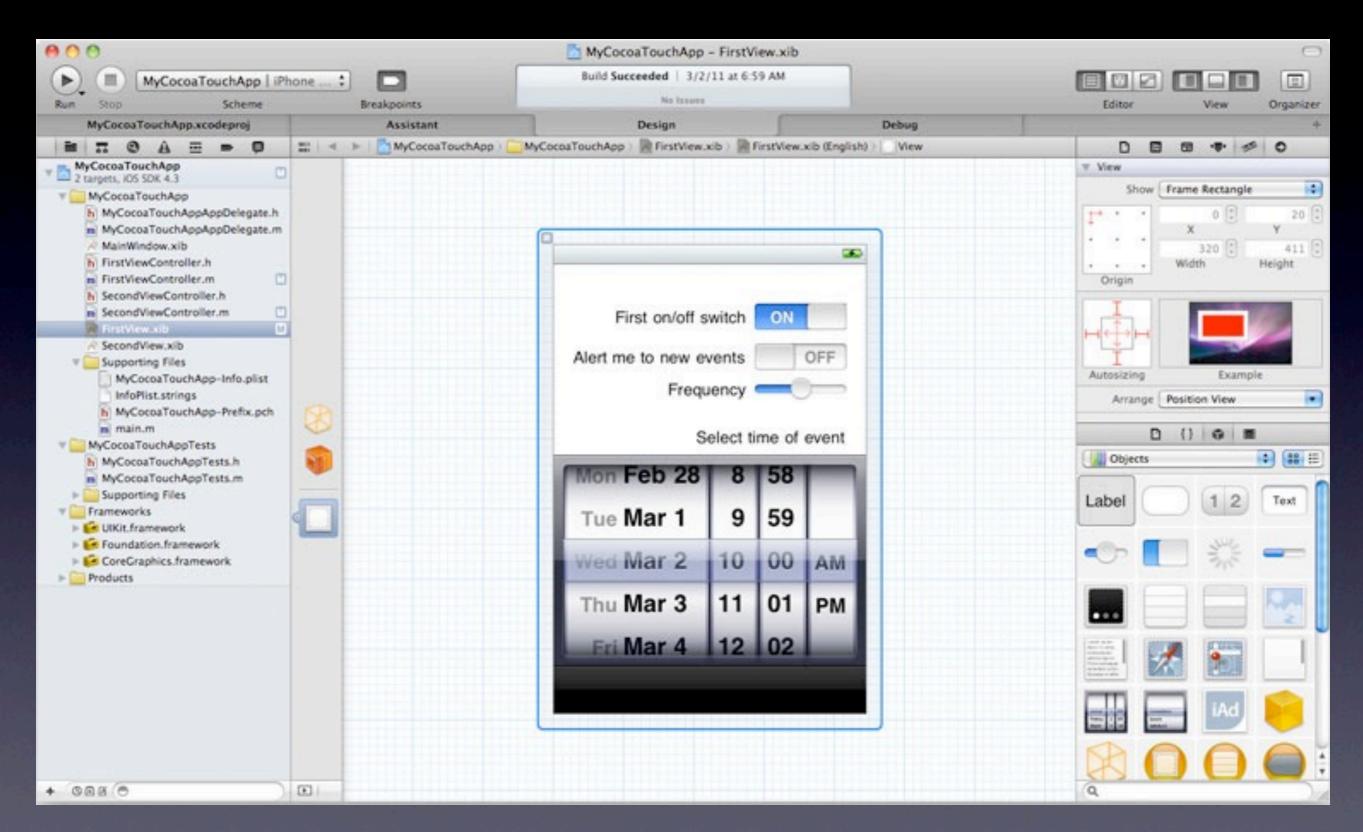
Exemple de webapp

http://www.vimeo.com/17046776

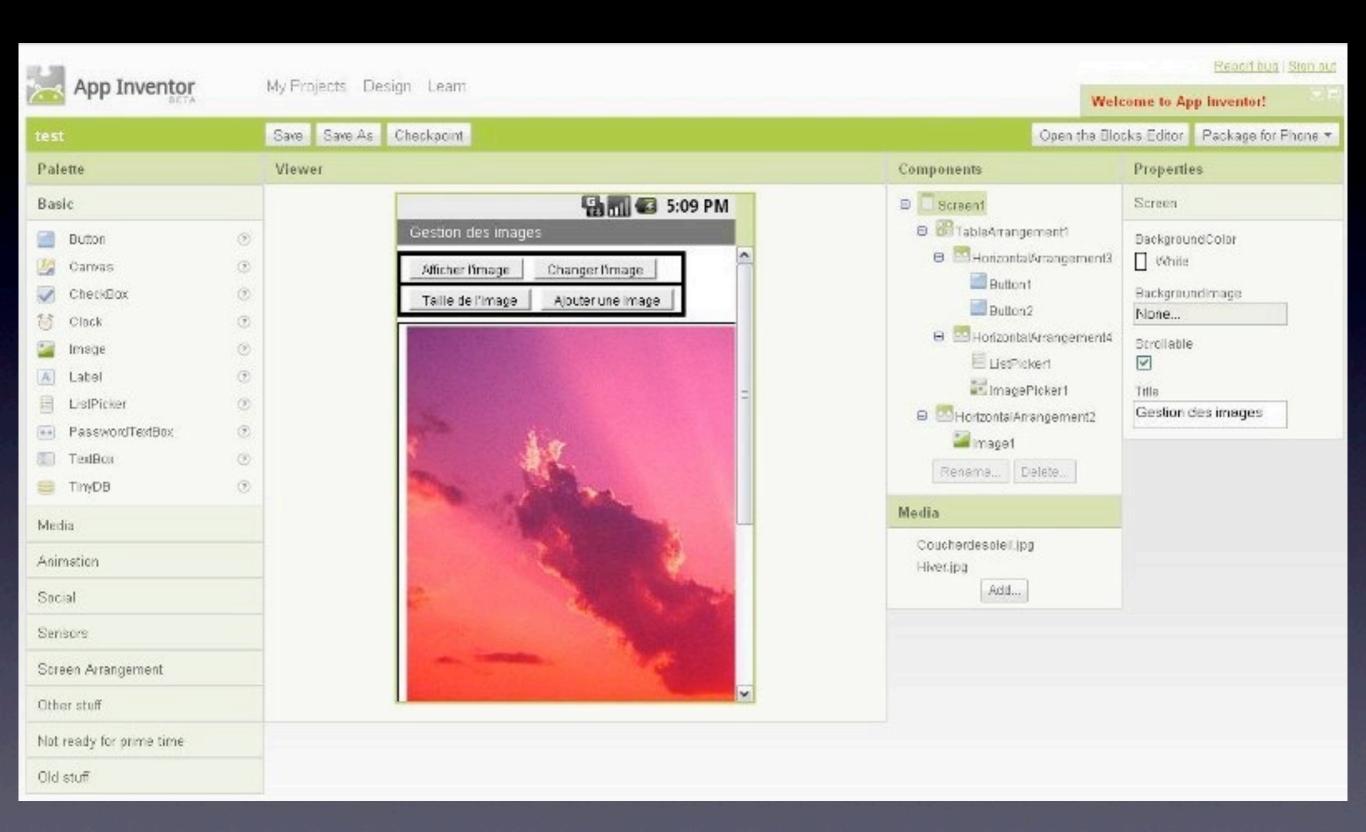


Démo de maquettage avec l'app « Interface »

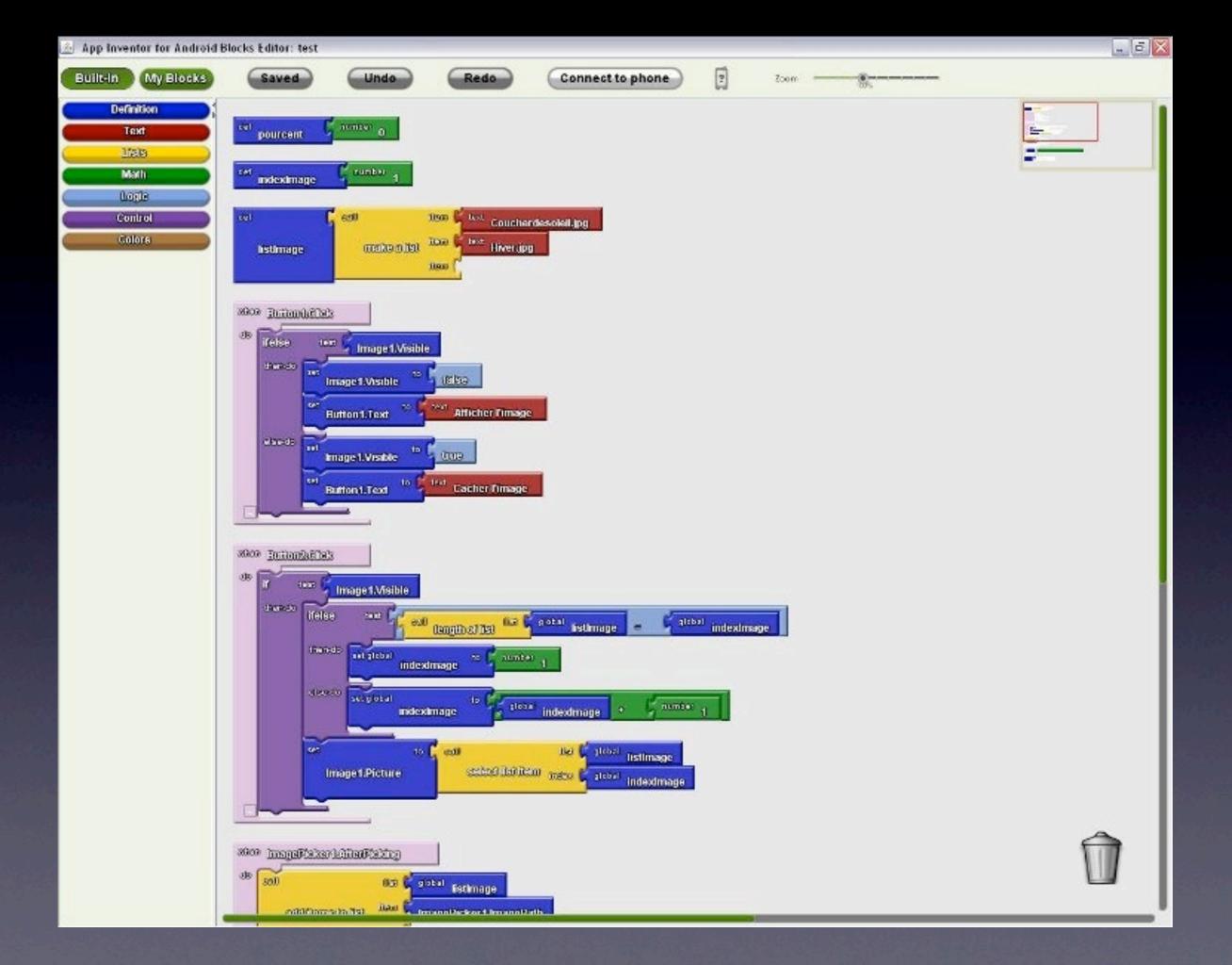


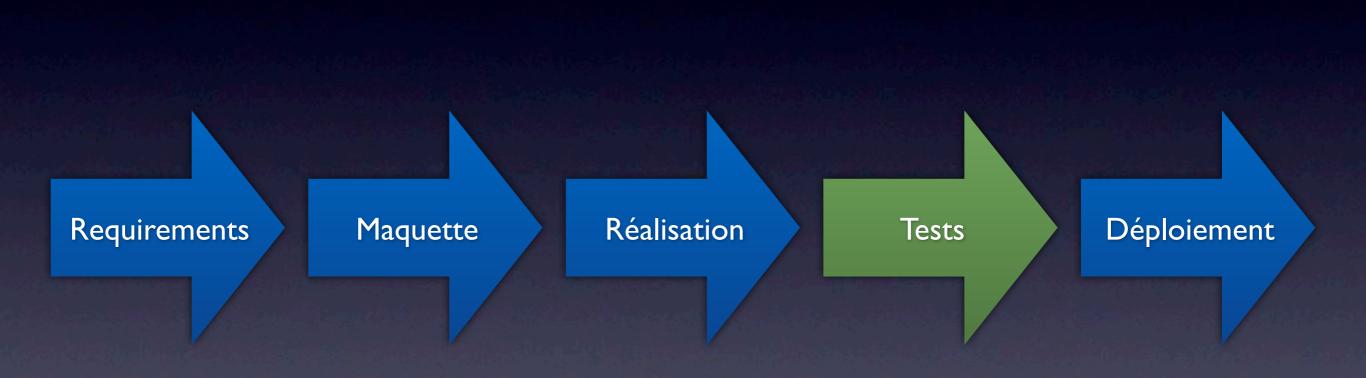


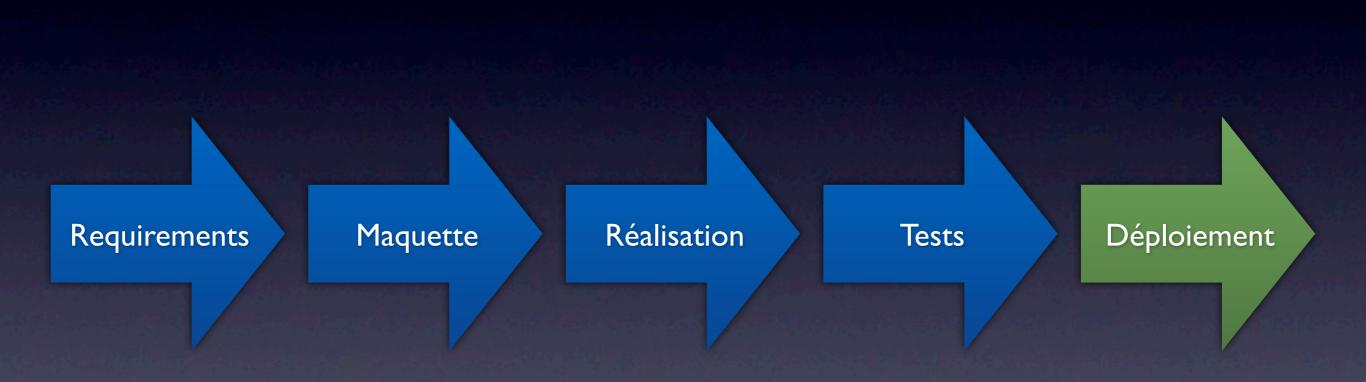
XCode 4, l'IDE Apple



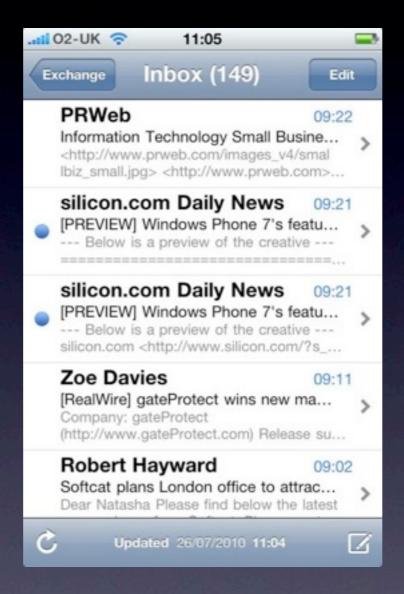
App Inventor, l'IDE Android simplifié de Google

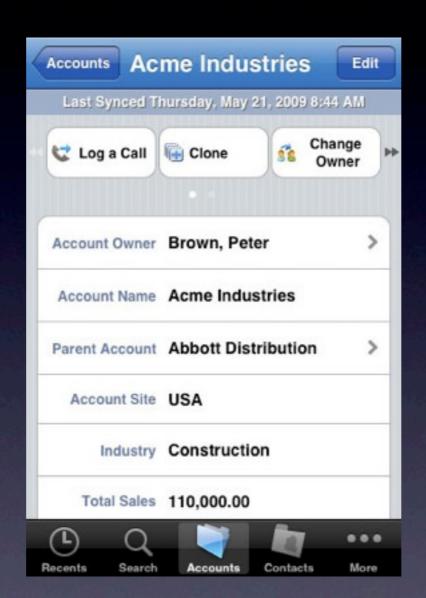


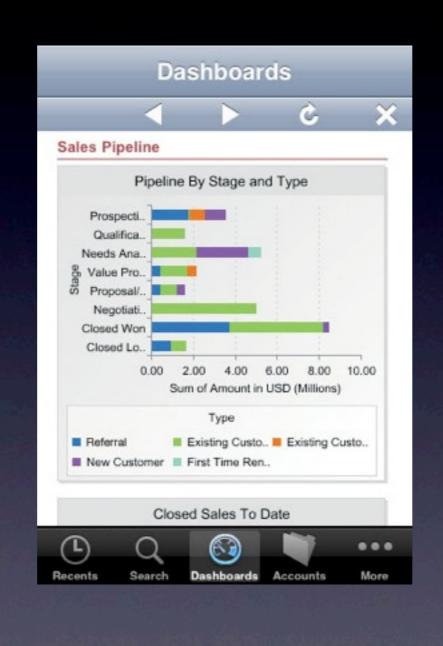




Les applications mobiles en entreprise











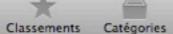
Freins

- Distribution
- Administration
- Sécurité

Perspectives













iPhoto. iMovie. GarageBand.

The incredible iLife '11.





Q











Angry Birds



Precipice of Darkne...

2,99 € ACHETER ▼



FotoMagico 3 Home

Photographie

22,99 € ACHETER ▼



Clarus

Style de vie

19.99 € ACHETER ▼



Blush

Jeux



Reflow

Musique

7,99 € ACHETER ▼



Bejeweled® 3

Jeux



Dress Assistant

Style de vie



Alfred

Productivité





Chopper 2

* 常常常育 12 notes



MindNode for Mac

Productivité

*** 8 notes



Money3

Finances

30,99 € ACHETER ▼

Raccourcis

Bienvenue Romain Votre compte

Utiliser un code

Assistance

Toutes catégories

iLife '11 iWork

Top payantes

Toutes >



- 1. Angry Birds
- 2. iPhoto Photographie
- 3. Chopper 2 Jeux
- 4. Aperture



































































































Une nouvelle convergence?

Merci!

Thomas Gendulphe thomas.gendulphe@fairwebentertainment.com

