BlackBerry Apps Experience

Everything You Need to Know and More.
Agenda

BlackBerry Application Ecosystems

Rules of the Road to Mobility

Steps to App World Success

Do-It-Yourself Apps with Major Impact
Take a guess…

- 2 years, 2 months, 5 days (796 days)
- 7 months, 4 days (218 days)
App World Numbers

Over 2 billion apps downloaded
Over 177 million apps downloaded per month

Industry-leading reach:
App World available in 130 countries and growing
26 + currencies supported
Over 90% of the 75 million BlackBerry Subscribers have access
BlackBerry App World

- No registration or submission fees. None. $0.00

- Available for BlackBerry smartphones running BlackBerry® Device Software v4.5 & BlackBerry PlayBook Tablet OS 1.0+

- Multiple monetization opportunities with in-app purchasing, subscription billing and mobile ad services

- FAQs:
  http://developer.blackberry.com/devzone/appworld/faq

- Registration:
  https://appworld.blackberry.com/isvportal/
I’m ready to do Apps, now what?

Where do I start?
Do I have development option choices?
What tools should I use?
Are there any examples that will help?
How do I get help?
Considerations

- **Background and Skills**
  Reuse of existing code, assets

- **Requirements**
  Cross-portfolio, cross-platform, features

- **Platform Capabilities**
  APIs, tooling, frameworks, constraints

- **Tools**
  IDE, utilities, simulation, familiarity

- **Support**
  Community, docs, samples
Rule #1: Choose the right tool for the job.
Developing with Adobe AIR

- Easily adapt and deploy existing content
- Native BlackBerry® PlayBook™ tablet component set look and feel
- Can create hybrid apps
- Access to native API’s with Adobe® AIR® Native Extensions
- Lots of great community support
- Lots of open-source frameworks
- New Stage3D offers great 3D performance
Android Player

- Self Contained Virtual Machine on Tablet OS 2.0 and BB10
- Perfect for Standalone Applications, Like Games
- Slightly Different Java than J2ME
- Restricted Access to Many Native Android Components
- Only Support the Personal Perimeter of Balance
- None of the RIM Specific API’s Are Implemented
BlackBerry Java

- Build rich and deeply integrated applications
- Access to 20,000+ feature rich APIs
- Huge Community & Support
- Super Apps super easy
- 7.1 is ready!
BB10 Native SDK

- C/C++ Development Environment
- 10+ Years Development Tools
- Focus on Hardcore Developers
  - OpenGL 2.0 for 2D and 3D graphics
  - Box2D, Cocos2D-X, Lua, AND EVEN Qt!
  - STL and POSIX library support (including multi-threading)
- Allow for Hybrid Applications
  - AIR apps leveraging C/C++ libraries
BlackBerry WebWorks

Generic HTML User Interface
- Access 100% of the Native API’s
  - Use the existing BlackBerry extensions, or build your own custom extensions to execute any class you’ve already built.
- Open Sourced Apache 2.0
  - Community participation extends beyond the sole interest of RIM, check out: [http://blackberry.github.com](http://blackberry.github.com)
- Customizable Configuration
  - Define icons, features, and permissions. Enable communication protocols.

Premium Rendering Fidelity

Powerful Framework Support

Support for App Frameworks

Compiled Native Application
- No compromises, run in the background, run at startup, listen for pushed data, invoke other applications.

Enterprise Ready Application
- Manage and deploy WebWorks applications with the most trusted MDM solution in enterprise.
Our Developer Platform

BlackBerry Handheld

- BlackBerry JDE
- BlackBerry Cloud Services Architecture (BES, BIS, Push, Maps, Payments, BBM, Scoreloop, etc.)
- BlackBerry OS

BlackBerry PlayBook & SuperPhone

- Webworks HTML 5
- Adobe AIR / FLEX
- Native + Open Source
- BBX OS
BlackBerry WebWorks Mission

Rule #2:  BlackBerry WebWorks

To create, as a community, a simple to use, cross-platform SDK for Web Developers to package their Web assets as a mobile application which has secure access to deeply integrated system level APIs

Save Energy use
BlackBerry WebWorks Features

- No implementation knowledge needed
- Re-use Existing Assets
  - HTML/CSS/JavaScript
  - Images
  - Even existing Java!
- Supports multiple JS frameworks
- Allow for Hybrid Applications
WebWorks Example

Simple.html

```html
<html>
<head>
  <meta name="viewport" content="height=device-height, width=device-width, user-scalable=no"/>
  <script type="text/javascript">
    function doAlert() { alert('The name of my app is: ' + blackberry.app.name); }
  </script>
</head>
<body onload="doAlert()">
  <h1>Hello World</h1>
</body>
</html>
```

Config.xml

```xml
<?xml version="1.0" encoding="utf-8"?>
<widget xmlns="http://www.w3.org/ns/widgets" xmlns:rim="http://www.blackberry.com/ns/widgets" version="1.0.0">
  <name>Hello World App</name>
  <author>Me</author>
  <content src="simple.html"/>
  <feature id="blackberry.app"/>
</widget>
```

http://developer.blackberry.com/html5/api
Minimum Items Needed!
WebWorks Example

```
<xml version="1.0" encoding="utf-8">
  <widget xmlns="http://www.w3.org/ns/widgets"
     xmlns:rim="http://www.blackberry.com/ns/widgets" version="1.0.0">
    <name>Hello World App</name>
    <content src="simple.html"/>
    <feature id="blackberry.app"/>
  </widgets>
</xml>

<!-- simple.html -->

```
Rule #3: Cheat with GitHub

- WebKit
- Ripple
- WebWorks
- Samples
- Community API extensions
- Toolkits (Alice.js, bbUI.js)
- [http://blackberry.github.com](http://blackberry.github.com)
Barcode in 5 Minutes

WebWorks extension covers the dirty work: displays camera, locates barcode and decodes the barcode.

Simple landing page with a button

A user click will invoke the WebWorks Barcode Extension.

Display results
Add extension from GitHub to WebWorks SDK

Update config.xml to allow feature permission

Add a few lines of JavaScript to do all the work

Let's Review the Code…
BlackBerry WebWorks Big Picture

Standards
- HTML5
- CSS3
- JS

Open Sources
- aptana
- dojo
- AliceJS
- Sencha
- jQuery
- PhoneGap

Distribution

Powerful Integration

BlackBerry OS
BlackBerry PlayBook
BlackBerry10 Platform

means Super Apps!
Take Away:
Do-It-Yourself Apps with Major Impact
No Developers Required

My411
Reduce or eliminate 411 charges
Corporate 411 charges often thousands
Provide an alternative that is easier than dialing 4-1-1

Detailed instructions and sample code available at:

Related IT Policy
Outgoing Call Redirection IT policy rule
Allows administrator to redirect dialed numbers
ex. User dials 4-1-1, IT policy directs it to dial a toll-free service
Do-It-Yourself Apps with Major Impact

No Developers Required

My Portal

One-click access to your users’ tools and resources
Icon that launches an internal web page
Create a simple webpage or point to existing portal

What some customers have done:
A site including information for new hires
A site hosting corporate applications for download (such as MyHelpDesk and My411)
The company or team’s web portal
Promote internal numbers/contacts
Page with company / product elevator pitch
Sales team tool kit – soft glossies of all products/solutions
Page that provides info – including available services

Detailed instructions and sample code available at:
Do-It-Yourself Apps with Major Impact

No Developers Required

My HelpDesk

Your Logo, Your Help Desk
Help Desk Number
Extension
Toll-Free number

For Users:
A simple icon to click
Saving time and
Potential for cost savings (toll-free number)

Detailed instructions and sample code available at:
Register Early and Save

Be Bold at BlackBerry World™ 2012, the largest annual gathering for the BlackBerry® ecosystem.

Register by March 23 and save $300 with the Early Bird Rate.
Last But Definitely Not Least

The Un-Official BlackBerry Developers Handy Guide
Thank you.