

# Program Schedule

Last update:  
October 16/09

7:30 – 9:00	<b>REGISTRATION</b>	
9:00 – 9:15	<b>Welcome &amp; Keynote Introduction</b>	
9:15 – 10:15	<b>Opening Keynote (Apple)</b>	
10:15 – 10:30	<b>BREAK</b>	
	<b>Business Sessions</b>	<b>Technical Sessions</b>
10:30 – 11:10	<b>Session – 1B (Panel)</b> Always Connected: The New Business Paradigm	<b>Session - 1T (Panel)</b> iPhone Development in a Multi-Platform World
11:20 – 12:00	<b>Session –2B (Case Studies)</b> Pocket Pixels Inc. & IUGO Mobile Entertainment	<b>Session - 2T (Panel)</b> Touch Interface Design
12:00 – 1:00	<b>LUNCH</b>	
1:00 – 1:30	<b>Session – 3B</b> Exploring Mobile Devices in Clinical Settings: BCIT's Experience	<b>Session – 3T</b> Innovating with HTTP Live Streaming
1:40 – 2:10	<b>Session – 4B</b> iPhone Apps: The Legal Side	<b>Session – 4T</b> Memory Management and Application Optimization for iPhone
2:10– 2:25	<b>BREAK</b>	
2:25 – 2:55	<b>Session – 5B (Panel)</b> Secrets & Lies: The Business of iPhone Games	<b>Session – 5T</b> A Primer on Push Notification
3:05 – 3:35	<b>Session – 6B</b> Marketing iPhone Applications	<b>Session – 6T</b> Building Massively Multiplayer iPhone Games
3:35 – 3:50	<b>BREAK</b>	
3:50 – 4:50	<b>Closing Keynote &amp; Panel</b>	
4:50 – 5:00	<b>Closing Remarks</b>	
5:00 – 7:00	<b>RECEPTION</b>	

**NOTE:** All sessions to be held November 24, 2009 at BCIT's downtown campus in Vancouver, BC

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9:00 am – 9:15 am **Welcome:**  
Jonathan Carrigan, CBC (House keeping, Sponsor Recognition, and BCIT Introduction)  
BCIT President (Welcome Message and Genius Factor Games Introduction)  
Genius Factor Games (Social Digital Instillation Project)  
Jonathan Carrigan, CBC (Platinum Sponsor Introduction)  
Platinum Sponsor (Keynote Introduction)

9:15 am – 10:15 am **Keynote:**  
Apple Inc. (speaker TBC)  
With secure access to corporate networks and email, thousands of third-party business applications, and an enterprise developer program for in-house apps, iPhone 3GS is ready to go to work. Come and hear how businesses are using iPhone to improve the way they work.

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10:15 am – 10:30 am **BREAK**

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10:30 am – 11:10 am **Session 1B (Panel):**

Title: Always Connected: The New Business Paradigm  
Moderator: Lindsay Smith, CEO, Massive Media Inc.  
Panelists: Simon Cairns, Director of Corporate Development, PNI Digital Media  
Gary Symons, President & CEO, VeriCorder Technology Inc.  
Panelist-3 TBC  
Description: To what extent is the mobile landscape changing and how will this affect the way business is done? This panel discusses how business models are adapting to a market where people are always connected.

**Session 1T:**

Title: iPhone Development in a Multi-Platform World  
Moderator: Sumit Mahawar, Plug and Play Tech Center (TBC)  
Panelists: Jeff Haynie, Co-Founder & CEO, Appcelerator (Titanium)  
Igor Faletski, Founder, Mobify  
Brock Whitten, Software Developer, Nitobi Software (PhoneGap)  
Description: How do you leverage your iPhone development to reach other mobile platforms? This panel discusses the multi-platform dilemma and explore ways for developers to address it.

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11:20 am – 12:00 am **Session 2B (2x Case Studies):**

Case Study: Pocket Pixels Inc.

Speaker: Hendrik Kueck

Description: Vancouver based PhD student Hendrik Kueck started working on iPhone apps as a fun side project in 2008. Motivated by his own passion for photography, he developed apps that let iPhone users creatively edit their photos using highly intuitive and fun multi-touch user interfaces. His second app "ColorSplash" has become hugely successful. Since its release in February it has constantly been amongst the 50 top selling apps in the US App Store, ranking as high as #3 (and even reaching the #1 spot in other countries). ColorSplash has been featured by Apple in several different sections of the App Store and is currently one of the demo apps installed on all iPhones in Apple's retail stores. In this talk Hendrik will discuss his own experiences developing, marketing and supporting his apps and share some of the insights he gained along the way about the App Store ecosystem.

Case Study: IUGO Mobile Entertainment

Speaker: Sarah Thomson, Director of Business Development

Description: IUGO launched its first original iPhone title August 2008. IUGO's Director of Business Development details this independent developer's journey over the past year. Sarah Thomson reveals 1,000s of successes and failures, triumphs and challenges as IUGO competes on the world's most prolific and exciting mobile content marketplace.

**Session 2T (Panel):**

Title: Touch Interface Design

Moderator: TBD

Panelists: Kevin Kimmitt, Senior Digital Designer, CBC  
Kerem Karatal, Founder, Coding Ventures  
Parveen Kaler, CEO & Founder, Smartful Studios Inc.

Description: Designing for a touch interface is both an opportunity and a challenge. This panel discusses the unique characteristics of touch interface design and share tips for creating a great iPhone interface.

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12:00 pm – 1:00 pm **LUNCH**

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1:00 pm – 1:30 pm

**Session 3B:**

Title: Exploring Mobile Devices in Clinical Settings: BCIT's Experience

Speakers: Kathy Siedlaczek, Instructional Development Consultant  
Glynda Doyle, Instructor (Nursing Program)

Description: BCIT's Nursing program is investigating the use of mobile device technology for student nurses in the clinical setting. To get a sense of how mobile devices could help our students, we explored three different devices, including iPod Touch, in four different locations with all devices having access to nursing reference software. We will present the process we used for our exploratory study, what we learned, and what our future direction might be.

**Session 3T:**

Title: Innovating with HTTP Live Streaming

Speaker: Michael Russo, CTO, Polar Mobile

Description: Apple's new streaming technology enables high-quality video streaming of both live and pre-recorded content with minimal complexity and great results. In this session, we'll explain the architecture of Apple's HTTP Live Streaming technology, and then dive right in to building an application that allows users to stream video that they recorded on their iPhone to other Apple Touch devices.

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1:40 pm – 2:10 pm

**Session 4B:**

Title: iPhone Apps: The Legal Side

Speaker: Richard Stobbe, Brownlee LLP

Description: A review of the law as it pertains to iPhone / iPod Touch Apps, including: Copyright, Trademark, Intellectual property ownership, Cross-platform issues, App development agreements, and an update on iPhone App lawsuits.

**Session 4T:**

Title: Memory Management and Application Optimization for iPhone

Speaker: Andrei Iancu, Founder & CEO, Dynamic Leap Technology Inc.

Description: The first part of this session will focus on memory management rules, best practices, and common mistakes in low resource environments, specifically on the iPhone. The second part of the session will present "Instruments" and "Shark," two tools helping developers improve application stability and performance. Instruments is used to profile memory usage and detect memory leaks. Shark helps detect processing bottlenecks by providing on-device time and coverage profiling.

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2:10 pm – 2:25 pm     **BREAK**

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2:25 pm – 2:55 pm     **Session 5B (Panel):**

Title:                Secrets & Lies: The Business of iPhone Games

Moderator:        John Horodyski, Director Business Development -- Genius Factor Games

Speakers:         Ted Nugent, President, Genius Factor Games  
Steve Rechtschaffner, President, No Robots  
Panelist-3 TBC

Description:      The iPhone ecosystem is littered with gaming winners and losers. This panel discusses how to run a successful business based on iPhone game apps, including defining a realistic budget, pricing strategy, and analyzing telemetry and sales numbers.

**Session 5T:**

Title:                A Primer on Push Notification

Speaker:          Aaron Hilton, President & CTO, CellMap Inc.

Description:      Push notification. Probably the least understood yet most powerful communication function the iPhone has in its arsenal to stay-in touch. This talk will discuss how to enable push notification in your iPhone apps with the Django web development platform. We'll walk through process of creating a push certificate through Apple's iPhone developer portal, linking that to your app, and hooking to the Apple Push Network (APN) through a secure socket. Next we'll hook up the iPhone app to Apple's push system and web service, so you'll have a growing list of iPhones ready and waiting to be "notified". Finally, we'll setup an instant messaging service in Django that broadcasts a push alert to all the registered iPhones. At the end, you'll understand how to close the Push Notification loop and take away some useful ideas where push can make a big difference in your projects.

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3:05 pm – 3:35 pm

**Session 6B:**

Title: Marketing iPhone Applications

Speaker: Scott Michaels, Vice President Client Services, Atimi Software, Inc.

Description: With more than 25 apps in the store and millions of downloads, Scott Michaels will expose the methodologies employed to get applications noticed by both the public and Apple. The session will cover entering the market, research prior to starting the project, App store launch strategy and of course pricing. The session will cover all types of applications - free applications used as a brand extension, applications to drive revenue in other streams or paid applications geared to be independently profitable.

**Session 6T:**

Title: Building Massively Multiplayer iPhone Games

Speaker: Dave Orchard, SmartPhone Games Guru, Ayogo Games Inc.

Description: Social games and iPhone games are two of the fastest growing parts of the gaming industry. Ayogo has built a framework for bridging these worlds, allowing an unlimited number of players to interact in simple virtual worlds. For example, City of Ash is a game where players compete and cooperate in post-apocalyptic Baltimore. Although Ayogo's games are not "real-time" ("twitch") games, the techniques we use to manage application state can apply to any game genre. In particular, we will discuss how we minimize latency, synchronize state, maximize battery life, survive transient network outages and manage inevitable multi-user race conditions.

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3:35 pm – 3:50 pm

**BREAK**

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3:50 pm – 4:50 pm

**Keynote Panel:**

Title: The Future of Mobile

Moderator: Steve Billinger, General Manager Digital Programming & Business Development, CBC

Speakers: TBC

Description: In 2007 Time Magazine named the iPhone the "Invention Of Year." Two years later the magazine declared iPhone has launched the era of mobile computing. Lead by a keynote presentation by CBC's digital leader, Steve Billinger, this panel discusses where mobile is headed and how our lives might change as a result.

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4:50 pm – 5:00 pm     **Closing:**  
Jonathan Carrigan, CBC (Thank panel and NMBC Introduction)  
Director, New Media BC (Closing Remarks & Reception Invitation)

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5:00 pm – 7:00 pm     **Reception:**  
Executive Director, New Media BC (Sponsor Introduction)  
Sponsor (Welcome)  
Genius Factor Games (Social Digital Instillation Project Reveal)  
Networking