



MoMo Dublin

The BlackBerry Opportunity

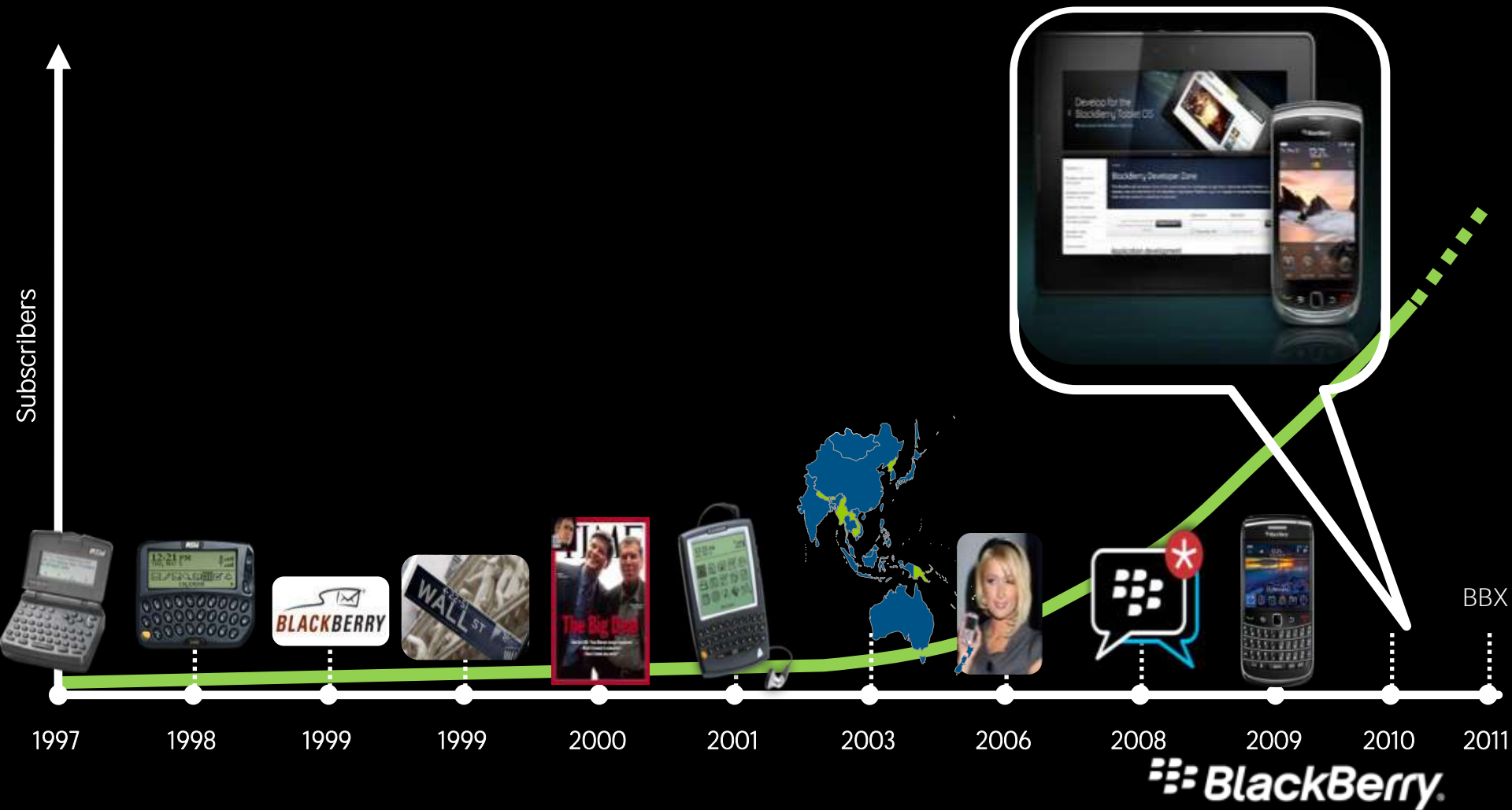
Sanyu Kiruluta

skiruluta@rim.com

Team Lead, Developer Relations, EMEA



History of BlackBerry



Global Opportunity and Reach

150M+ BlackBerry Smartphones shipped

- 40% YoY subscriber growth
- Over 70 Million subscribers!

4.2 Billion in revenue last quarter

600+ carriers and distribution partners

370K+ app developers

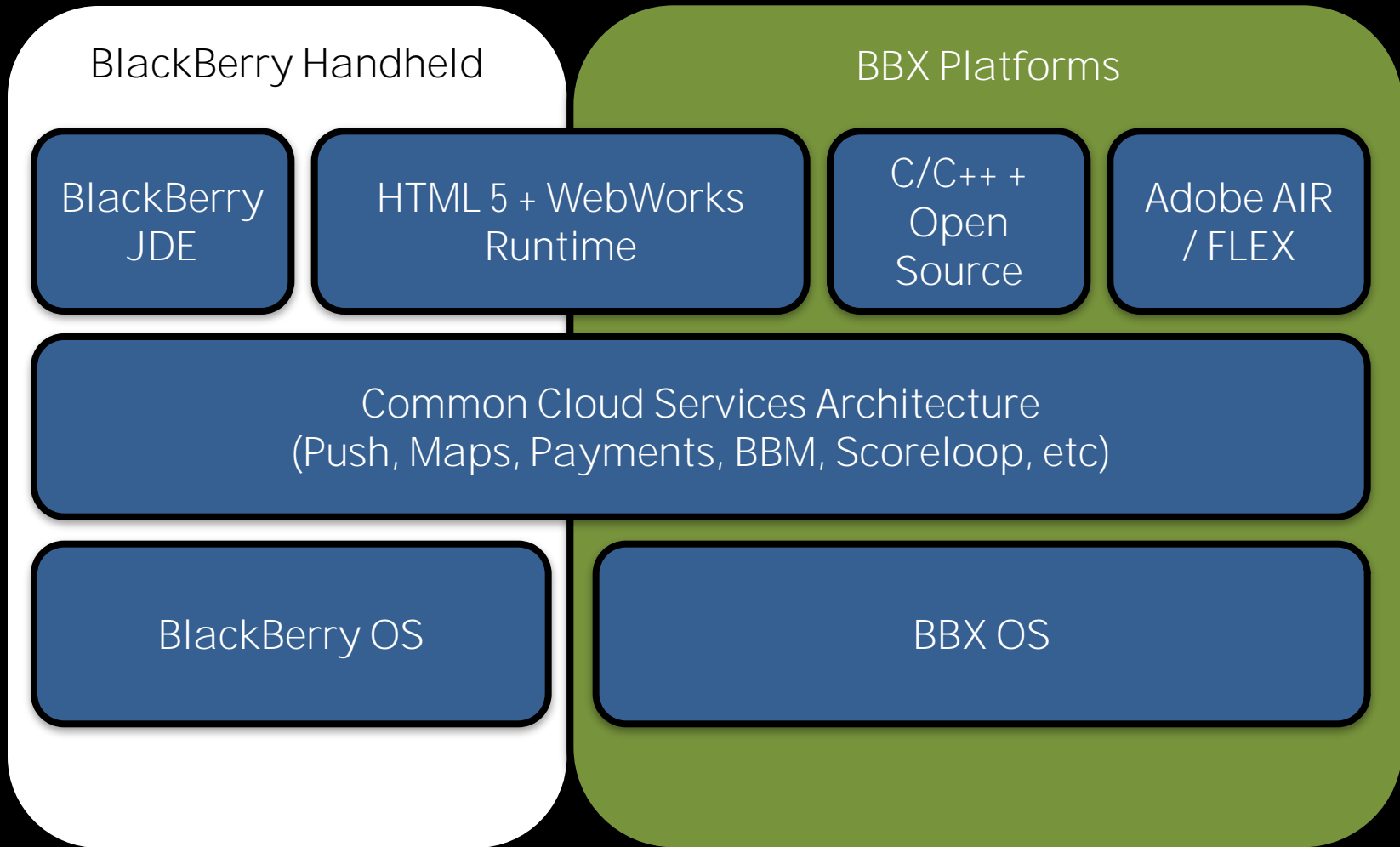
46K+ apps in BlackBerry App World

- Over 1 billion downloads to-date
- Over 4 million downloads per day and growing
- 130 markets, 26 currencies
- Carrier billing support



 **BlackBerry.**

BlackBerry Developer Platform



Key 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



BBOS

JAVA

<http://us.blackberry.com/developers/>



Java™

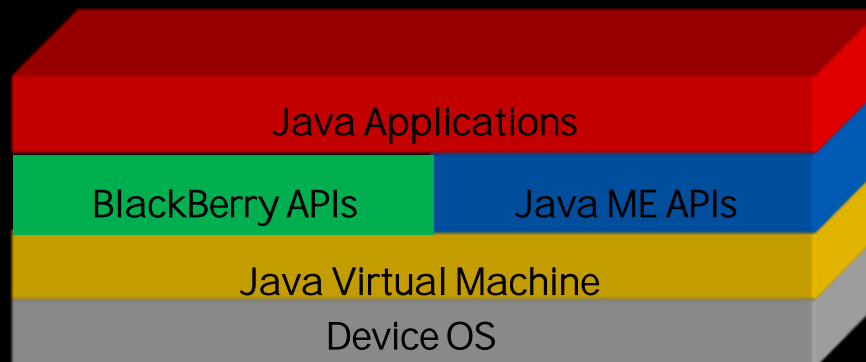
 **BlackBerry.**

BlackBerry Java Development

The BlackBerry® smartphone is built from the ground up as a Java® based device with all built-in applications and APIs written in Java

BlackBerry supports:

- MIDP Standard APIs (MIDP v2.1 supported) for cross platform development
- CLDC Standard APIs (CLDC v1.1 supported) for connectivity
- BlackBerry smartphone specific Java APIs



BlackBerry Java Development

Java APIs for the BlackBerry solution enables you to develop rich custom client applications that provide

- Compelling customizable user interface
- Local data storage on the device
- Event listening and system interfaces
- Secure wireless transport via HTTP

Advanced Java API capabilities include

- Integration with BlackBerry® Mail, PIM and Phone applications
- Networking and Secure Push Services
- Communication with Bluetooth®-enabled peripherals
- Rich multimedia features
- Location-based services and BlackBerry® Maps
- Touch Events and Accelerometer Support



BlackBerry 7 Smartphone OS

Exciting New Features

- New Liquid Graphics UI
- Digital Compass and NFC
- HD Video Recording and Playback (720p)
- Support for OpenGL 2.0
- Performance and Multimedia Enhancements in Browser

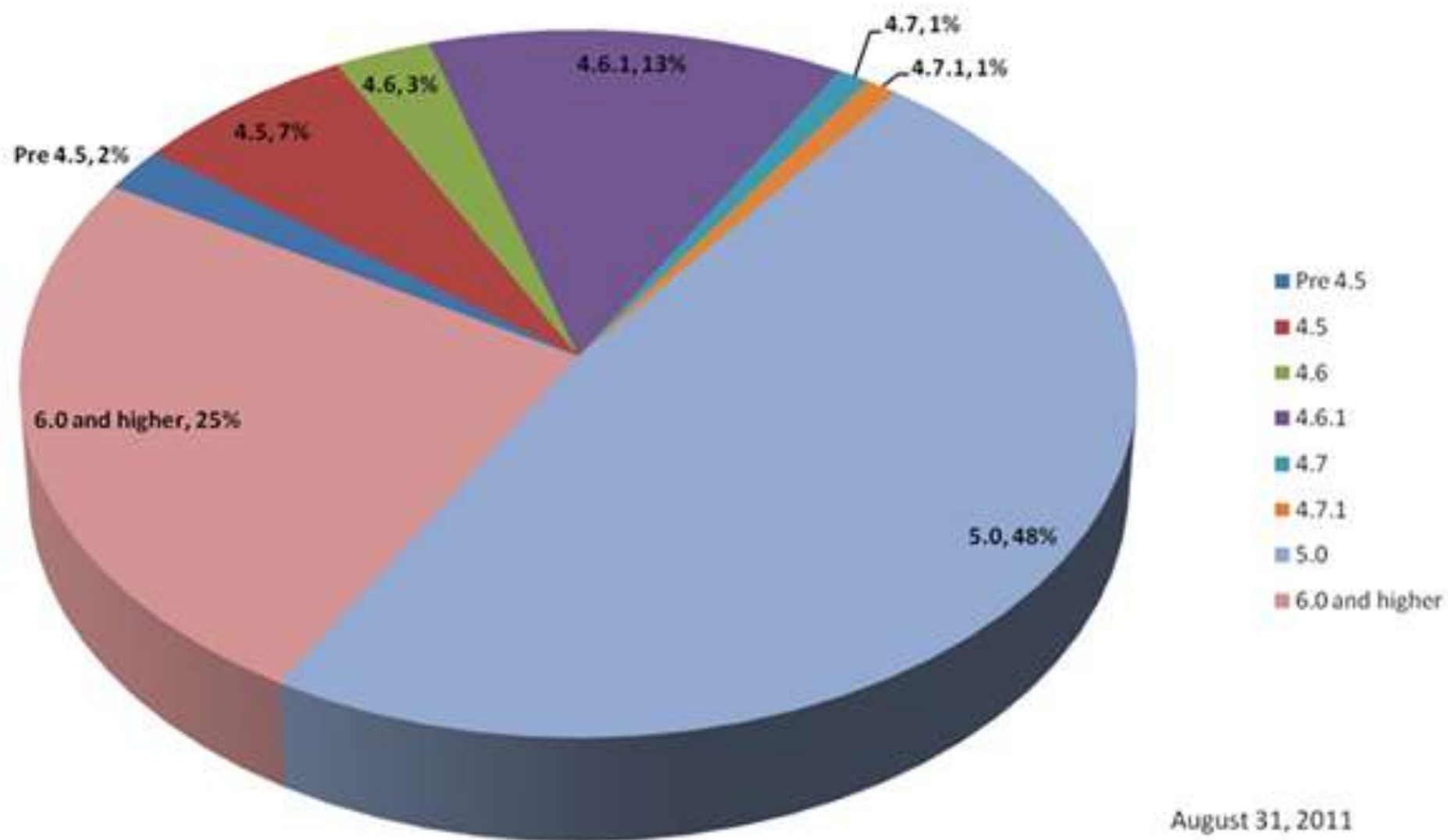
New 7.1 Beta

- NFC Peer-to-Peer API, FM radio API, Profiles API



BlackBerry.

BlackBerry Subscribers by OS



BBM Social Platform

BlackBerry Messenger Community

Experiencing explosive growth

50 million global BBM subscribers

- >60% Global penetration amongst BlackBerry subs
- >1.5 million new users per month
- >2 thousand new users per hour

130% growth in BBM subs over past year

BBM community is there when it counts

- 300% lift in traffic after winning goal at World Cup finals



Social Platform

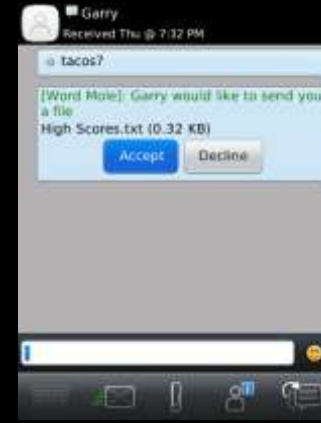
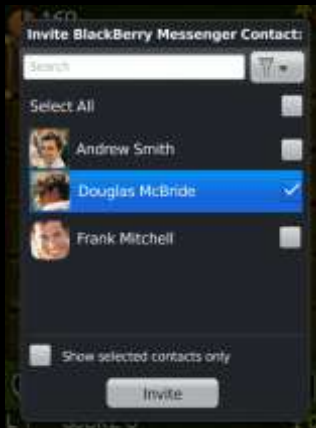
Embed Chat

Invite Friends

Share Content

Create Communities

Customize User Profiles



BlackBerry Messenger Social Platform for Apps open BETA available now for Java WebWorks coming soon!





BBOS and BBX

HTML5 AND WEBWORKS

<http://developer.blackberry.com/html5>



 **BlackBerry.**

Why HTML5 & WebWorks?

Decision guidance

Utilize your existing Web experience

- Re-use lots of cross platform code

Extend with WebWorks to securely access native level functionality

- Provides the best of both worlds

Rich hardware accelerated UI on BB7/PlayBook/BBX

WebWorks Supported on BB5/BB6/BB7/PlayBook/BBX



Development Environment

Use Ripple to minimize the need for Simulators

- Reduce the need to compile your code
- Emulate application functionality in a familiar environment
- Package and Deploy as final steps of development

Use your favorite IDE or text editor for authoring your code

Web Inspector allows for debugging both in Ripple and on the device





BBX

ADOBE AIR SDK

<http://us.blackberry.com/developers/tablet/adobe.jsp>





Developing with AIR

Easily adapt and deploy existing content

Native BlackBerry® PlayBook™ tablet component set I&f

Create hybrid apps

Access to native API's with AIR Native Extensions

Lots of great community support

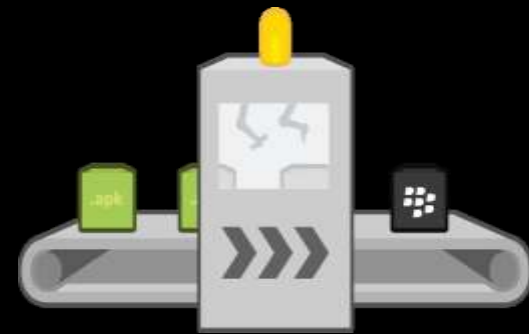
Lots of open-source frameworks

New Stage3D offers great 3D performance



BBX

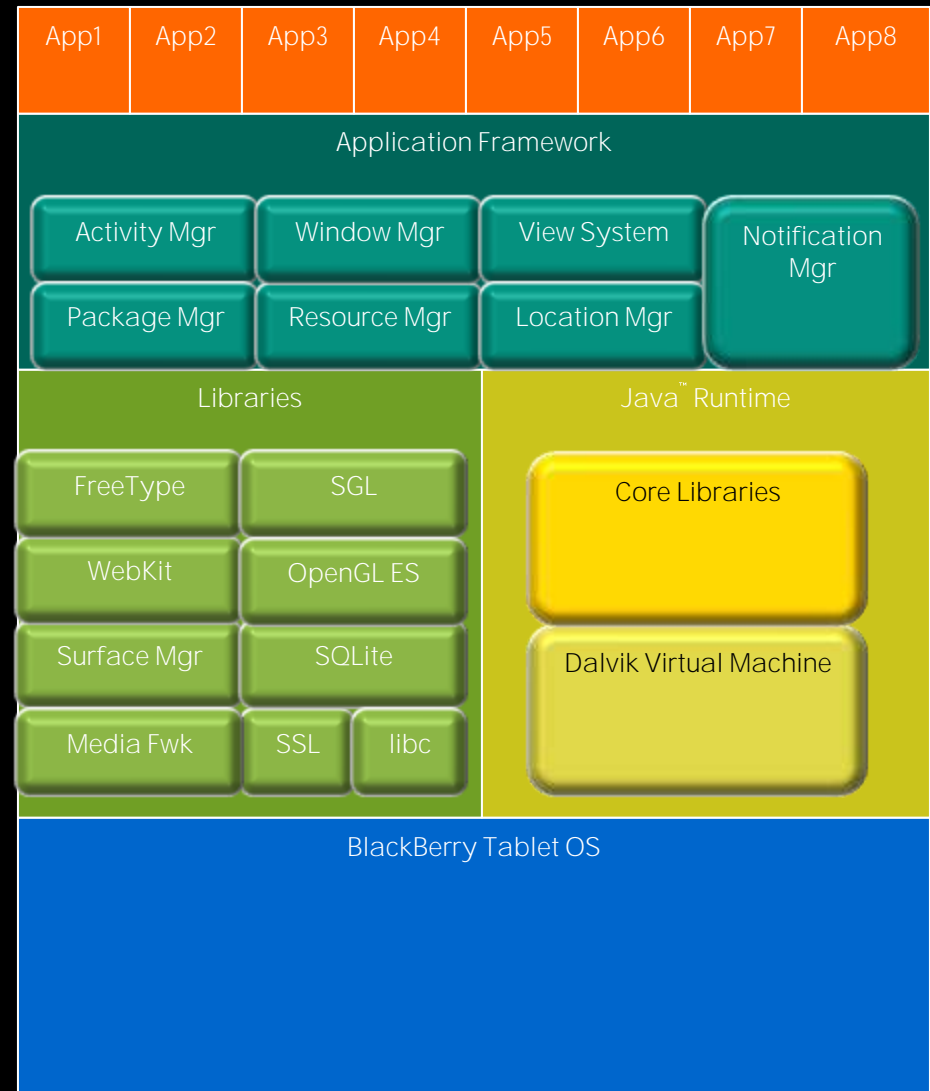
BLACKBERRY RUNTIME FOR ANDROID APPLICATIONS



 **BlackBerry.**

BlackBerry Runtime for Android

- Runs on BlackBerry Playbook OS2.0 and BBX.
- Android Open source v2.3.3 aka “Gingerbread” Application Framework running on top of Playbook OS and Libraries.
- Enables Android applications to be installed and run inside it.



Why repackage Android apps?

Decision guidance

Quick/cost-effective entry into the BlackBerry[®] platform

- Monetize on the BlackBerry platform with minimum effort

65% of the existing applications require no changes

No re-compilation!

- UX Review
 - Navigation Flow
 - Notifications
 - Search Key

Android Compatibility

Unsupported APIs are classified by BlackBerry Tools into 5 categories based on their potential impact on whether an application will run on BlackBerry PlayBook tablet.

- Impact level 5: (most severe): Application will not load.
 - Native libraries, required 3rd party libraries.
- Impact level 4: Application will most likely not be functional.
 - 5-way navigation, h/w keyboard, Google service C2DM.
- Impact level 3: App may run but some functionality will not work.
 - Missing Google services e.g. Google Maps.
- Impact level 2: App may run but some functionality will not work.
 - Missing features e.g. Telephony, Camera, SIP, VOIP, NFC.
- Impact level 1: (minor non compliance): App will run just fine.



BBX

QNX NATIVE C

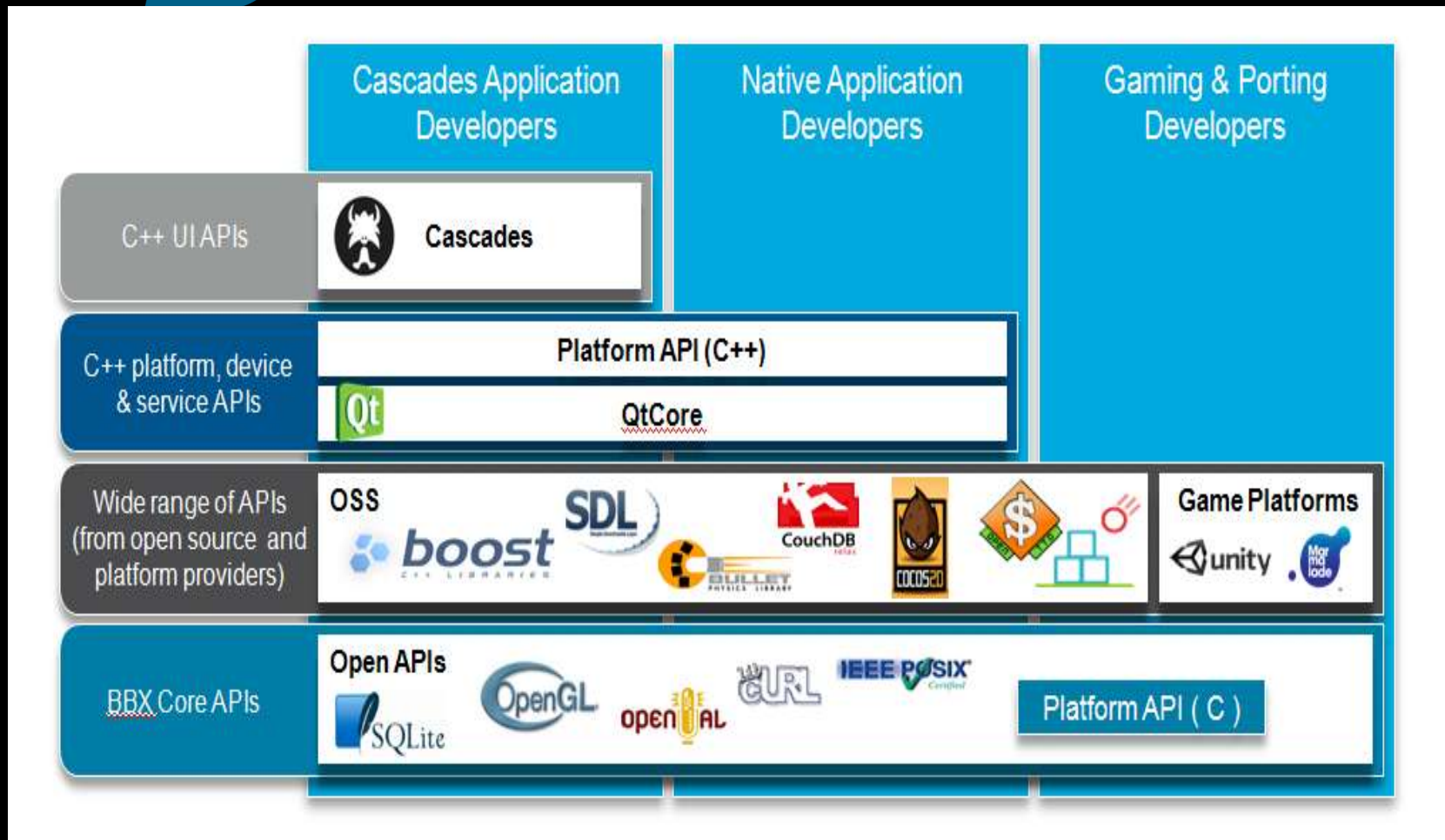


Nativ

e

 BlackBerry.

BBX Native SDK





BBX

CASCADES C++



 **BlackBerry.**

What Is Cascades?

Easy to use framework for delivering the astonishing user experience

- Rich set of core UI components
- Built in signature effects
- Pre-packaged interaction design
- Easy data binding to various data sources (SQL/XML/JSON)
- Ease of integration with platform services
- C++ and/or QML/JavaScript power for the same object model



BlackBerry Platform Services

BLACKBERRY APP WORLD

Key Statistics

4 million Average Daily Downloads

40 million Downloads of App World client

Available in 130+ Countries

6 Languages -(EFIGS, Brazilian Portuguese)

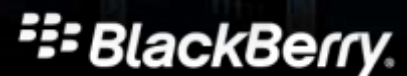
26 Currencies

Carrier Billing with multiple major carriers

Over 46,000 apps available for download or purchase including 4,000+ apps for BlackBerry PlayBook

FREE to register as a vendor

and FREE to submit apps and upgrades



BlackBerry Platform Services



What can I sell?

- Digital Content
- Additional Functionality
- Dynamic Content & Services

What can't I sell?

- Virtual Currencies
- In-app Credits
- Physical Goods or Services
- Digital Goods across Multiple Apps

Who is using my app?

How long do they spend with my app?

When are they using my app?



What are they doing with my app?

How many people use my app?

Where are my users?



App World Submission Walk Through

BlackBerry App World™ - Add Product

Please complete the wizard to submit your product.

Indicators required fields

Step 1 Step 2 Step 3 Step 4 Step 5

Describe how your product will appear in BlackBerry App World™ and your licensing model.

An initial user manual will be generated using your developer Company Name and Product Name. If you find the user manual product and content names you can override them here.

NOTE: Only for advanced users, see this ONLY if your existing download key file is different than your App World account.

Indicators required fields

Product Name: PaymentsDemo

Developer Name: [checkbox] Override AND the application and vendor names

ID: W0001

Category: Productivity

License Type: Free

Cancel Process Next

1.) Descriptive Information

BlackBerry App World™ - Add Product

Please complete the wizard to submit your product.

Indicators required fields

Step 1 Step 2 Step 3 Step 4 Step 5

Product Description(s)

From a description for the product in every language that it is released in. Descriptions must be less than 2000 characters. Add a product release for every language that you type a description for.

Languages English (en)

The Payment Demo API, a component of the BlackBerry AppWorld Platform, is a mobile and tablet application that you can use for creating an in-app business agreement on your application. With the Payment Demo API, you can create a highly secure business agreement without having to write about 20% of the heavy lift that would otherwise be required. The BlackBerry App World storefront setup process of transactions using any of the payment methods supported by BlackBerry App World, but also provides you with a set of APIs for how you manage and define your virtual goods for your application users.

Add Language

Cancel Process Next

2.) Supported Languages

BlackBerry App World™ - Add Product

Please complete the wizard to submit your product.

Indicators required fields

Step 1 Step 2 Step 3 Step 4 Step 5

Add Product Icon

Upload a square JPEG image to use as a product icon. If your product is an application, it should meet the requirements of your application user. The image will be scaled to display online. See icons.

Add Screenshots

Upload any screenshots from your product here. You can have a maximum of 10 screenshots used to describe your product (only 5 screenshots must be in GIF, PNG, or JEP format).

1 screenshot

Upload 1 Screenshot

Cancel Process Next

3.) Icons and Screenshots

BlackBerry App World™ - Add Product

Please complete the wizard to submit your product.

Indicators required fields

Step 1 Step 2 Step 3 Step 4 Step 5

Carrier Restrictions

The carriers selected below will define the jurisdictions in which your product may be distributed and/or sold and may include the carriers with which the selected carriers have roaming agreements.

Available in all carriers

Country Restrictions

The countries selected below will define the jurisdictions in which your product may be distributed and/or sold here. Countries marked with a * are not yet available for App World.

Available in all countries

Cancel Process Next

4.) Country and Carrier Restrictions

BlackBerry App World™ - Add Product

Please complete the wizard to submit your product.

Indicators required fields

Step 1 Step 2 Step 3 Step 4 Step 5

The initial product release is required.

Product Release

| Name | Version | Release Date |
|--------------|---------|--------------|
| PaymentsDemo | 1.0.0 | |

Cancel Process Next

2.) Add Releases

BlackBerry App World™ - New Release Submission

Application Name: PaymentsDemo

Release Setup is complete. This release can be saved as a draft or submitted for approval.

Release summary

Version: 1.0

Export Control: No export control

Digital Rights: No third party content

User Safeguards: No user generated content

| File Details Name | File Size | Language | File |
|-------------------|-----------|-------------|------|
| 1.0.0.0.0 | 5,320 | All Devices | 1 |

Cancel Process Next

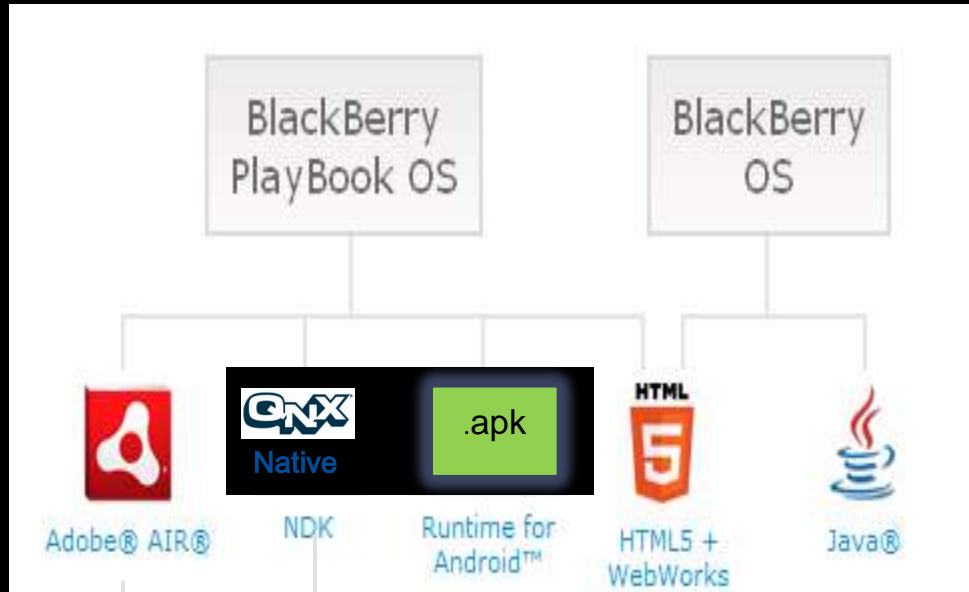
3.) Review and Submit



So...

WHAT'S NEXT?

Simple Recommendations



Choose AIR when you want:

- › To use Adobe® Flash®, AIR or Adobe® Flex® expertise and assets and port them to the BlackBerry platform
- › Adobe® FlashBuilder® integration with strong tooling support

Flash, AIR, and Flex are supported on BlackBerry® PlayBook™ OS v1.0 and above.

Choose Native development when you want to:

- › Build high performance native apps
- › Port existing C/C++ codebase
- › Leverage open source libraries such as Box2D, Cocos2D-X, Lua, Qt, OpenAL, and more
- › Integrate with the Scoreloop SDK

The BlackBerry NDK is supported on BlackBerry® PlayBook™ OS v1.0.7 and above.

Choose BlackBerry Runtime for Android apps when you want to:

- › To quickly and easily port an Android app to BlackBerry® PlayBook™ OS

The BlackBerry Runtime for Android apps is supported on BlackBerry® PlayBook™ OS v2.0 and above.

Choose HTML5 and BlackBerry WebWorks when you want to:

- › Target both BlackBerry OS and BlackBerry® PlayBook™ OS with a single codebase
- › Package HTML5 assets to run as a native application on BlackBerry OS and BlackBerry PlayBook OS
- › Develop a cross-platform solution via services such as PhoneGap

HTML5 + BlackBerry WebWorks is supported on BlackBerry PlayBook OS v1.0 and above, and BlackBerry® 6 OS and above. It's also supported on BlackBerry® Device Software v5.0 and above using HTML 4.0.

Nearly 75% of BlackBerry smartphone users run BlackBerry Device Software v5.0 and above.

Choose Java when you want to:

- › Develop a native application for BlackBerry smartphones running BlackBerry® 7 OS versions up to and including BlackBerry 7
- › Support the full gamut of in-market BlackBerry OS devices and create a super app experience

Java is supported on BlackBerry® Device Software v4.0 and above, reaching 100% of the BlackBerry OS user base.

Don't forget the basics...

Download Tools, Sample Code, Docs, and Videos

- BlackBerry® Developer Zone www.blackberry.com/developers

Ask for help

- Support Forums supportforums.blackberry.com
- Issue Tracker blackberry.com/developers/issuetracker

Stay In Touch

- Twitter® [@BlackBerryDev](https://twitter.com/BlackBerryDev)
- Blog devblog.blackberry.com

Get Connected

- Developer Groups blackberry.com/developers/community
- Alliance Program blackberry.com/partners

7-8 February, 2012 | Amsterdam RAI Convention Centre

Register Now!



Learn how to define the next-generation of mobile apps with BlackBerry® 7, the BlackBerry® PlayBook™ tablet and the new BBM™ Social Platform.



About DevCon

Learn all about BlackBerry® DevCon Europe and see how valuable it can be for your organization.

[Find out more](#)



Past DevCon Events

Take a look at the highlights from some of the past BlackBerry DevCon Events.

[Find out more](#)



Convince Your Boss

Highlight the key reasons why the conference can be so valuable for you and your organization.

[Get approval to attend](#)



Budget Planner

Use our Budget Planner Tool to estimate the cost for you to attend BlackBerry DevCon Europe.

[Use Budget Planner](#)

Follow #bbdevcon: [t](#) [v](#) [d](#) [f](#) [x](#) Share: [t](#) [f](#)

BlackBerry DevCon Social Networks Live Stream [▶](#)

20% off the €250 rate for MoMo Dublin attendees! Code:DSTPA7 **BlackBerry.**