

Developing for the Mobile Environment



Development Platforms

- **iOS (Apple)**
- **Android**
- **Windows Phone**
- **Others**



Android Options

- **Native (Java)**
- **HTML5**



iOS Options

- **Native (Objective C)**
- **HTML5**



Why go native?

- **Fastest operation**
- **Deploy through app store**



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Why not go native?

- **Learning Curve can be tough**
- **May not want to use app store**
- **Not transportable**



HTML5 Frameworks

- **Sencha Touch**
- **JQTouch**
- **Jquery Mobile**
- **Jo**
- **A host of others**



Packagers

- **PhoneGap**
- **Titanium**
- **Rhodes**



What's native enough?

- **App within Safari**
- **Web App**
- **Native App**



