

About Objects Expands Schedule After iPhone Development Classes Sell Out

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About Objects today announced additional ANSI C, Objective-C, and iPhone development class dates in late July and early August to accommodate spill-over from sold-out classes at its Reston, VA headquarters. This action was taken in response to growing wait-lists for the company's July classes. The courses provide insight into how things work under the covers, enabling new iPhone and iPad developers to diagnose problems while continuing to learn on their own.

Reston, Virginia - About Objects today announced additional ANSI C, Objective-C, and iPhone development class dates in late July and early August to accommodate spill-over from sold-out classes at its Reston, VA headquarters. This action was taken in response to growing wait-lists for the company's July classes, which sold out six weeks ahead of their scheduled start dates.

About Objects founder, Jonathan Lehr, said, "We're delighted our classes have been selling out, and we're expanding our schedule to avoid inconveniencing customers. Apple has obviously knocked the ball out of the park with the iPhone and iPad platforms, and that's translated to a real surge of interest from the development community over the past six months."

About Objects will repeat its ANSI C Programming class July 26-28, Objective-C for Beginners July 29-30, and Introduction to iPhone and iPad Development Aug 2-6, to handle overflow from its sold-out classes in mid-July. The courses provide insight into how things work under the covers, enabling new iPhone and iPad developers to diagnose problems while continuing to learn on their own.

The courses follows a bottom-up, 'building-blocks' training approach that breaks learning down into smaller steps. This approach has given many developers the boost they needed to ship their initial iPhone apps, as evidenced by the number of former students with apps on the iTunes App Store. One recent attendee, Craig McLeod, said:

"My company (Resort Technology Partners, of Avon, CO) started on a complex, augmented reality iPhone app, REALSKI, weeks before I went to my About Objects class. When I got back, I was able to jump into development and become a key member of the project. The app uses the iPhone's GPS and location-based data so that when you're at a ski resort, you can see labeled information about the runs, lifts, and buildings around you through the iPhone's camera. Apple has featured it under the New and Noteworthy section in iTunes."

About Objects courses have also garnered praise from developers at Apple, Yahoo!, eBay, Genentech, Raytheon, NASA, DHS, Intuit, among many organizations. Another recent attendee, Jay Marshall, said:

"In my 15 years as an enterprise developer (including the last 10 in the Java EE space), this is hands down the best education I have EVER received on ANY platform. If you are a developer, this is the class you want to take! To go from the basics of ANSI C and Xcode, working your way up through Objective-C, and ultimately writing a working productivity app in seven short days was mind-boggling. But because of the nature of the class, I never felt lost. The "building block" approach and extremely thorough presentation of all subject material is absolutely top notch.

"As an IBM ECIS instructor for WebSphere development technologies, I have seen many instructors that simply read slides and go through lab exercises hoping they don't break. Not here. There is an absolute mastery of the subject matter, which is excellent for when

you have that "one off" question that you just can't find the answer to in a book or via Google. And at every turn my questions were answered thoroughly, and many times the instructor answered questions I didn't even know I had!

"And the class was fun! The sprinkling of humor ... gave you a second to exhale while buried in what can be a pretty daunting set of materials for the newcomer to the platform (like me).

"All in all, I will repeat that this is the best education experience I have had in my 15 years of development. I am a complete Objective-C/Xcode convert, and I owe it all to About Objects."

About the Courses:

The 3-day ANSI C Programming course (\$1,495), gives attendees a solid grasp of the fundamental concepts of C programming - including pointers, arrays, structures, defined types, and dynamic memory allocation

The 2-day Objective-C for Beginners course (\$1,195), helps experienced programmers (or those who have taken the ANSI C Programming course) get up to speed quickly on Objective-C.

The 5-day Introduction to iPhone and iPad Development course (\$2,495), includes key Foundation framework topics such as memory management, and covers a broad range of Cocoa touch topics, including: Views and View Controllers; Core Animation; responding to touches; interacting with controls; working with Text Fields and the keyboard; designing the UI with Interface Builder; Table Views and Navigation Controllers; and persisting data and user preferences.

All three courses can be taken as a bundle at a reduced, combined price of \$4,195. There is also a two-course bundle available for \$2,995. Classes will be conducted at About Objects headquarters at 1818 Library, 5th Floor, Reston, VA.

iPhone Development Classes:

http://www.aboutobjects.com/iphone_development_classes/overview.html

About Objects Team:

<http://www.aboutobjects.com/about/aboutus.html>

Course Schedule:

<http://www.aboutobjects.com/training/schedule.html>

Reston Location:

http://www.aboutobjects.com/training/location/reston_va.html

Cupertino Location:

<http://www.aboutobjects.com/training/location/cupertino.html>

About Objects is a leading source of training and development in Objective-C on the iPhone OS and Mac OS X platforms, and was the first company in the world to offer public developer training on the iPhone SDK. Headquartered in Reston, VA, About Objects offers public training at multiple locations, including Cupertino, CA, in addition to private and

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onsite classes. The company also provides development and consulting services for the iPhone OS and Mac OS X. Copyright 2010 About Objects. All rights reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries.

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