

## About Objects Adds iPhone Development Classes for WWDC Attendees

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About Objects has added class dates to aid developers attending Apple's World Wide Developer Conference in San Francisco June 7-11. Objective-C for Beginners, May 29-30, and Introduction to iPhone and iPad Development, May 31- June 4, will be held near the Apple campus in Cupertino, CA, giving developers who are new to the platform an opportunity to get up to speed on Objective-C and the iPhone SDK before attending the conference's technical sessions.

Reston, VA - About Objects has added extra class dates to its schedule to accommodate developers attending Apple's World Wide Developer Conference (WWDC) in San Francisco June 7 through June 11. The classes, Objective-C for Beginners, scheduled for May 29-30, and Introduction to iPhone and iPad Development, scheduled for May 31 through June 4 (the week immediately before WWDC), will be held near the Apple campus in Cupertino, CA, and will give developers who are new to the platform an opportunity to get up to speed on Objective-C and the iPhone SDK before attending the conference's technical sessions.

About Objects will repeat the Objective-C for Beginners class June 5-6, and the Introduction to iPhone and iPad Development class June 7-11, in parallel with WWDC. The latter dates had been scheduled prior to Apple's announcement of WWDC 2010, and in spite of the conflict, About Objects is committed to honoring its long-standing policy of avoiding canceling scheduled classes. Fortunately, registrations have been strong, and the classes are expected to sell out.

The curriculum is designed to give students a solid grounding in iPhone development, with an emphasis on how things work under the covers. The classes help developers fully understand Objective-C and Apple's frameworks, and gives them the necessary insight to diagnose problems and continue learning on their own.

Classes are taught by three well-known and highly regarded iPhone developers: Jonathan Lehr, founder of About Objects, and Aaron Morse and Jazon Burnell, co-developers of numerous hit iPhone apps including TapDefense, and Trenches. All three have years of experience developing apps in Objective-C on the iPhone platform, as well as proven classroom skills.

The classes make use of a unique About Objects 'building-blocks' training methodology. This approach ensures students get a solid grounding in the fundamentals, as the curriculum takes students through a series of carefully pre-planned steps, each building on knowledge gained in previous steps. Along the way, the instructors' deep knowledge of Objective-C and Apple technologies allows them to provide numerous tips and techniques for using the language, the tools, and the frameworks more effectively.

The training techniques used in About Objects classes have proven effective in preparing developers to develop shipping iPhone apps, as evidenced by the number of former students whose apps are currently available on Apple's App Store. Here's what recent attendee, Craig McLeod, had to say: "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 New and Noteworthy section in iTunes."

Another recent attendee, Mark Kenney, said this: "Thanks again for the class! My first app

got approved for sale just before Christmas. I'm working on version 2.0 of it now. It is a simple tip calculator called MyTip (from MechDog). Nothing ground breaking but wanted to get something done and submitted to learn more about the process. Thanks again for the wonderful class and I look forward to a Core Data or some other class I can take next year with you! "

The following are testimonials from other recent attendees at About Objects iPhone development classes:

"This course was above and beyond what I expected. Most courses I have taken have given me 'pointers.' This course gave me understanding and a great foundation to build upon." - Damon Renfrow, The Jockey Club Technology Services

"Excellent, well thought out and well designed course. This is a MUST-HAVE course for any one aspiring to be a good iPhone developer." - Santosh Menon, Sybase

"This was the best course I have taken and far better than the Stanford University class. I learned more in one week, with historical backgrounds from NeXT that I would have never learned anywhere else." - Victoria French, Metrosharp

"The best course I've ever taken. If you are serious about getting in-depth, end-to-end, real world iPhone programming, you must take this course! - John D'Esposito, Technet

About the Courses:

The 2-day Objective-C for Beginners course, priced at \$1,195, is designed to get experienced programmers (or those who have taken the ANSI C Programming course) up to speed quickly on object-oriented programming in Objective-C.

The 5-day Introduction to iPhone and iPad Development course, priced at \$2,495, starts with a brief review of Objective-C syntax and key Foundation framework programming topics such as memory management, and then covers the following topics:

- \* Working with Xcode
- \* Working with Foundation Classes (strings, arrays, dictionaries, etc.)
- \* Memory Management and Performance Monitoring
- \* Network and Files
- \* Applications, Windows, Views, and Layers
- \* View Controllers
- \* Custom Drawing with Core Graphics
- \* Core Animation
- \* Responding to Touches
- \* Interacting with Buttons and Other Controls
- \* Working with Text Fields and Keyboard Input
- \* Working with Interface Builder
- \* Table views
- \* Navigation and Tab Bar Controllers
- \* Working with iPad-specific User Interface Elements
- \* Web Views
- \* Storing and Retrieving User Preferences and Data
- \* Working with the iPhone's Accelerometer, Location Data, and Other Core Services.

The two courses can be purchased as a bundle - the iPhone and iPad Development Bundle - at a significantly reduced combined price of \$2,995.

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Both courses have garnered great review from past attendees, including developers from such companies as Apple, Yahoo!, eBay, Genentech, Raytheon, NASA, and Intuit.

#### Class Schedule:

The classes will be conducted at the Hilton Garden Inn Cupertino, located at 10741 North Wolfe Road in Cupertino, California. The schedule is as follows:

#### Section A:

Objective-C for Beginners: May 29-30

Introduction to iPhone and iPad Development: May 31-June 4

#### Section B:

Objective-C for Beginners: June 5-6

Introduction to iPhone and iPad Development: June 7-11

#### About Objects:

<http://www.aboutobjects.com>

#### Objective-C for Beginners:

[http://www.aboutobjects.com/training/objective-c/objective-c\\_for\\_beginners.html](http://www.aboutobjects.com/training/objective-c/objective-c_for_beginners.html)

#### Introduction to iPhone and iPad Development:

[http://www.aboutobjects.com/training/iphone\\_development/introduction\\_to\\_iphone\\_and\\_ipad\\_development.html](http://www.aboutobjects.com/training/iphone_development/introduction_to_iphone_and_ipad_development.html)

#### Course Schedule:

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

#### Reston Location:

[http://www.aboutobjects.com/training/location/reston\\_va.html](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 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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