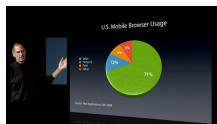


7 March 2008

By: Filip Truta, Apple News Editor



Presentation grab #1

[March 6 Event - Apple Blows Us Away](#)

The company practically re-launches its iPhone with the release of the SDK

Apple not only took advantage of the Town Hall event to announce iPhone support for [requested enterprise features](#) (as part of a software update due out in June), but finally announced and released the [iPhone SDK](#), with live demonstrations at Apple's headquarters in Cupertino, Calif. Developers eager to join the Apple developer program (\$99) can already start making iPhone/iPod touch apps. At the event, Apple folks invited their partners up on stage, including EA's Travis Boatman, who showed off the iPhone version of Spore (more on that later today). But back to Apple's guys, Scott Forstall, iPhone VP, offered a tour of the iPhone SDK. I don't know much about code, but I do know this: you can craft out anything on that iPhone. And fast too, with the new SDK. It's just amazing. Apple demonstrated games and apps that use both the iPhone's touchscreen features and motion sensing capabilities. After EA's **Spore demonstration**, Salesforce showed how iPhone users would be able to track sales leads. Then came AOL and showed off this instant messaging client. Games play an important role on the iPhone, so one game demo wasn't enough. As such, SEGA played a Super Monkey Ball game on Apple's device as well. To be honest with you, the iPhone Software Roadmap presentation went so smooth that I can't begin to express how proud I am for working on a Mac and dealing with Apple products. The company also confirmed rumors that iTunes would be the only way for users to buy and download iPhone apps, with customers being able to browse and search for their favorite ones. The best thing, however, is that some of them apps will be made available for free download! As far as the purchasable ones go, devs will be getting 70% of the sales revenue paid monthly, with no credit card fees being applied. There are some restrictions of course, meaning that pornography, bandwidth hogs, and anything that could cause "unforeseen" problems mustn't be found within an iPhone app. Also, cellular connections won't allow VoIP. Wi-Fi has a go! Developers can start working their magic as soon as today (*if* they were able to finish downloading the SDK which weighs in at about 21GB), but you won't be able to download any of them until June (firmware 2.0). That's OK though. More development time means better apps, right? Jobs has also announced iFund (by Kleiner Perkins) that will dedicate \$100 million to companies who want to develop new applications for the iPhone / iPod touch.