

## **iPad Programming Early Beta Book Now Available**

Published on 04/03/10

"iPad Programming: A Quick-Start Guide for iPhone Developers" shows current iPhone developers just what they need to know to write outstanding new apps for the new Apple iPad. It's the best resource to help them maximize the iPhone skills they already have and take advantage of this new technology. This quick-start guide will have developers writing iPad apps right away using a combination of the familiar iPhone APIs along with the new APIs designed specifically for creating iPad applications.

Raleigh, North Carolina - "iPad Programming" shows iPhone developers how to build apps specifically for the iPad that people will love to use. It's not for beginners (for beginners, we suggest "Beginning Mac Programming", Pragmatic Bookshelf \$34.95); this book jumps right in and shows busy developers just what they need to know, just in time. The iPad, after all, is a different beast.

The iPad is not an iPhone and it's not a laptop: it's a groundbreaking new device. Hold an iPad in your hands and you'll know what the fuss is all about. Select an app and the device disappears as you find yourself immersed in the experience - the iPad defines a new category for devices.

Available now as a Pragmatic Bookshelf Beta Book, this quick-start guide will have developers writing iPad apps right away using a combination of the familiar iPhone APIs along with the new APIs and additional templates designed specifically for creating iPad applications. Please note that the content of this book will change and evolve during the beta process.

### About Beta Books

For the last six years, Pragmatic Bookshelf has made titles available as Beta Books in eBook formats. Just like beta software, these books are still works in progress. There's no index, they haven't been copyedited or fully typeset.

But they do give readers the very latest, most up-to-date information, and our authors get valuable feedback to help shape the manuscript to match readers' needs. Purchasers get free eBook updates during the beta process up through the final version (and updates after the first official printing as well).

Starting in spring 2010, we've also made printed versions of these early access Beta Books available. It's a perfect solution for folks who need a printed copy for a class, for reference or for casual, unplugged reading.

### About the Authors

Daniel H Steinberg wrote Cocoa Programming: A Quick Start guide for Developers, the Pragmatic Programmers' best selling book on developing Cocoa applications for Snow Leopard. A long-time Mac developer, Daniel also teaches courses on Mac OS X, iPhone, and iPad development for the Pragmatic Studios.

Eric T Freeman is a media company executive and co-author of two bestselling books: Head First Design Patterns and Head First HTML & CSS. A computer scientist with a passion for media and software architectures, Eric has been an Apple programmer since the days of the Newton. Eric holds a Ph.D. from Yale University.

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