

## The Pragmatic Programmers release beta of iPhone 3.0 Programming book

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The Pragmatic Programmers today released iPhone SDK Development, a beta of their book for developers interested in targeting the iPhone 3.0 SDK. The "iPhone SDK Development" book contains more than 50 sample programs for iPhone SDK 3.0, along with explorations of the big picture, and an eye to the little details that programmers need. "iPhone SDK Development" goes beyond basic developer docs to help developers succeed on today's most popular mobile application platform.

University Heights, Ohio - The Pragmatic Programmers have released a beta of their book for developers interested in targeting the iPhone 3.0 SDK on the same day that Apple released iPhone 3.0. "iPhone SDK Development" is available today for \$24. The "iPhone SDK Development" book contains more than 50 sample programs for iPhone SDK 3.0, along with explorations of the big picture, and an eye to the little details that programmers need. "iPhone SDK Development" goes beyond basic developer docs to help developers succeed on today's most popular mobile application platform.

Packing the power of desktop applications into a small mobile device, the iPhone 3.0 SDK offers developers the ability to create dynamic, visually-appealing, and highly-capable mobile applications. However, harnessing that power means learning new tools, new APIs, and even a whole new programming language.

Chris Adamson and Bill Dudney have written a Pragmatic guide that goes well beyond the first steps of developing applications for the iPhone. The book moves quickly through the introductory material to get readers started developing applications for iPhone and iPod Touch. Once they've been introduced to the tools and the basics, they'll learn the APIs and techniques needed to succeed on the platform:

- \* Use the XCode IDE to manage source code, images, sounds, database files, and other application resources. Build applications and deploy them onto a device for testing
- \* Develop the user interface the visual, code-free way, and then wire it to the code with Interface Builder
- \* Master the iPhone's unique user interface components, including tables, tab bars, navigation bars, and the multi-touch interface
- \* Connect the iPhone to the outside world with networking and to other phones with Bonjour and Game Kit
- \* Exploit the power of data modeling with Core Data, or interact directly with the SQLite database API
- \* Distinguish applications from others by taking advantage of the first-class support for images, animation, audio, and video
- \* Make use of the iPhone's unique mobile APIs, like geolocation, Map Kit, the compass, and the motion-sensing accelerometer
- \* Use XCode's powerful performance and debugging tools to eliminate memory leaks, zombies, and other hazards

Pricing and Availability:

Readers can purchase the beta book today as an electronic book and download it as a

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DRM-free PDF or in the mobi or epub formats to read on their Kindle, iPhone, iPod Touch, and other eBook readers. "iPhone SDK Development" is more than 500 pages and is available today for \$24 (USD). Beta owners will receive notifications of when further updates are available and they will be able to update to the final shipping version. They can also choose to purchase the combo-pack and receive the printed version when it is available.

Bill Dudney is a software developer and entrepreneur currently building software for the Mac. Bill started his computing career on a NeXT cube with a magneto-optical drive running NeXTStep 0.9. Chris Adamson is a writer, editor, developer and consultant specializing in media software development.

The Pragmatic Programmers:  
<http://pragprog.com>

iPhone SDK Development:  
<http://pragprog.com/titles/amiphd/>

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