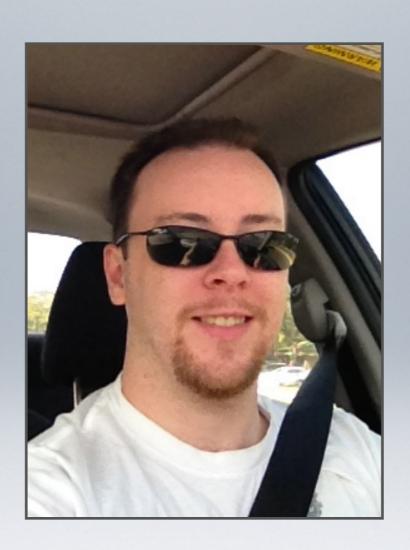
NEW FEATURES IN 10S6

A Whirlwind Tour

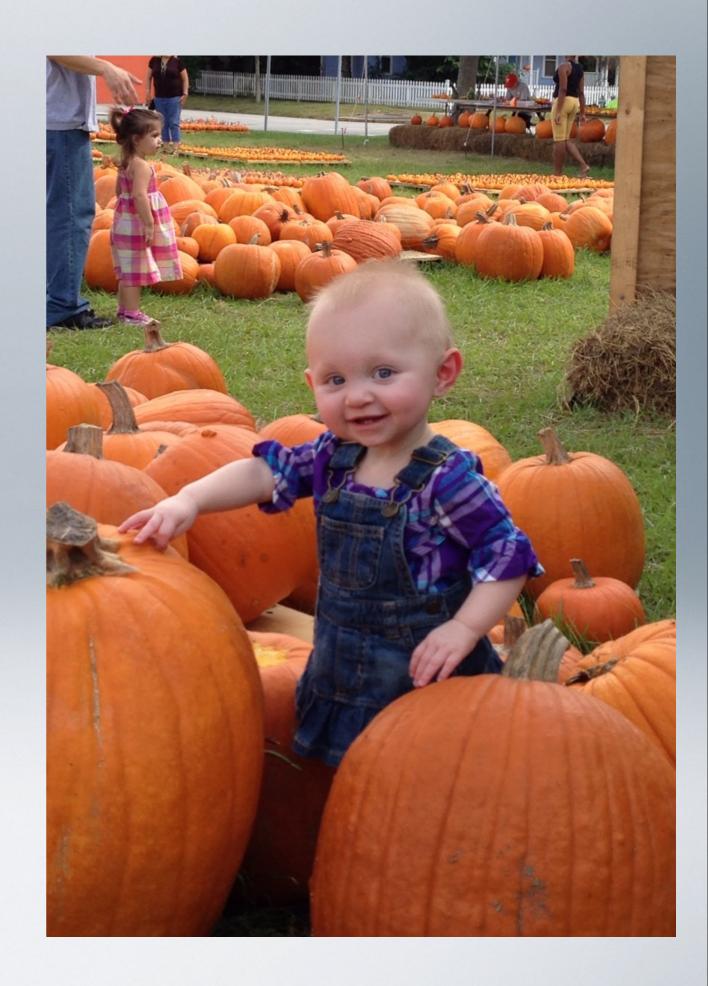
Mike Glass Pocket Sevens, Inc.

WHO ISTHIS GUY?



Mike Glass President, Pocket Sevens, Inc.

THE "AWW" SLIDE



WHATIDO

Effortless iOS Apps





PASSBOOK



Method for storing "wallet" information

- Boarding Passes
- Event Tickets
- Membership Cards
- Coupons
- "Generic Pass"



Integrated with iOS directly

- Shows on the lock screen
- Uses notifications
- Dynamic updates
- Location and time dependent



Easily customizable

- 2D Barcodes (PDF417 format)
- QR Codes
- JSON template based

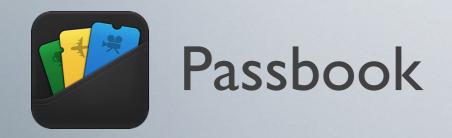


Simple pass delivery options

- Email attachment
- Website download
- Managed via companion app



LOCATION AND TIME DEPENDENT



DYNAMIC UPDATES



USE CASES



PASSBOOK



MAPS AND TRANSIT



All new Maps app

- Developed by Apple
- Data from Tom Tom, Waze and others
- Vector graphics
- Turn by turn directions
- No mass transit directions!

TRANSIT DIRECTIONS HANDLED BY THIRD-PARTY APPS



MAPS AND TRANSIT



FACEBOOK



Easy integration

- Simple posting to Facebook
- Just like iOS 5's Twitter integration
- Also Sina Weibo Chinese only!



DEMO



FACEBOOK



WWDC2012

+ Q&A