Automating the Creation of iPad Content

Tools for the new desktop-publishing revolution

Francois Jouaux
Engineering Manager of Automation Technologies

Introduction

- Automation and iPad content
  - Role of Automation in the creation of content
  - Techniques used to automate content creation

Who Is This Session For?

- People that create content
- Developers who want to develop tools for creating content

What You'll Learn

- How to automate the creation of iPad content
- The Automation technologies of Mac OS X
- How to develop content creation tools using these technologies

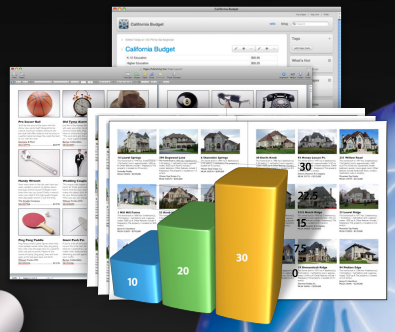
Mac OS X Automation Technologies

AppleScript Services Automator

A New Desktop Publishing Revolution

Sal Soghoian
Product Manager Automation Technologies

A Brief History of Desktop Publishing



AppleScript

1990

Postscript Printers

Ready, Set, Go!

Pagemaker

FileMaker Pro

QuarkXPress

2000

Automator

ASOC

2010

Services

CSS

RSS

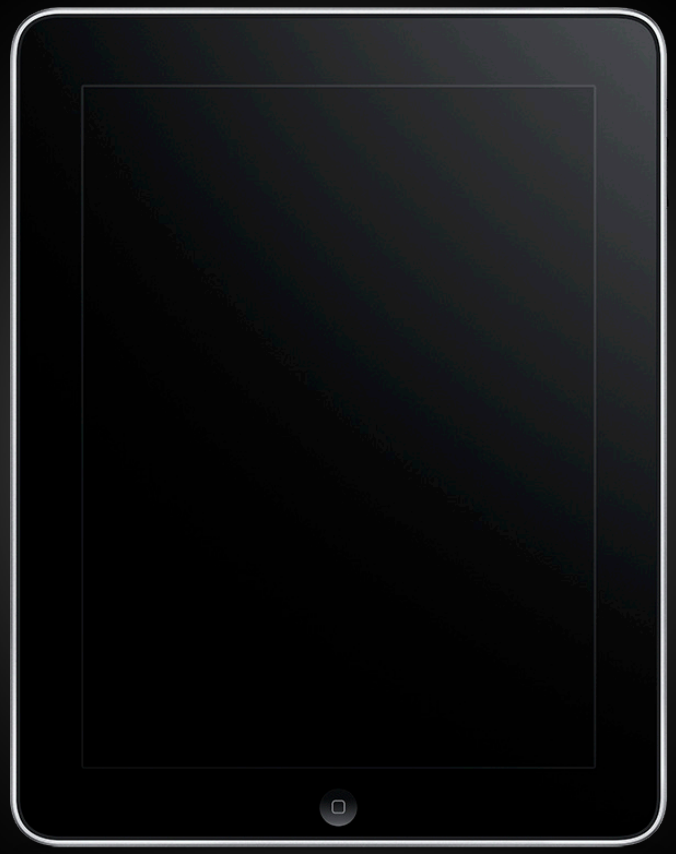
XML

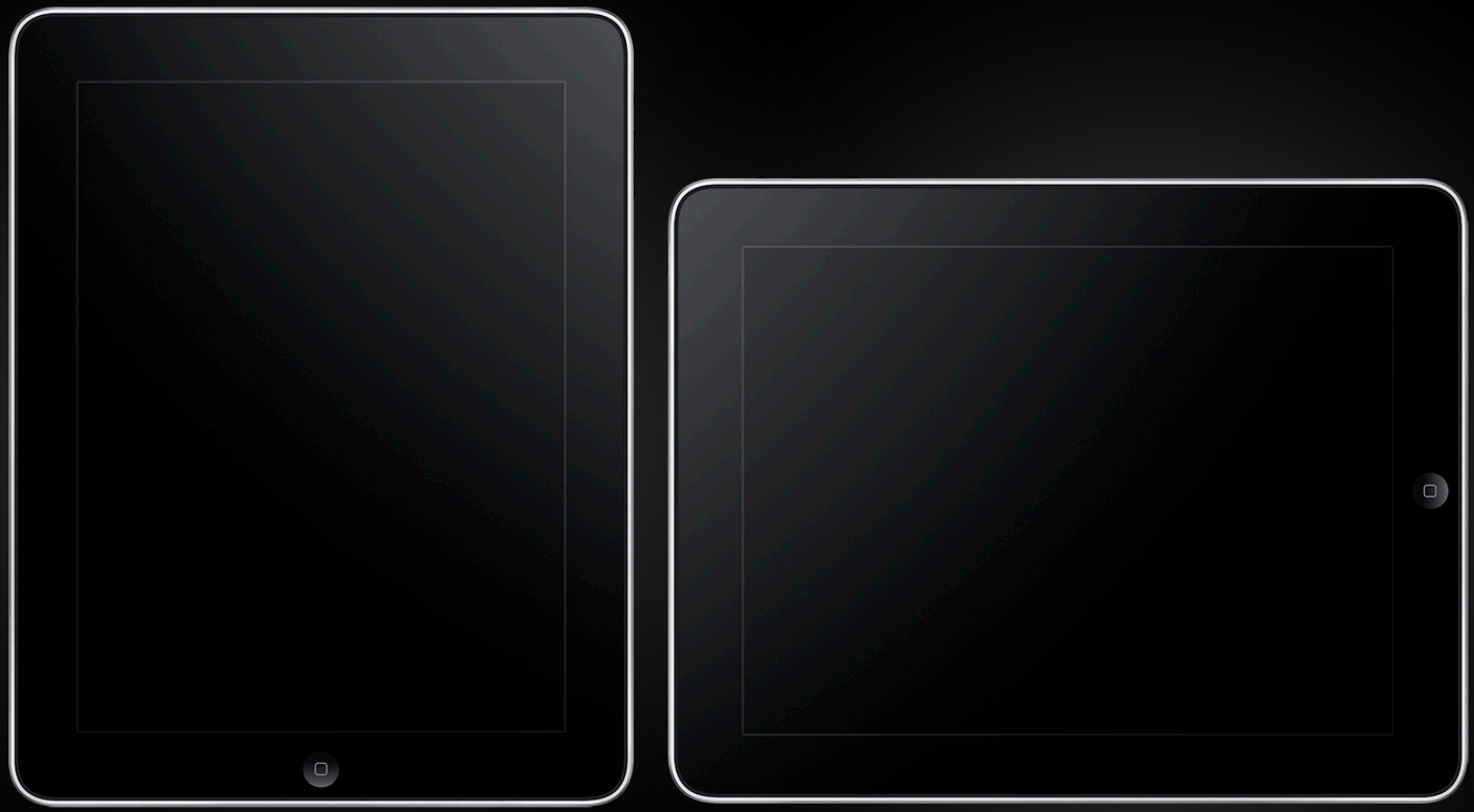
SUPER-CHARGED

CSS3

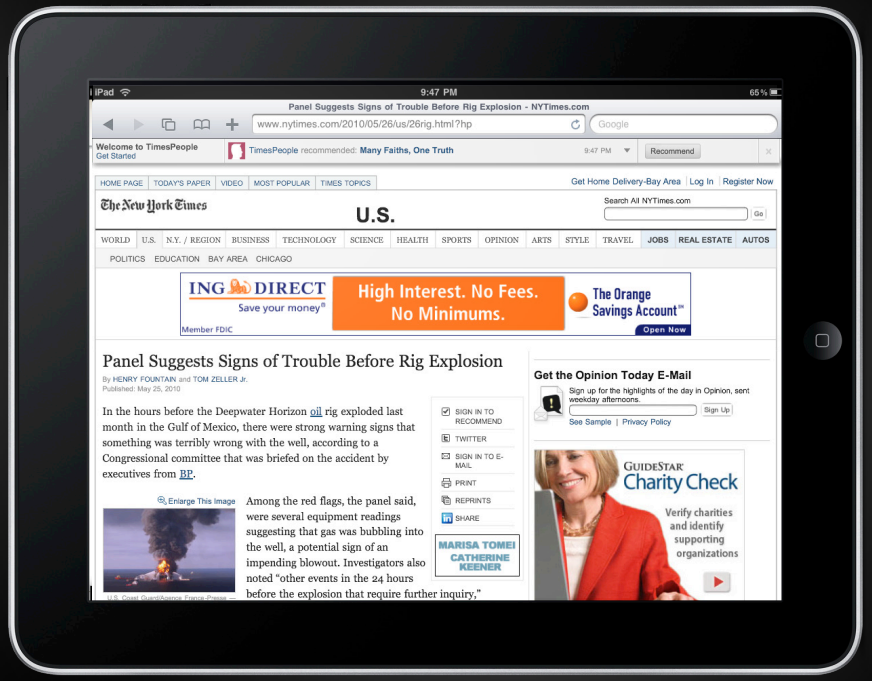
HTML5

iPad
9:41 AM
Wednesday
27
Calendar
Contacts
Notes
Maps
Videos
YouTube
iTunes
App Store
Settings
Safari
Mail
Photos
iPod





iPad
9:41 AM
The New York Times - Breaking News, World News & Multimedia
www.nytimes.com/
The New York Times
U.S. Job Losses in December Dim Hopes for Quick Upswing
The N.F.L. Leader in Attention
Nigerian Arraigned in Bomb Attempt
2 Men Arrested in Connection With Zazi Terror Inquiry
New Investment Tools Approved by Regulator China
Start Your Own Healthcare Plan
Affordable Water Exercise at Home
LLBean
FREE SHIPPING


iPad
9:47 PM
Panel Suggests Signs of Trouble Before Rig Explosion - NYTimes.com
www.nytimes.com/2010/05/26/us/26rig.html?hp
The New York Times
U.S.
ING DIRECT
Save your money
High Interest. No Fees. No Minimums.
The Orange Savings Account
Open Now
Panel Suggests Signs of Trouble Before Rig Explosion
By HENRY FOUNTAIN and TOM ZELLER Jr.
Published: May 25, 2010
In the hours before the Deepwater Horizon oil rig exploded last month in the Gulf of Mexico, there were strong warning signs that something was terribly wrong with the well, according to a Congressional committee that was briefed on the accident by executives from BP.
Enlarge This Image
Among the red flags, the panel said, were several equipment readings suggesting that gas was bubbling into the well, a potential sign of an impending blowout. Investigators also noted "other events in the 24 hours before the explosion that require further inquiry,"
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MARISA TOMEI
CATHERINE KEENER

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Welcome, Sal Soghoian
AS PRINTED ON FRIDAY, MAY 21, 2010
Slowdown Fear Hits Market
First 'Correction' For U.S. Stocks Since Bull Began
Video
Images
By Tom Lauricella
New worries about the health of the global economy flared Thursday, driving U.S. stocks to their first official correction since the bull market began last March, roiling credit markets and causing swings in currencies.
Large investors, such as hedge funds, pared back riskier investments that tend to do better in a global economic rebound but get hammered harder in a slowdown. Many shed investments in emerging-market or commodity-producing countries like Brazil or Australia. Such investments had been a popular way to bet that the global economies were recovering from the steep recession that grew out of the financial crisis.
Investors, meantime, snapped up U.S. Treasurys and the Japanese yen, assets viewed as relatively safe in times of turmoil.
There was no one particular piece of news that drove Thursday's market swoon. Instead, investors said it was an accumulation of worrisome
Article continues...
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Slowdown Fear Hits Market
Senate Passes Finance Bill
Next Up: Battle Over New Tax Bill
France, Germany Urge New Discipline
Falling Euro Spurs Intervention Talk
Facebook, MySpace Face Privacy Loophole
Dell's Net Jumps 52%, but Margins Slip
FDIC: 'Problem' Banks at 775
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Tools
Sections
Next »

iPad
4:00 PM
89%
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Investors, meantime, snapped up U.S. Treasurys and the Japanese yen, assets viewed as relatively safe
In Retreat | Assets in correction territory
DJIA
Oil
Australian dollar, in U.S. cents
3.6%
2.7%
2.9%
10.1%
21.7%
12.1%
Video
Images
in times of turmoil.
There was no one particular piece of news that drove Thursday's market swoon. Instead, investors said it was an accumulation of worrisome developments, primarily out of Europe, where officials are struggling to convince the market they have the Greece crisis under control. Worries mounted that the
Article continues...
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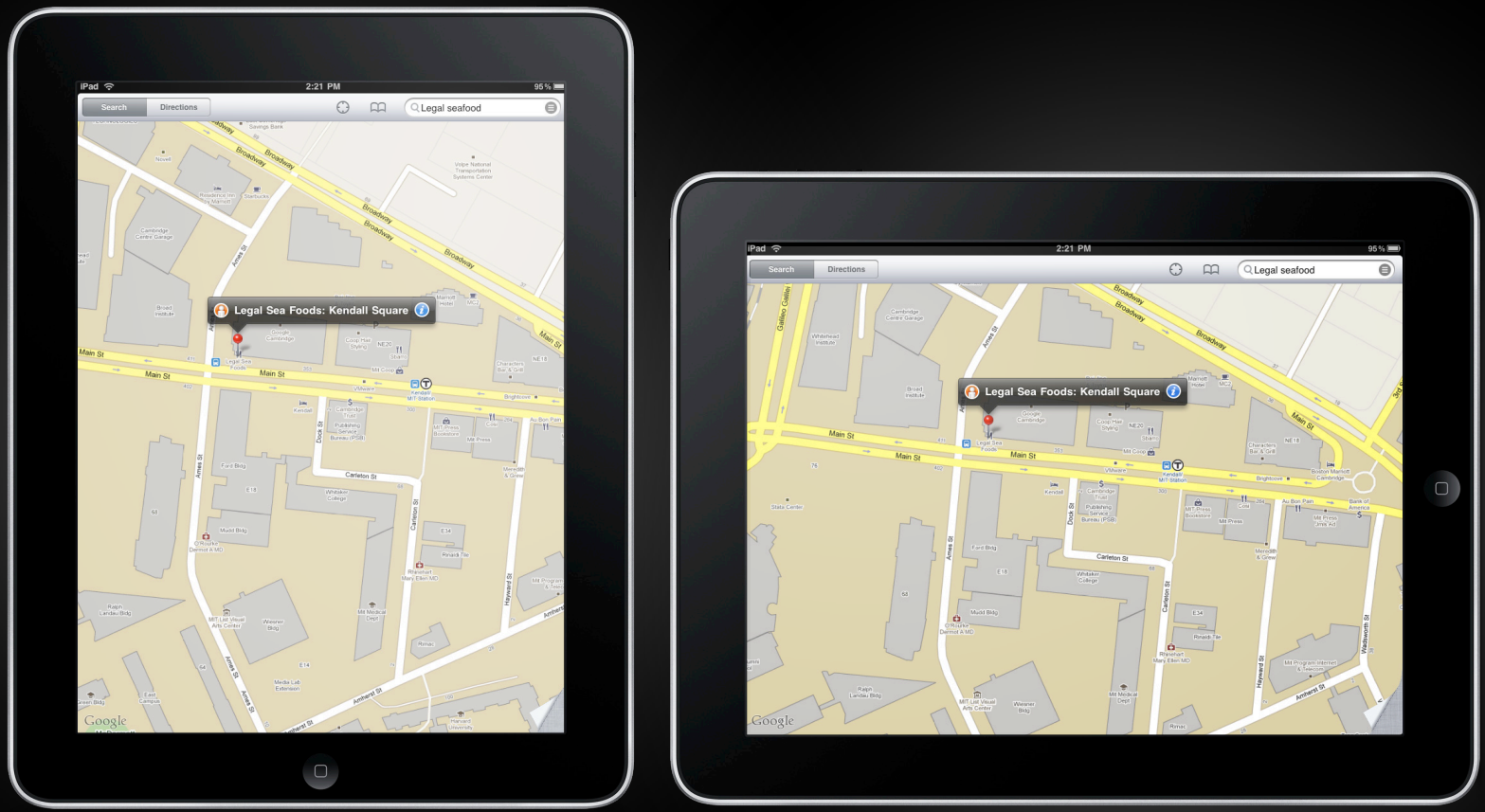
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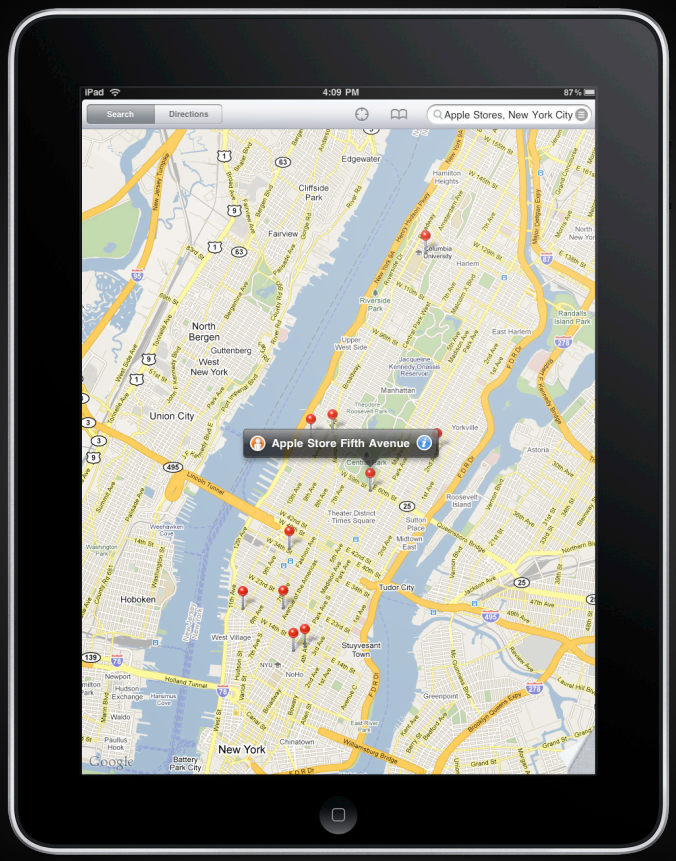
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Fairview
North Bergen
Guttenberg
West New York
Union City
Hoboken
Tudor City
Stuyvesant Town
New York
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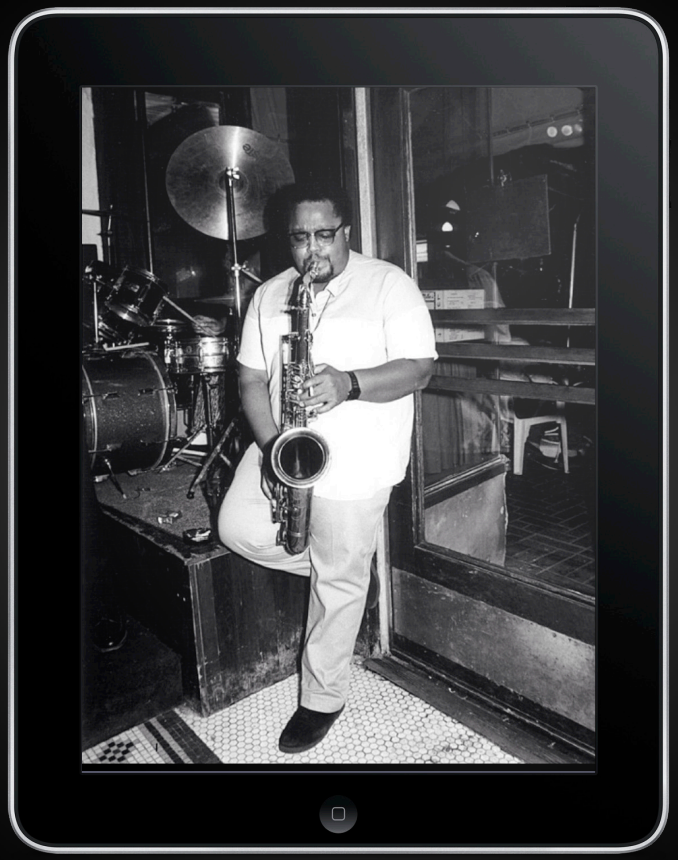

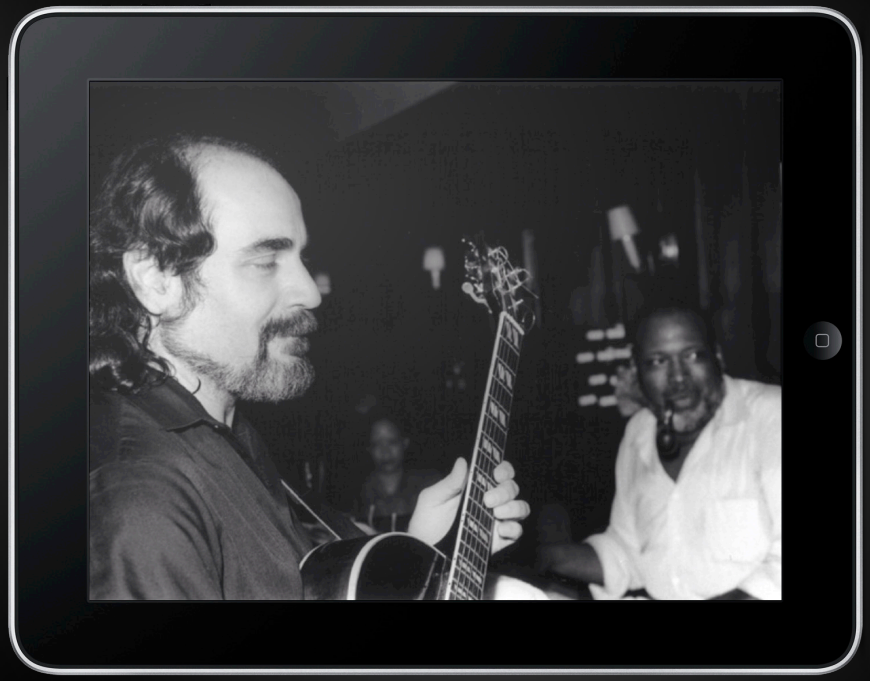

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5:24 AM
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Einstein & the Mind of God - Einstein's Ethics
Author: Speaking of Faith with Krista Tippett
Category: Science
Provider Page ›
Description
Today, Einstein is famous for his discoveries about space and time that changed the way we see the world. But in his day, he was also famous for humanitarian passions that interacted in intriguing ways with his scientific imagination. Delve into Einstein's Jewish identity and … More ▼
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Name
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2 The Mind of Einstein 53:16 FREE
3 Interview: Einstein's Impact on Cosmology 4:08 FREE
4 Interview: Einstein's Impact 6:34 FREE
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Classics in Discussion
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Music
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TV Shows
Podcasts
Audiobooks
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Top Charts
wired magazine
Einstein & The Mind of God
AMERICAN PUBLIC MEDIA
JAZZ INSIGHTS
Georgia State University
HEC
INTUITIVE INTELLIGENCE
HEALTH and MEDICINE
Universities & Colleges
Beyond Campus
K-12
Noteworthy
See All ›
Backyard Farmer - All…
Backyard Farmer's Panel of Exp…
Higher Education
Concepts in Sediment…
UC Davis
Higher Education
eScienceCommons - …
Emory University
Higher Education
MTH309:INTRO LINE…
Bernard Badzioch
Higher Education
OSU:Mershon Center for…
Mershon Center for International…
Higher Education
Understanding Autism - …
UCTV
Higher Education

iTunesU

MathBoard • *Pala Software*

Content on the iPad

A variety of ways to deliver content

Native Apps

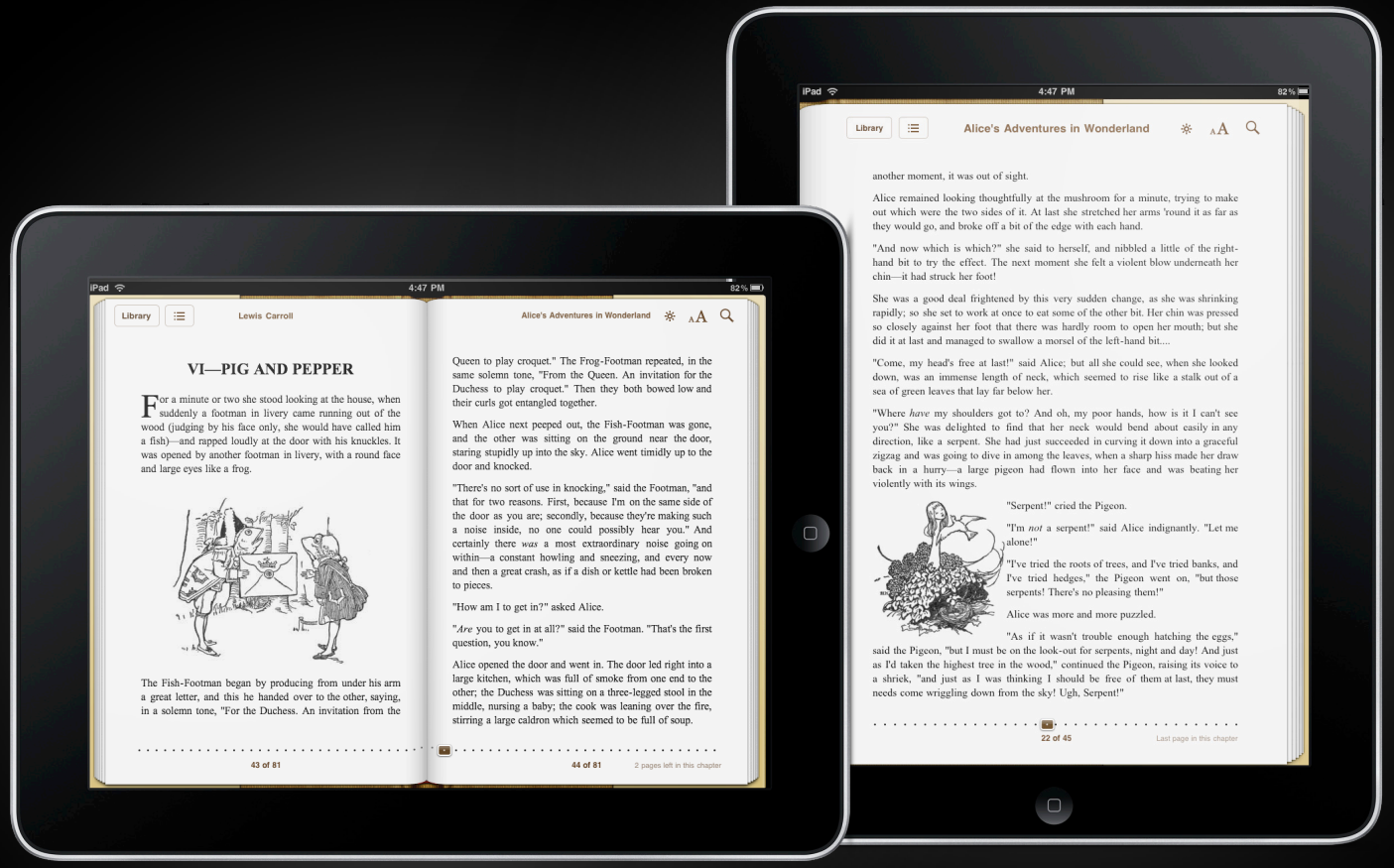
Installed apps display content

Productivity Applications

Share documents and presentations

Electronic Books

Free and open EPUB format



Podcasts

Video and audio publishing

HTML5-based content

WebKit-enabled browsers display on many devices

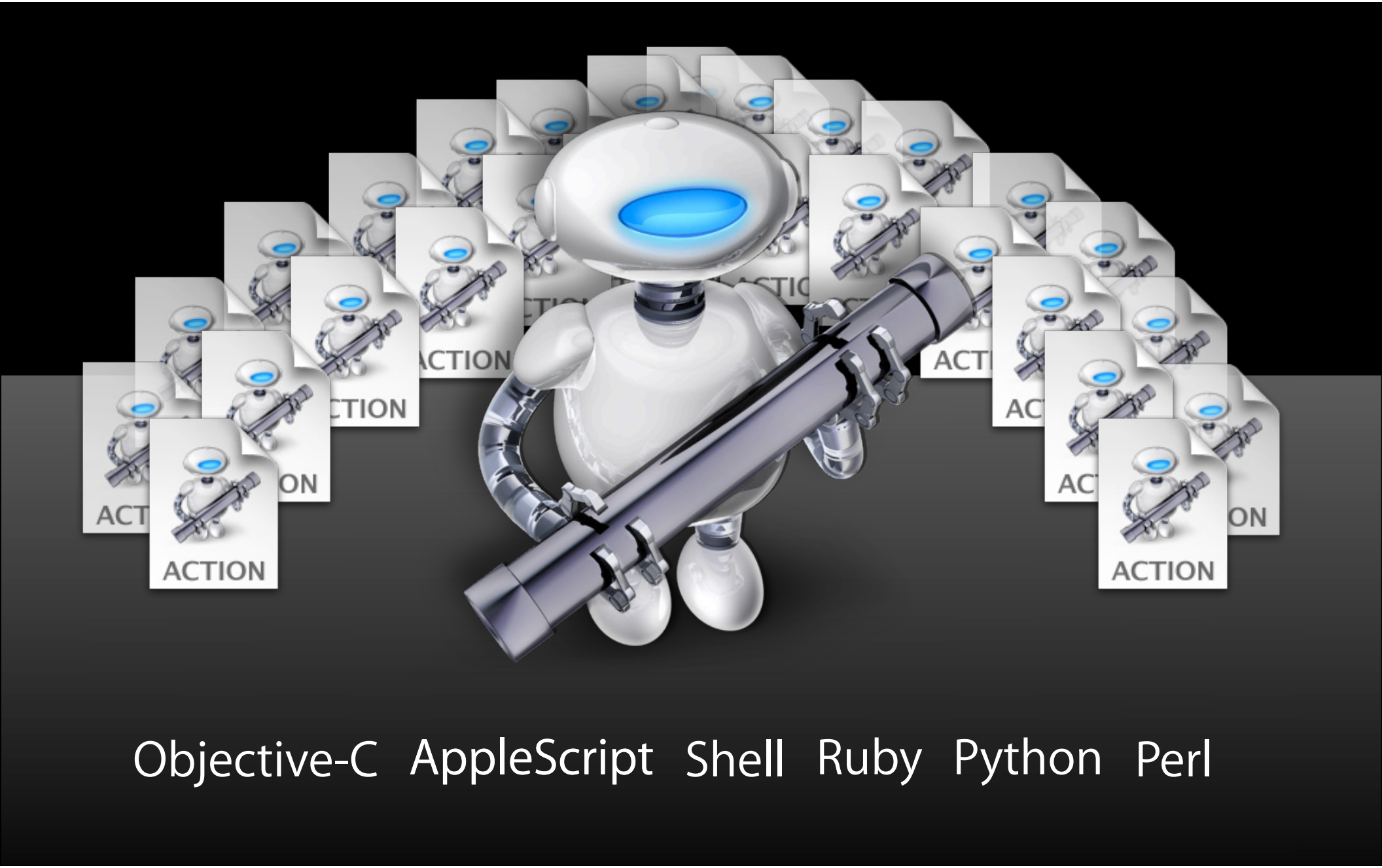
Automation Scenarios

Creating HTML-based content for the iPad

Contextual Tools

"I ♥ Automator. Thought to myself, 'wish I had a droplet that could turn high-res H.264 into Apple TV-size H. 264.' Took 30-seconds to make one."

John Gruber, Daring Fireball


ACTION
ACTION
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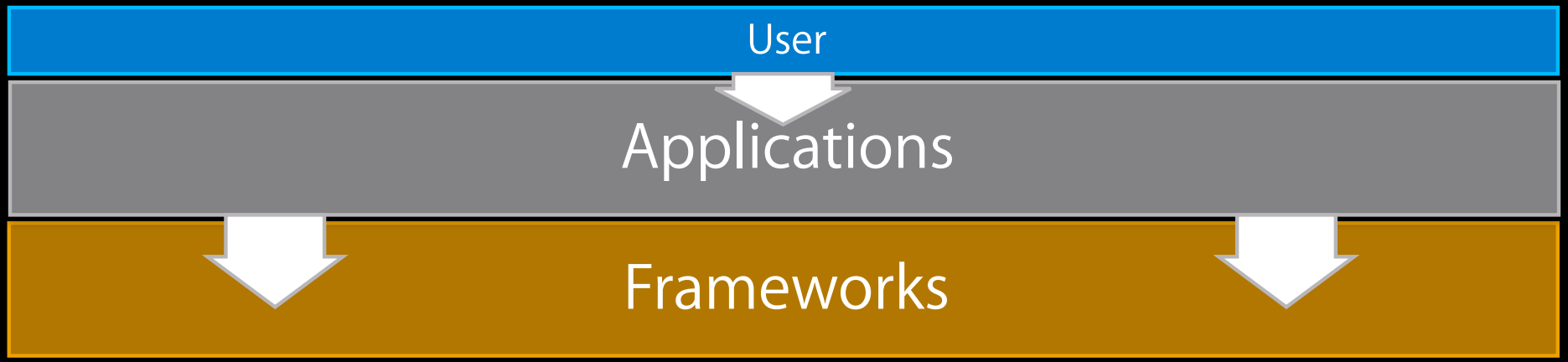
Objective-C AppleScript Shell Ruby Python Perl

Frameworks

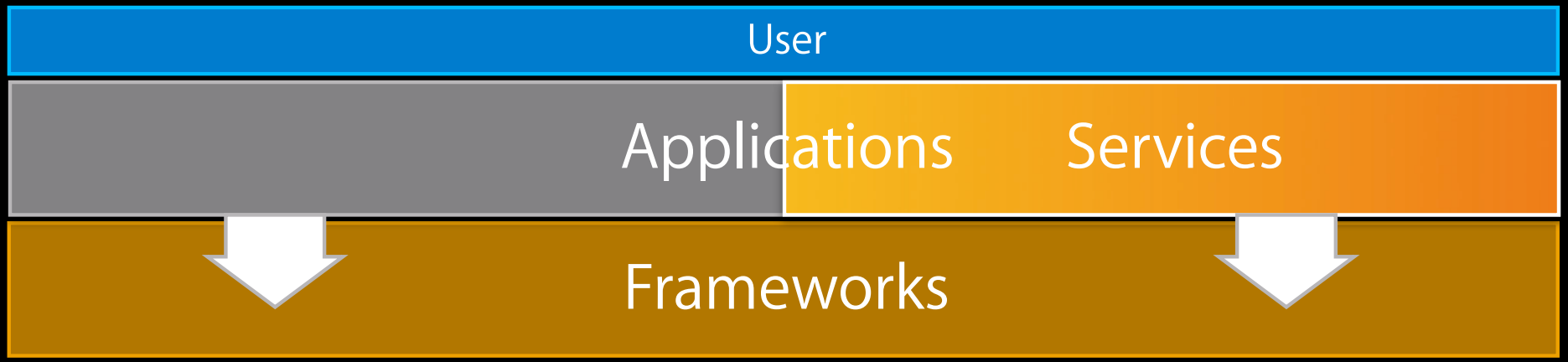
Applications

Access the Cocoa frameworks



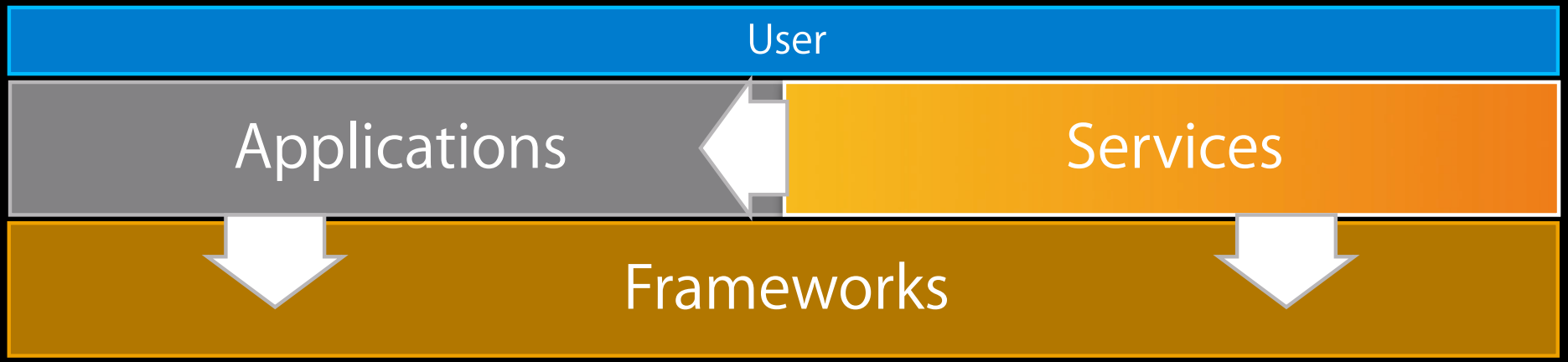
Automator Services

Access the Cocoa frameworks



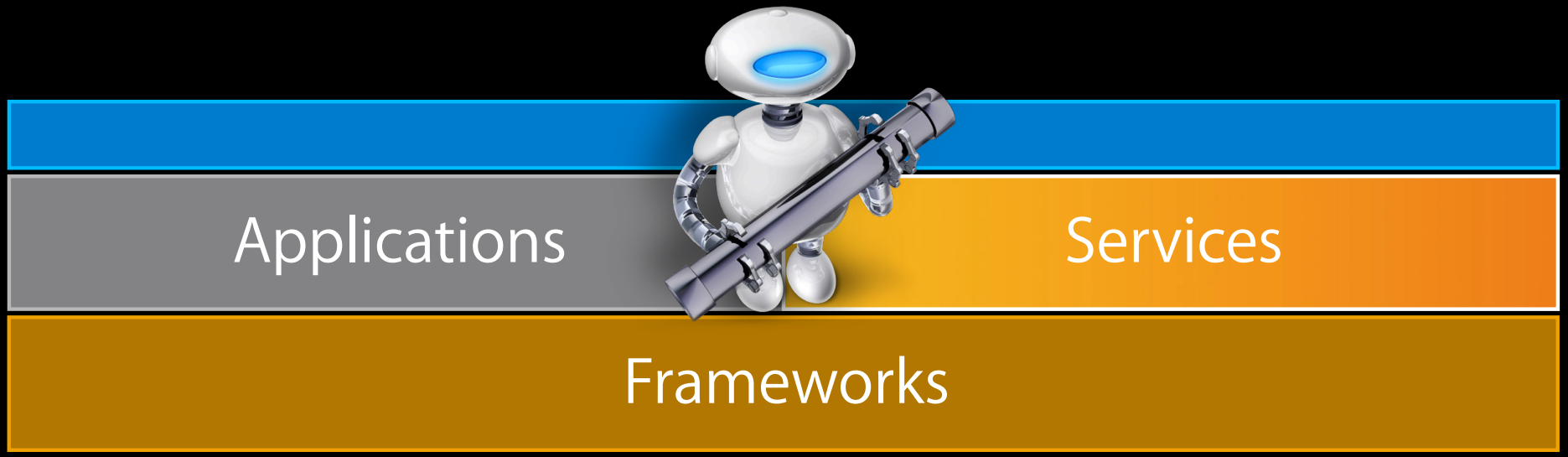
Automator Services

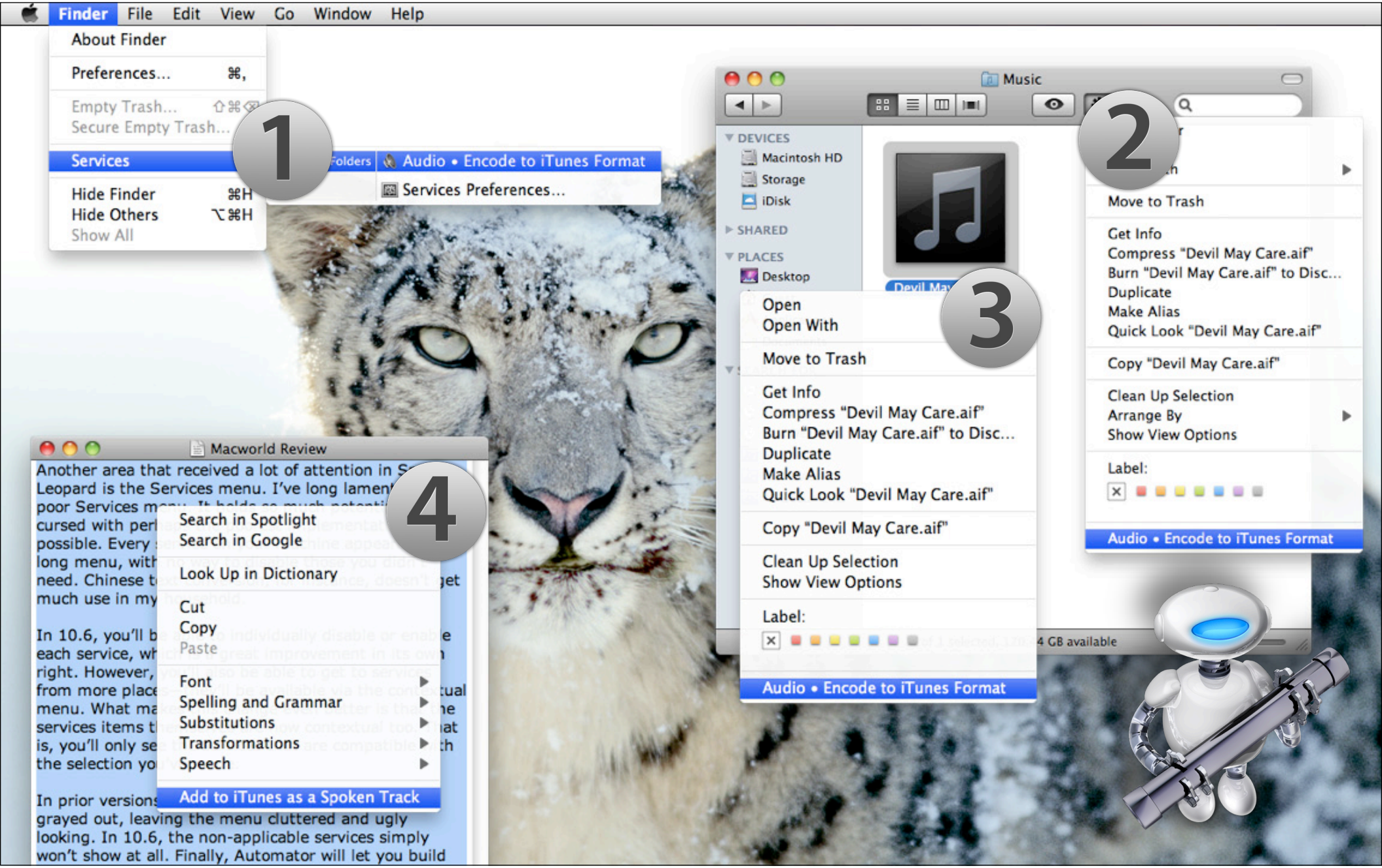
Control applications

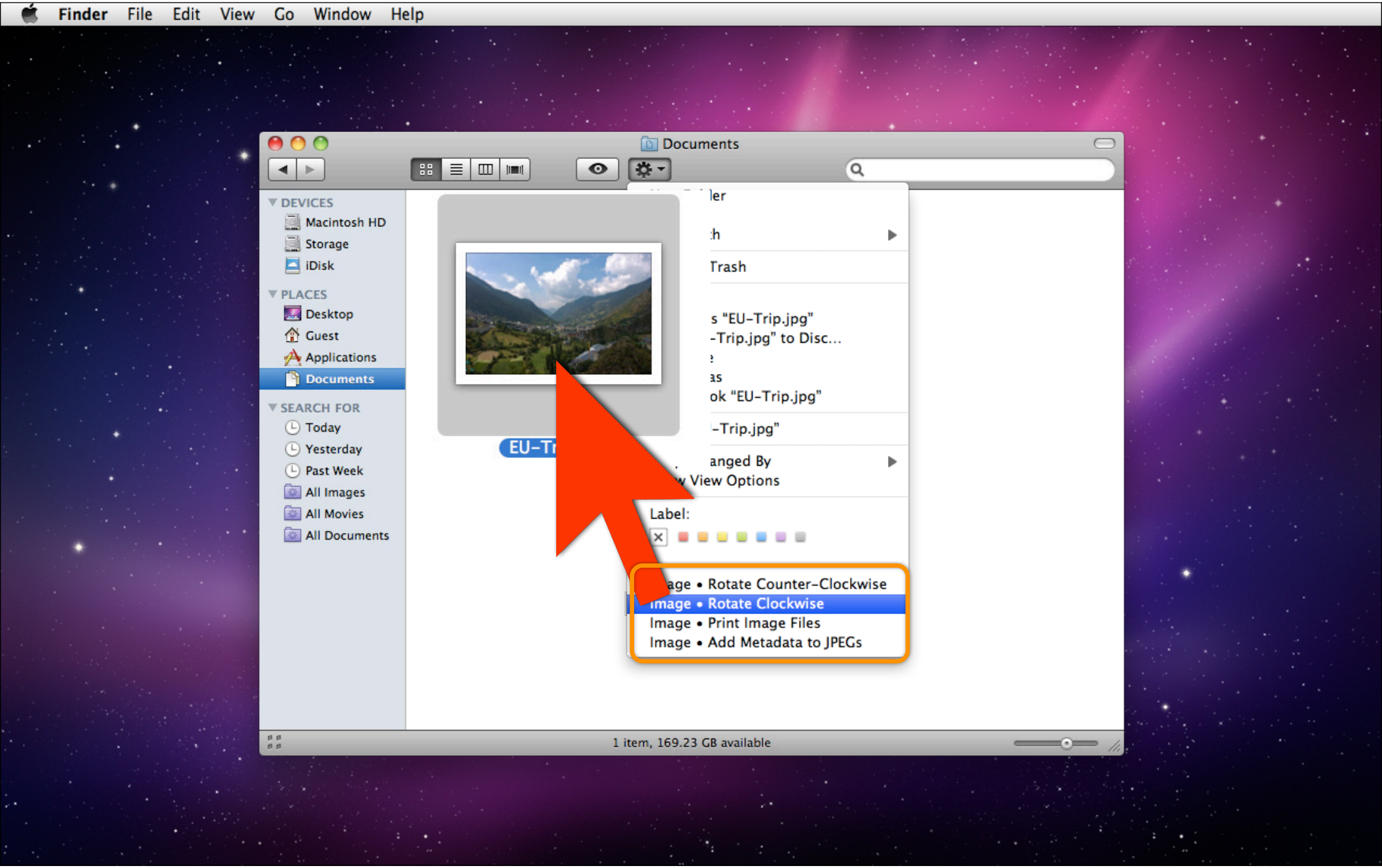


Automator Services

Apply the power of the OS and applications




Finder File Edit View Go Window Help
About Finder
Preferences... ⌘,
Empty Trash... ⇧⌘⌫
Secure Empty Trash...
Services
Hide Finder ⌘H
Hide Others ⌥⌘H
Show All
1
Folders
Audio • Encode to iTunes Format
Services Preferences...
Music
DEVICES
Macintosh HD
Storage
iDisk
SHARED
PLACES
Desktop
2
Move to Trash
Get Info
Compress "Devil May Care.aif"
Burn "Devil May Care.aif" to Disc...
Duplicate
Make Alias
Quick Look "Devil May Care.aif"
Copy "Devil May Care.aif"
Clean Up Selection
Arrange By
Show View Options
Label:
Audio • Encode to iTunes Format
3
Open
Open With
Move to Trash
Get Info
Compress "Devil May Care.aif"
Burn "Devil May Care.aif" to Disc...
Duplicate
Make Alias
Quick Look "Devil May Care.aif"
Copy "Devil May Care.aif"
Clean Up Selection
Show View Options
Label:
Audio • Encode to iTunes Format
4 GB available
Macworld Review
Another area that received a lot of attention in S
Leopard is the Services menu. I've long lament
poor Services m
cursed with perl
possible. Every
long menu, with
need. Chinese t
much use in my
In 10.6, you'll b
each service, wh
right. However,
from more place
menu. What ma
services items t
is, you'll only se
the selection yo
In prior versions
grayed out, leaving the menu cluttered and ugly
looking. In 10.6, the non-applicable services simply
won't show at all. Finally, Automator will let you build
4
Search in Spotlight
Search in Google
Look Up in Dictionary
Cut
Copy
Paste
Font
Spelling and Grammar
Substitutions
Transformations
Speech
Add to iTunes as a Spoken Track


Finder File Edit View Go Window Help
Documents
DEVICES
Macintosh HD
Storage
iDisk
PLACES
Desktop
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Applications
Documents
SEARCH FOR
Today
Yesterday
Past Week
All Images
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All Documents
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s "EU-Trip.jpg"
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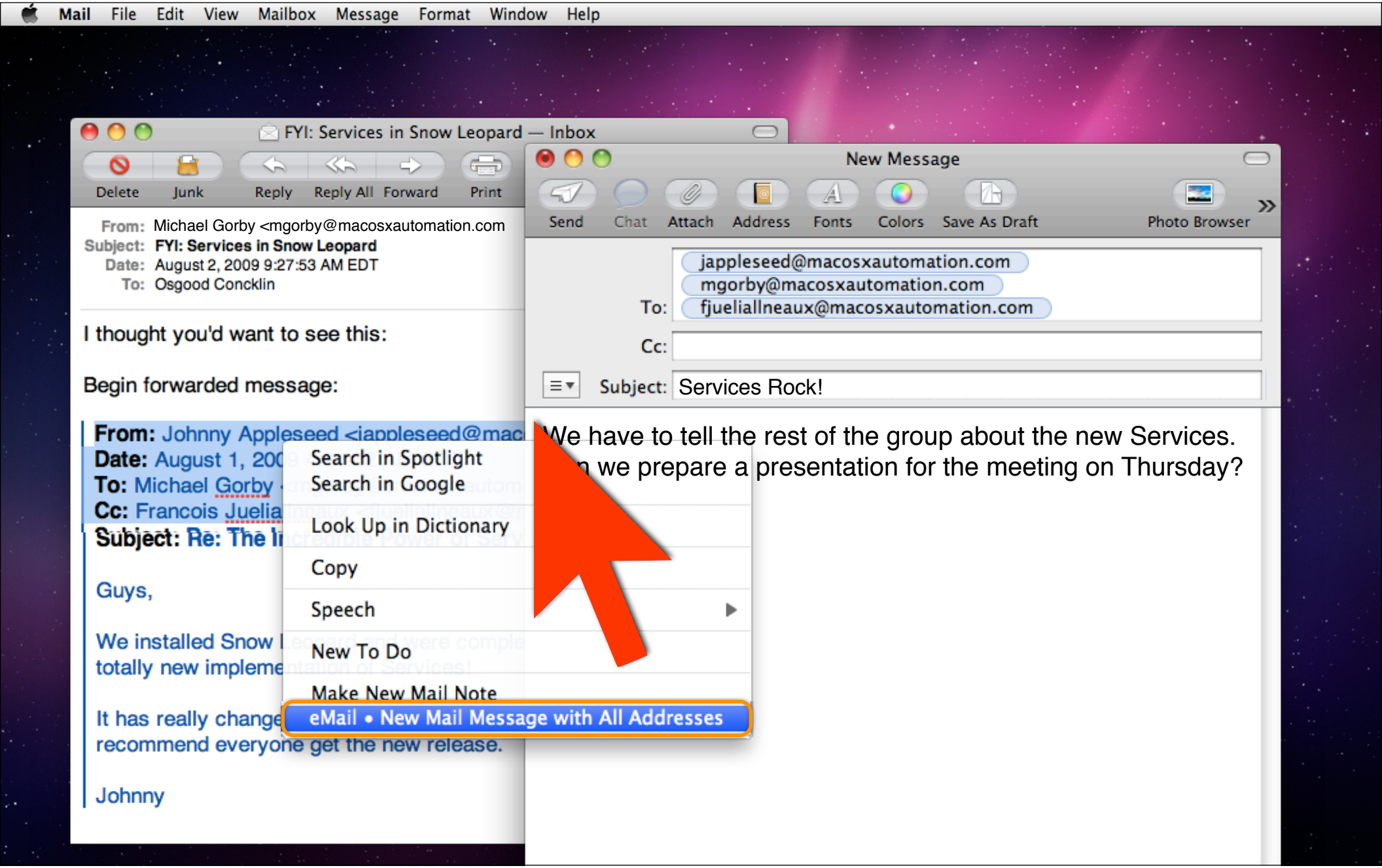
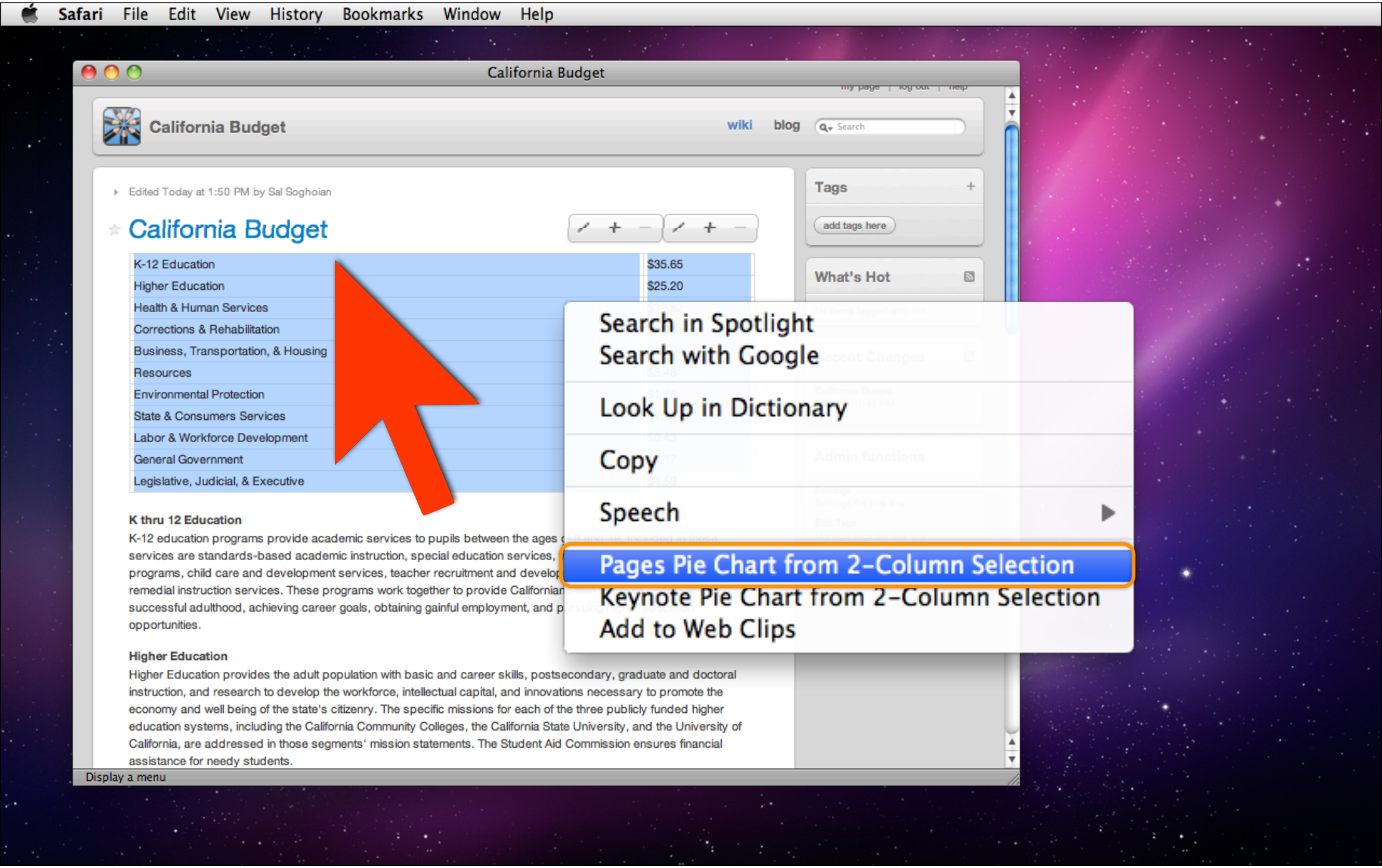
Image • Rotate Clockwise
Image • Print Image Files
Image • Add Metadata to JPEGs
1 item, 169.23 GB available


Mail File Edit View Mailbox Message Format Window Help
FYI: Services in Snow Leopard — Inbox
Delete Junk Reply Reply All Forward Print
From: Michael Gorby <mgorby@macosxautomation.com
Subject: FYI: Services in Snow Leopard
Date: August 2, 2009 9:27:53 AM EDT
To: Osgood Concklin
I thought you'd want to see this:
Begin forwarded message:
From: Johnny Appleseed <jappleseed@mac
Date: August 1, 200
To: Michael Gorby
Cc: Francois Juelia
Subject: Re: The I
Guys,
We installed Snow L
totally new impleme
It has really change
recommend everyone get the new release.
Johnny
Search in Spotlight
Search in Google
Look Up in Dictionary
Copy
Speech
New To Do
Make New Mail Note
eMail • New Mail Message with All Addresses
New Message
Send Chat Attach Address Fonts Colors Save As Draft Photo Browser
To: jappleseed@macosxautomation.com
mgorby@macosxautomation.com
fjueliallneaux@macosxautomation.com
Cc:
Subject: Services Rock!
We have to tell the rest of the group about the new Services.
n we prepare a presentation for the meeting on Thursday?


Safari File Edit View History Bookmarks Window Help
California Budget
California Budget
wiki
blog
Search
Edited Today at 1:50 PM by Sal Soghoian
California Budget
K-12 Education $35.65
Higher Education $25.20
Health & Human Services
Corrections & Rehabilitation
Business, Transportation, & Housing
Resources
Environmental Protection
State & Consumers Services
Labor & Workforce Development
General Government
Legislative, Judicial, & Executive
Tags
add tags here
What's Hot
Search in Spotlight
Search with Google
Look Up in Dictionary
Copy
Speech
Pages Pie Chart from 2-Column Selection
Keynote Pie Chart from 2-Column Selection
Add to Web Clips
K thru 12 Education
K-12 education programs provide academic services to pupils between the ages
services are standards-based academic instruction, special education services,
programs, child care and development services, teacher recruitment and develop
remedial instruction services. These programs work together to provide Californian
successful adulthood, achieving career goals, obtaining gainful employment, and
opportunities.
Higher Education
Higher Education provides the adult population with basic and career skills, postsecondary, graduate and doctoral instruction, and research to develop the workforce, intellectual capital, and innovations necessary to promote the economy and well being of the state's citizenry. The specific missions for each of the three publicly funded higher education systems, including the California Community Colleges, the California State University, and the University of California, are addressed in those segments' mission statements. The Student Aid Commission ensures financial assistance for needy students.
Display a menu

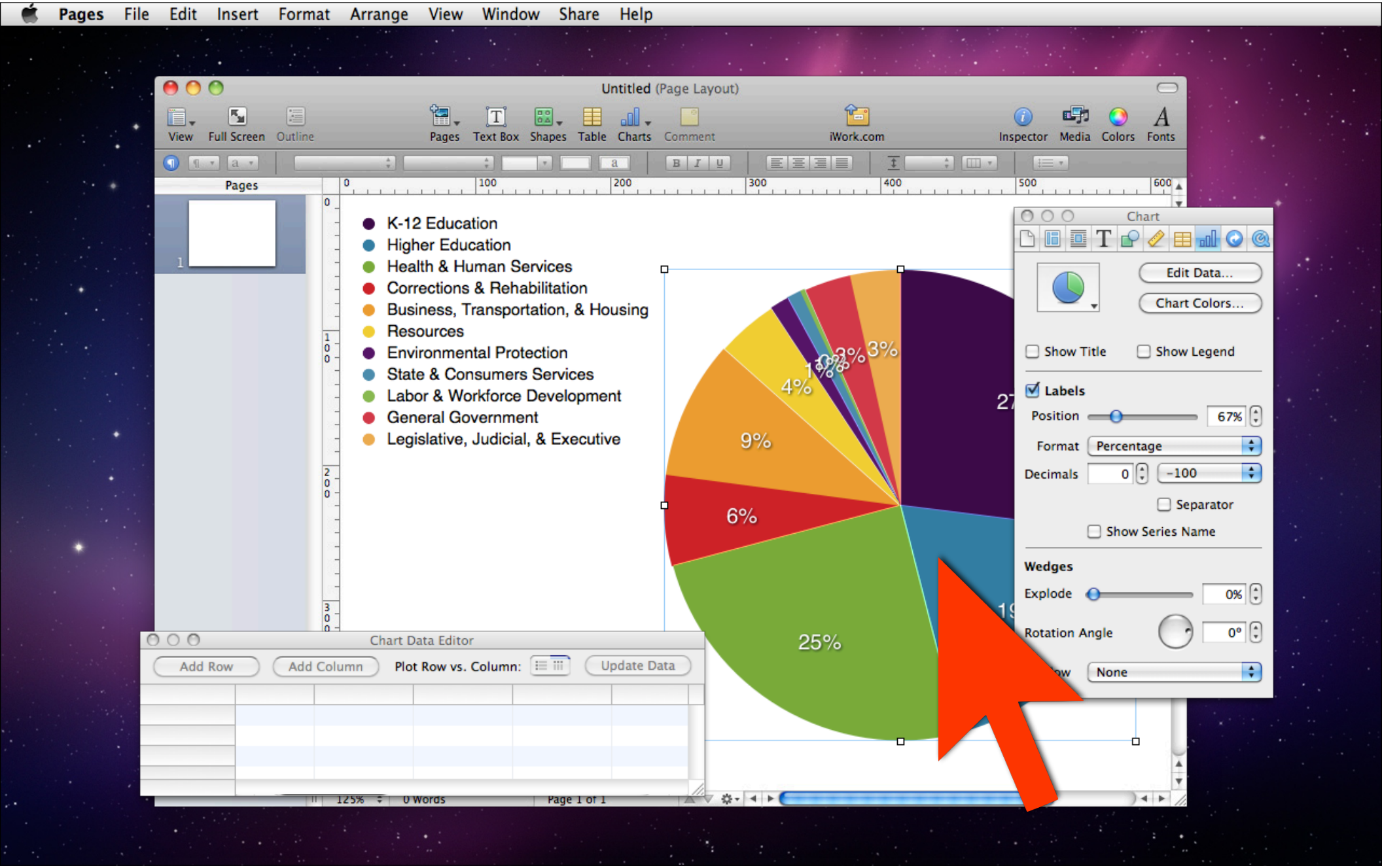

Pages File Edit Insert Format Arrange View Window Share Help
Untitled (Page Layout)
View Full Screen Outline Pages Text Box Shapes Table Charts Comment iWork.com Inspector Media Colors Fonts
K-12 Education
Higher Education
Health & Human Services
Corrections & Rehabilitation
Business, Transportation, & Housing
Resources
Environmental Protection
State & Consumers Services
Labor & Workforce Development
General Government
Legislative, Judicial, & Executive
25%
9%
6%
4%
3%
3%
Chart
Edit Data...
Chart Colors...
Show Title
Show Legend
Labels
Position 67%
Format Percentage
Decimals 0 -100
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Chart Data Editor
Add Row
Add Column
Plot Row vs. Column:
Update Data
125%
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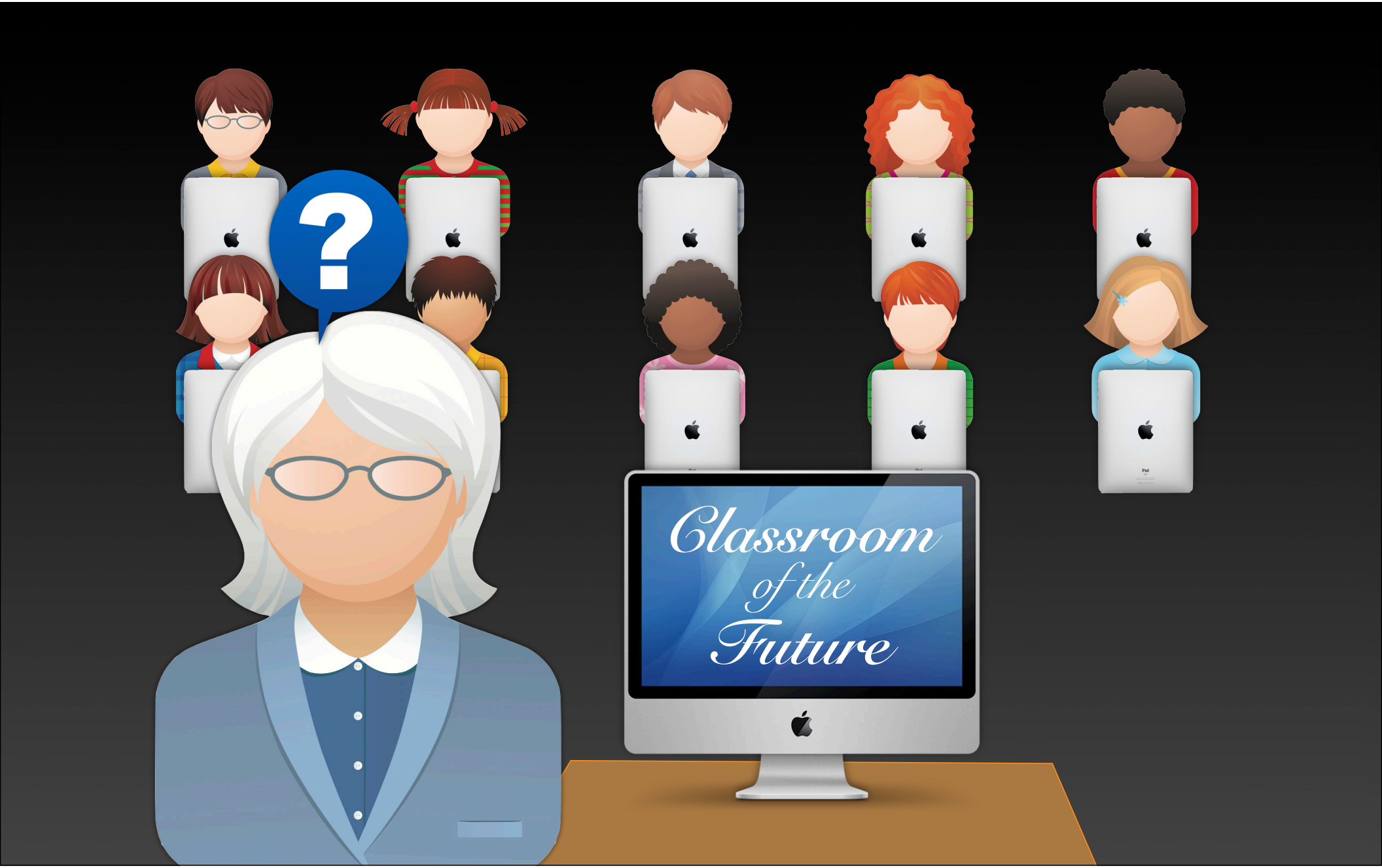
Page 1 of 1

Tools for Content Preparation

HTML Template Publishing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Classroom
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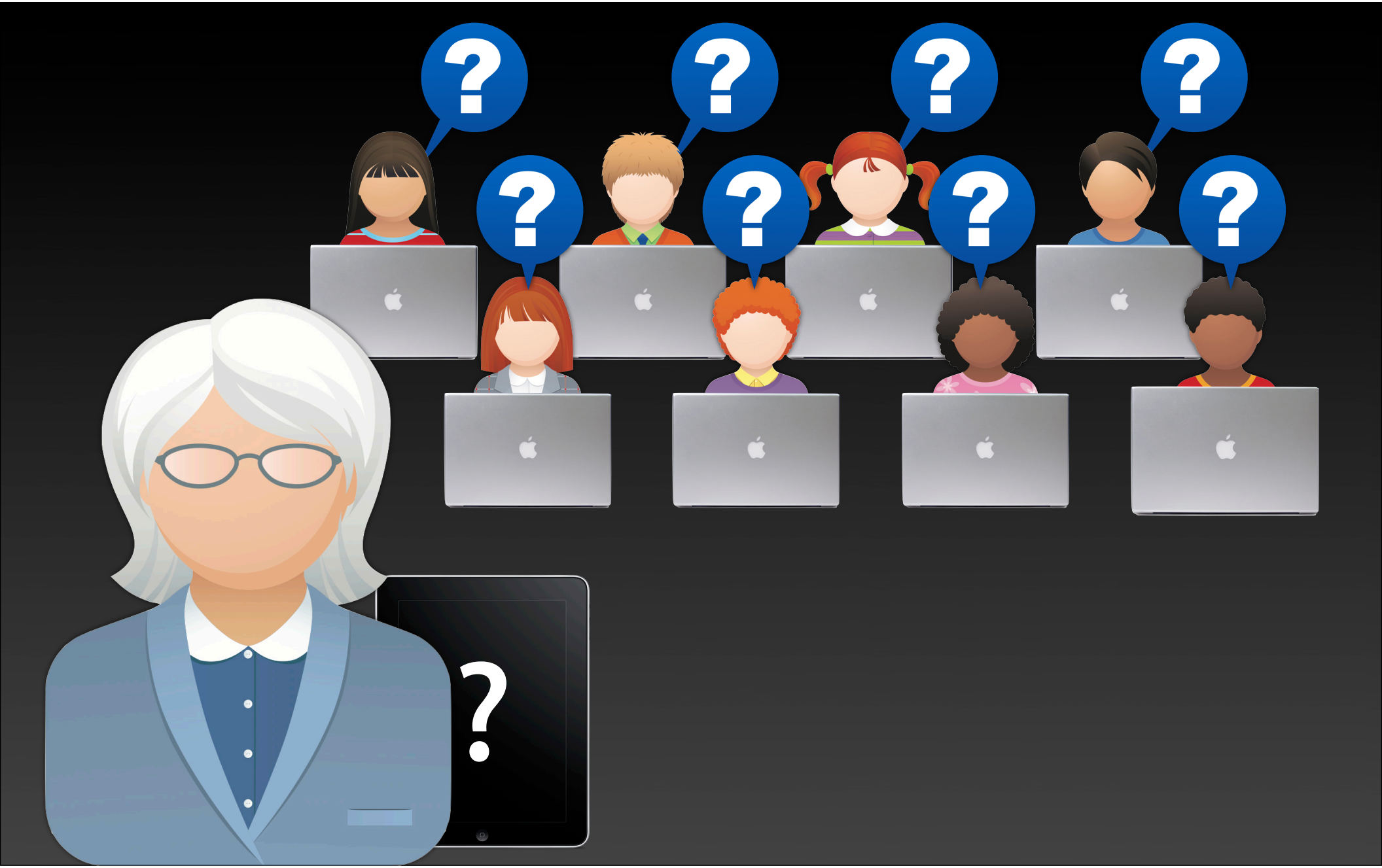
Future



story.txt
video.mov
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MOVIE
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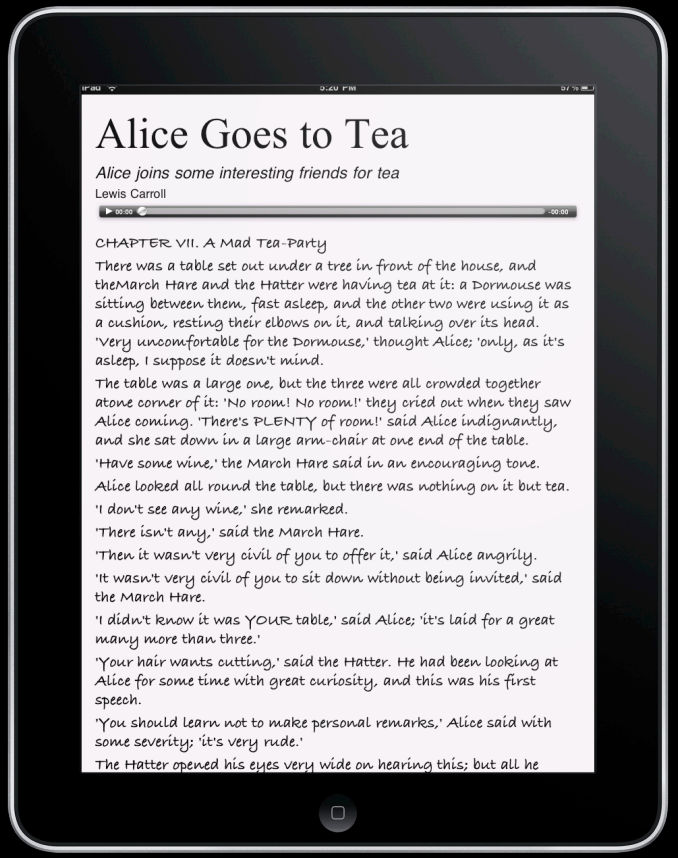
Web-App
mobile me
Sun Flares and You
The effects of Sun flares are felt here on Earth
Automator Services

Single View Web App



scrollable text with audio

scrollable text with video

Multiple Photos Web-App

Full Screen Slideshow

Fullscreen Slideshow

Navigation Story

Fullscreen Video

Fullscreen Video

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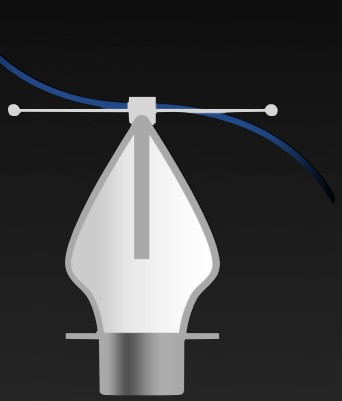
<audio>

web fonts



svg

canvas

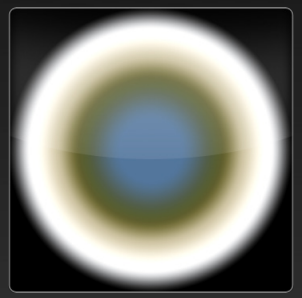
WebKit

animations

transitions

transforms

reflections



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Tropical Fish
Tropical Fish

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Suspendisse potenti. Nunc venenatis augue massa. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam elit lorem, tempus a blandit facilisis, condimentum in ligula. Ut tellus nisi, consequat at euismod id, volutpat placerat metus. Mauris aliquet, justo sollicitudin dapibus pharetra, ante urna scelerisque orci, eu pharetra urna turpis in mi. Morbi eleifend cursus augue, a dignissim lacus fringilla quis. Nam porttitor molestie diam, non lobortis arcu aliquam ut. Ut tristique felis vitae dui fringilla tristique. Ut ut dui non mauris vulputate sollicitudin ac nec nunc. Nunc tempus ipsum vel nibh vehicula bibendum porttitor nulla fermentum. Maecenas faucibus, ligula nec feugiat ultricies, dui elit sollicitudin mi, fringilla faucibus massa metus vitae lorem. Donec vitae magna eu ipsum tincidunt vulputate quis sed purus. Nunc suscipit dignissim ligula eget viverra. Etiam vestibulum fringilla molestie. Nullam justo eros, mattis sit amet rhoncus id, vestibulum vitae massa. Aliquam scelerisque porta turpis nec blandit. Maecenas id odio ante. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Donec rutrum sapien nisl. Nulla et diam mi, vitae pharetra tellus. Nulla magna nunc, tempor vitae venenatis at, luctus id dolor. Fusce interdum feugiat magna, vitae iaculis lacus sollicitudin non. Nunc diam ligula, tempor ornare luctus et, dapibus in urna. Donec at convallis lacus. Cras sed dolor ut diam fermentum vestibulum. Maecenas consequat orci id dolor molestie ac commodo dui accumsan. Pellentesque condimentum, metus non pretium imperdiet, est ipsum aliquam elit, quis pharetra nisi sem sed nulla. Praesent tempor odio at leo fermentum rutrum. Morbi nunc ipsum, pretium at ultrices in, consectetur vel quam. Ut et lacus a risus pretium ornare quis quis turpis. Praesent scelerisque, turpis sit amet posuere molestie, dui mi porta elit, in volutpat risus diam a libero. Ut semper fringilla mauris, a consequat magna posuere non. Donec eros enim, tincidunt a congue eleifend, ullamcorper et dolor. Cras magna metus, scelerisque in placerat quis, bibendum at libero. Sed non rhoncus nibh.

Nullam neque ligula, tristique at pharetra ornare, tincidunt suscipit neque. Fusce mattis mollis scelerisque. Sed luctus tincidunt risus vel lobortis. Aenean egestas congue viverra. Sed feugiat, augue a rhoncus posuere, ligula est porta diam, eu cursus dolor arcu eu erat. Fusce quis massa ac metus dictum facilisis vitae sed lacus. In non justo quis quam ultricies sollicitudin. Mauris nec metus diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In hac habitasse platea dictumst. Pellentesque tincidunt porttitor rutrum.

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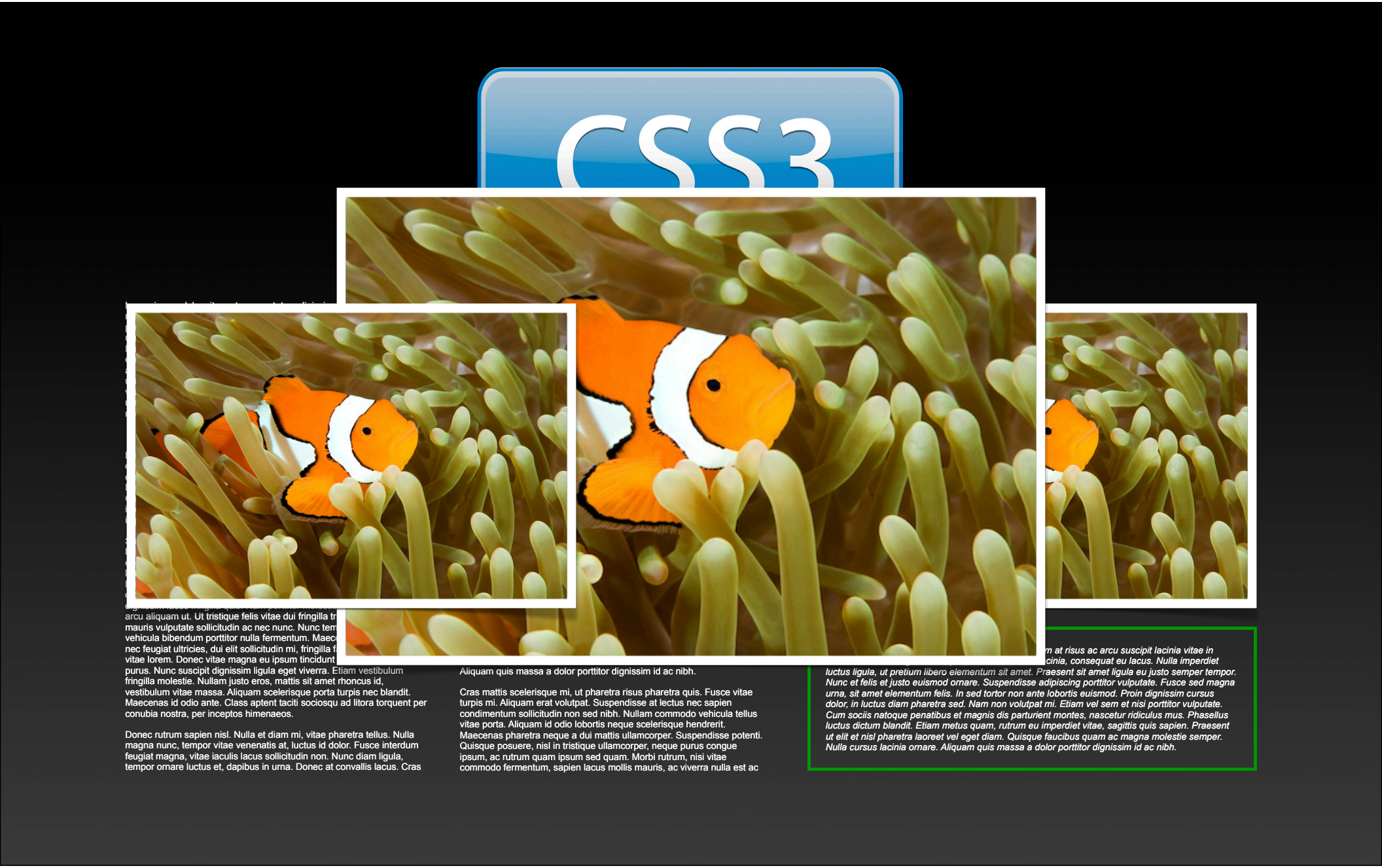

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mauris vulputate sollicitudin ac nec nunc. Nunc tem
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Maecenas pellentesque adipiscing interdum. Etiam tincidunt lectus ac odio sodales egestas eu eu velit. Morbi pulvinar sodales quam, non eleifend enim consequat non. In et risus lacus, sit amet dictum arcu. Maecenas sagittis neque eu libero gravida vel venenatis quam aliquet. Cras in nisl quam. Aliquam pharetra dignissim fermentum. Aenean porta interdum odio eu tempus. Praesent nec quam ut ante venenatis imperdiet sed eget nisi. Proin non rhoncus erat. In vel enim odio.

Suspendisse potenti. Nunc venenatis augue massa. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam elit lorem, tempus a blandit facilisis, condimentum in ligula. Ut tellus nisi, consequat at euismod id, volutpat placerat metus. Mauris aliquet, justo sollicitudin dapibus pharetra, ante urna scelerisque orci, eu pharetra urna turpis in mi. Morbi eleifend cursus augue, a dignissim lacus fringilla quis. Nam porttitor molestie diam, non lobortis arcu aliquam ut. Ut tristique felis vitae dui fringilla tristique. Ut ut dui non mauris vulputate sollicitudin ac nec nunc. Nunc tempus ipsum vel nibh vehicula bibendum porttitor nulla fermentum. Maecenas faucibus, ligula nec feugiat ultricies, dui elit sollicitudin mi, fringilla faucibus massa metus vitae lorem. Donec vitae magna eu ipsum tincidunt vulputate quis sed purus. Nunc suscipit dignissim ligula eget viverra. Etiam vestibulum fringilla molestie. Nullam justo eros, mattis sit amet rhoncus id, vestibulum vitae massa. Aliquam scelerisque porta turpis nec blandit. Maecenas id odio ante. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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Nullam neque ligula, tristique at pharetra ornare, tincidunt suscipit neque. Fusce mattis mollis scelerisque. Sed luctus tincidunt risus vel lobortis. Aenean egestas congue viverra. Sed feugiat, augue a rhoncus posuere, ligula est porta diam, eu cursus dolor arcu eu erat. Fusce quis massa ac metus dictum facilisis vitae sed lacus. In non justo quis quam ultricies sollicitudin. Mauris nec metus diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In hac habitasse platea dictumst. Pellentesque tincidunt porttitor rutrum.

Sed venenatis ullamcorper magna at volutpat. Aliquam at risus ac arcu suscipit lacinia vitae in lorem. Vivamus magna tortor, pharetra ac convallis lacinia, consequat eu lacus. Nulla imperdiet luctus ligula, ut pretium libero elementum sit amet. Praesent sit amet ligula eu justo semper tempor. Nunc et felis et justo euismod ornare. Suspendisse adipiscing porttitor vulputate. Fusce sed magna urna, sit amet elementum felis. In sed tortor non ante lobortis euismod. Proin dignissim cursus dolor, in luctus diam pharetra sed. Nam non volutpat mi. Etiam vel sem et nisi porttitor vulputate. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Phasellus luctus dictum blandit. Etiam metus quam, rutrum eu imperdiet vitae, sagittis quis sapien. Praesent ut elit et nisl pharetra laoreet vel eget diam. Quisque faucibus quam ac magna molestie semper. Nulla cursus lacinia ornare. Aliquam quis massa a dolor porttitor dignissim id ac nibh.

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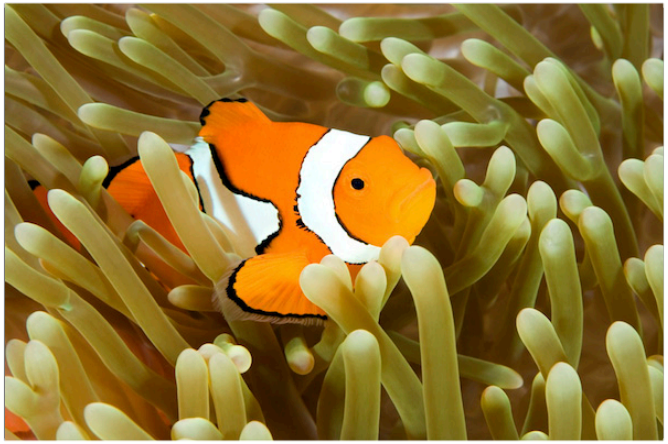
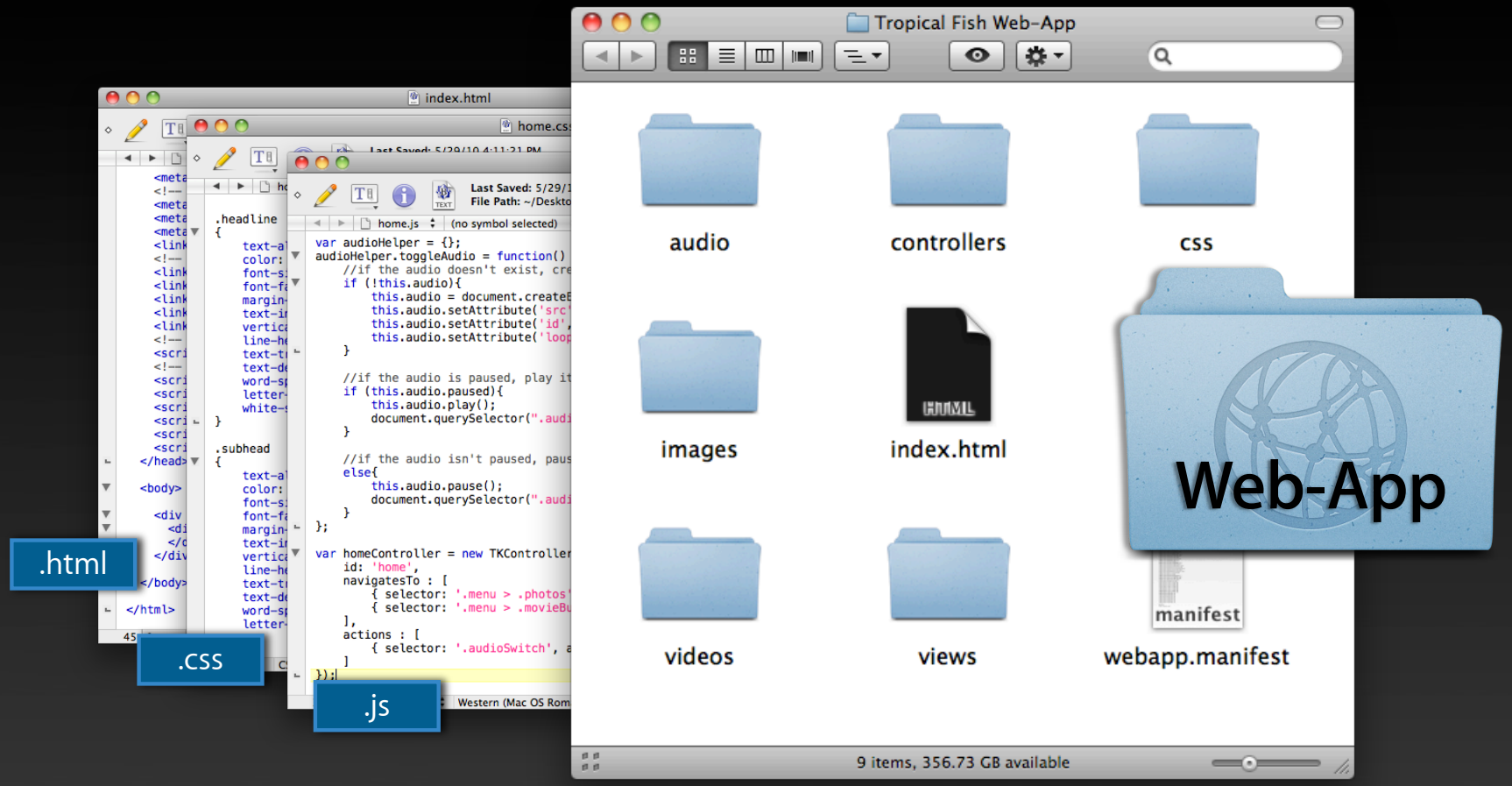
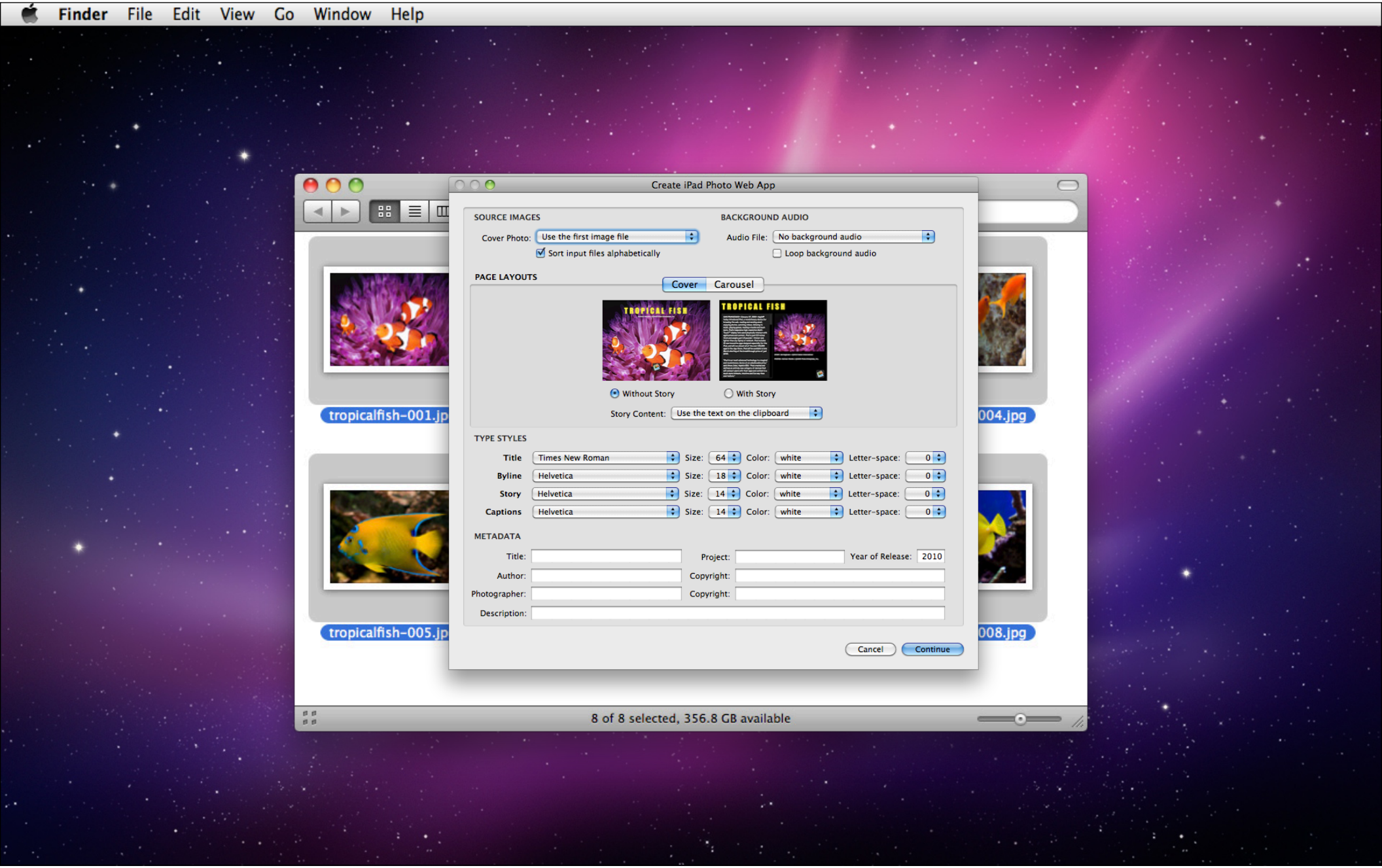


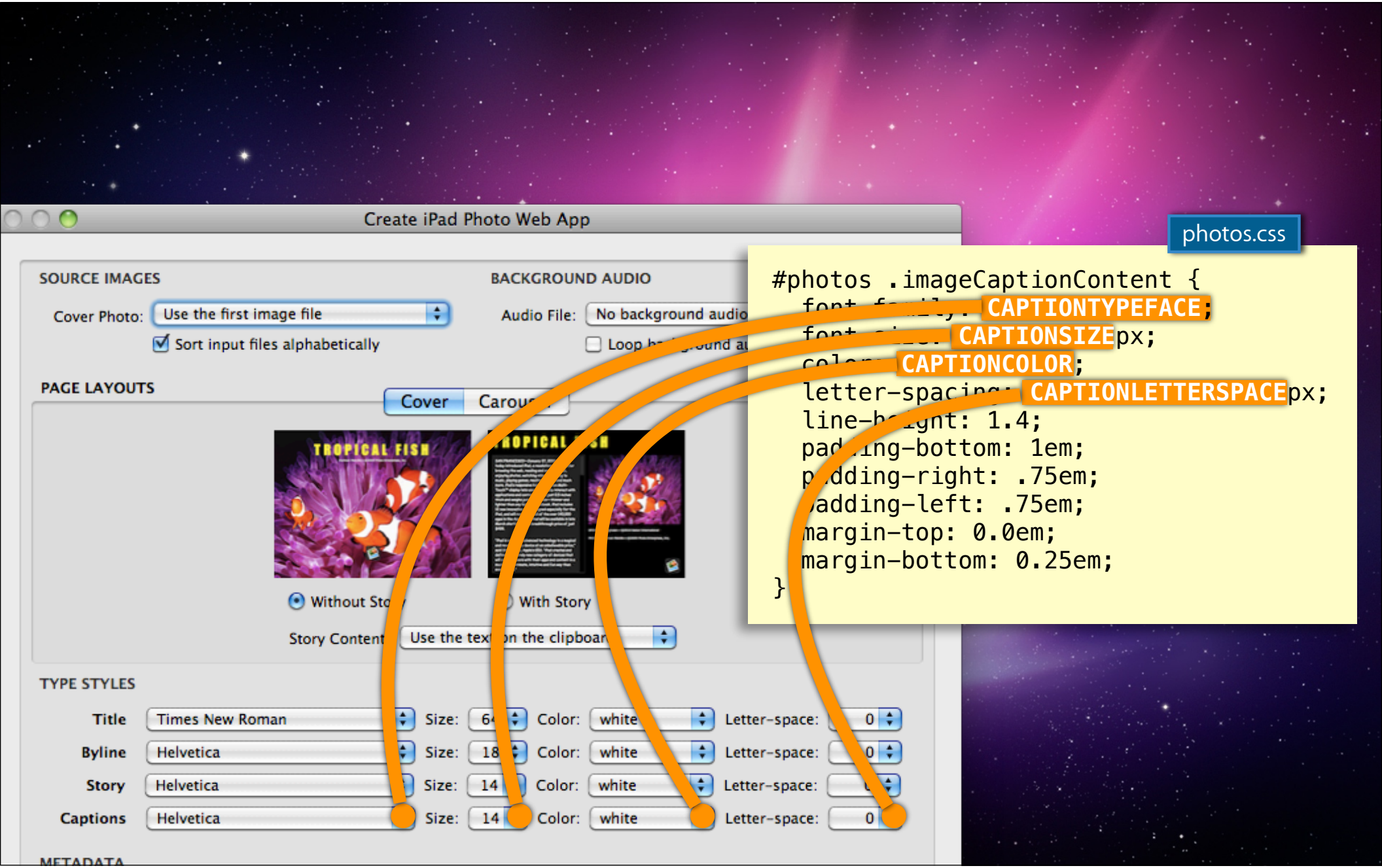
Sed venenatis ullamcorper magna at volutpat. Aliquam at risus ac arcu suscipit lacinia vitae in lorem. Vivamus magna tortor, pharetra ac convallis lacinia, consequat eu lacus. Nulla imperdiet luctus ligula, ut pretium libero elementum sit amet. Praesent sit amet ligula eu justo semper tempor. Nunc et felis et justo euismod ornare. Suspendisse adipiscing porttitor vulputate. Fusce sed magna urna, sit amet elementum felis. In sed tortor non ante lobortis euismod. Proin dignissim cursus dolor, in luctus diam pharetra sed. Nam non volutpat mi. Etiam vel sem et nisi porttitor vulputate. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Phasellus luctus dictum blandit. Etiam metus quam, rutrum eu imperdiet vitae, sagittis quis sapien. Praesent ut elit et nisl pharetra laoreet vel eget diam. Quisque faucibus quam ac magna molestie semper. Nulla cursus lacinia ornare. Aliquam quis massa a dolor porttitor dignissim id ac nibh.

fish in the genera Pterois,
Parapterois, Brachypterois,
Ebosia or Dendrochirus, of the
family Scorpaenidae. The
lionfish is also known as the
Turkey Fish, Scorpion or Fire
Fish. They are notable for their
extremely long and separated
spines, and have a generally
striped appearance, red, green,
navy green, brown, orange,
yellow, black, maroon, or white.
3
JavaScript
JavaScript
Controller
CSS3
transitions
iPad
11:04 PM
61 %
A Lionfish is any of several
species of venomous marine
fish in the genera Pterois,
Parapterois, Brachypterois,
Ebosia or Dendrochirus, of the
family Scorpaenidae. The
lionfish is also known as the
Turkey Fish, Scorpion or Fire
Fish. They are notable for their
extremely long and separated
spines, and have a generally
striped appearance, red, green,
navy green, brown, orange,
yellow, black, maroon, or white.

HTML bundles (Web-App)




Finder File Edit View Go Window Help
Create iPad Photo Web App
SOURCE IMAGES
Cover Photo: Use the first image file
Sort input files alphabetically
BACKGROUND AUDIO
Audio File: No background audio
Loop background audio
PAGE LAYOUTS
Cover Carousel
TROPICAL FISH
TROPICAL FISH
Without Story
With Story
Story Content: Use the text on the clipboard
TYPE STYLES
Title Times New Roman Size: 64 Color: white Letter-space: 0
Byline Helvetica Size: 18 Color: white Letter-space: 0
Story Helvetica Size: 14 Color: white Letter-space: 0
Captions Helvetica Size: 14 Color: white Letter-space: 0
METADATA
Title:
Project:
Year of Release: 2010
Author:
Copyright:
Photographer:
Copyright:
Description:
Cancel
Continue
tropicalfish-001.jp
004.jpg
tropicalfish-005.jp
008.jpg
8 of 8 selected, 356.8 GB available


Create iPad Photo Web App
SOURCE IMAGES
Cover Photo:
Use the first image file
Sort input files alphabetically
BACKGROUND AUDIO
Audio File:
No background audio
PAGE LAYOUTS
Cover
TROPICAL FISH
With Story
Story Content
TYPE STYLES
Title
Times New Roman
Size:
Color:
white
Letter-space:
0
Byline
Helvetica
18
Story
14
Captions
photos.css
#photos .imageCaptionContent {
CAPTIONTYPEFACE;
CAPTIONSIZEpx;
CAPTIONCOLOR;
letter-spacing: CAPTIONLETTERSPACEpx;
line-height: 1.4;
padding-bottom: 1em;
padding-right: .75em;
padding-left: .75em;
margin-top: 0.0em;
margin-bottom: 0.25em;
}

```
#photos .imageCaptionContent {
  font-family: Helvetica;
  font-size: 14px;
  color: white;
  letter-spacing: 0px;
  line-height: 1.4;
  padding-bottom: 1em;
  padding-right: .75em;
  padding-left: .75em;
  margin-top: 0.0em;
  margin-bottom: 0.25em;
}
```

Steps to Develop Your Own HTML Content-Creation Tools

1

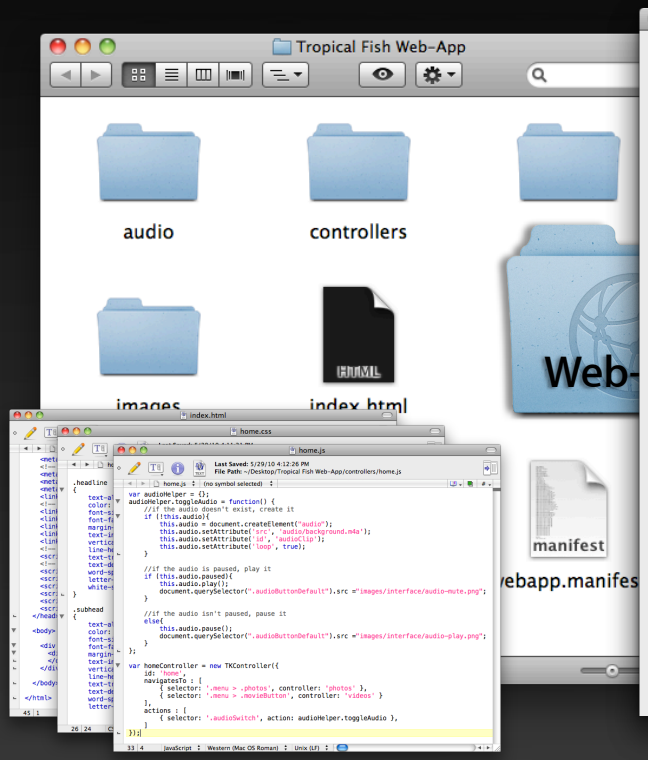
Design & build HTML templates

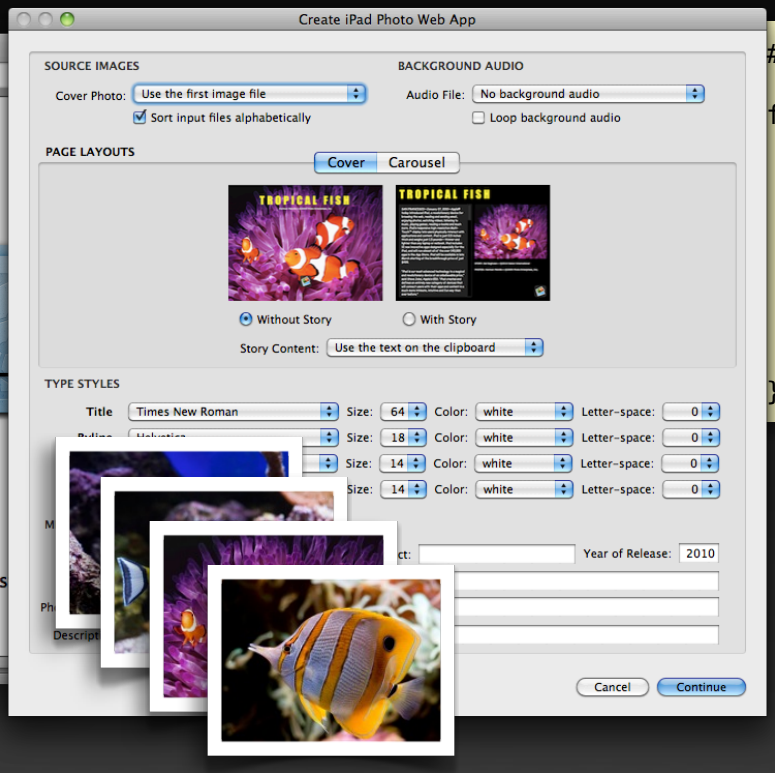
2

Create interface for gathering data & files

3

Add code for replacing tags and processing media






```
#photos .imageCaptionContent {
  font-family: CAPTIONTYPEFACE;
font-size: CAPTIONSIZEpx;
  color: CAPTIONCOLOR;
  letter-spacing: CAPTIONLETTERSPACEpx;
  line-height: 1.4;
  padding-bottom: 1em;
  padding-right: .75em;
  padding-left: .75em;
  margin-top: 0.0em;
  margin-bottom: 0.25em;
}
```

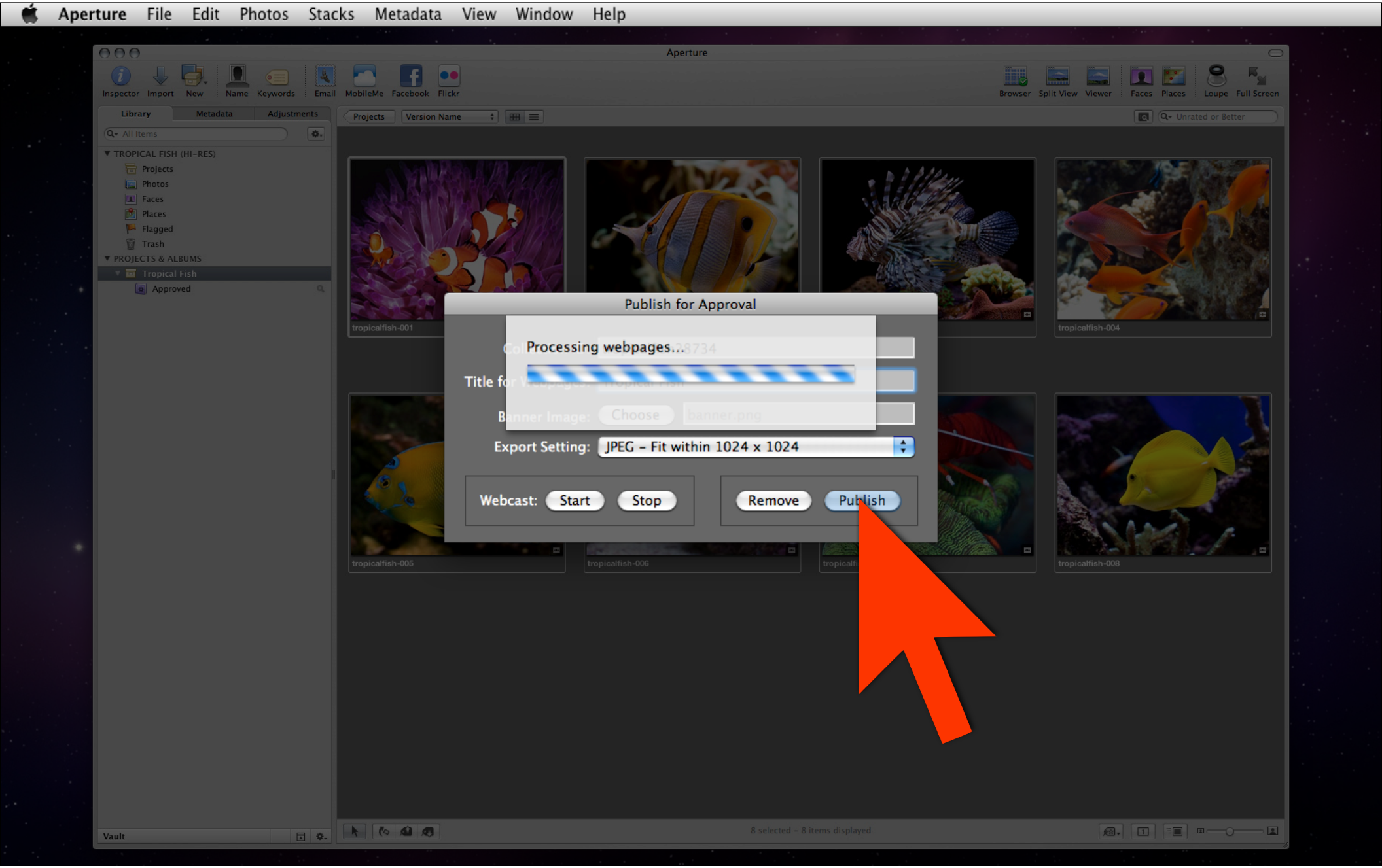
Demo

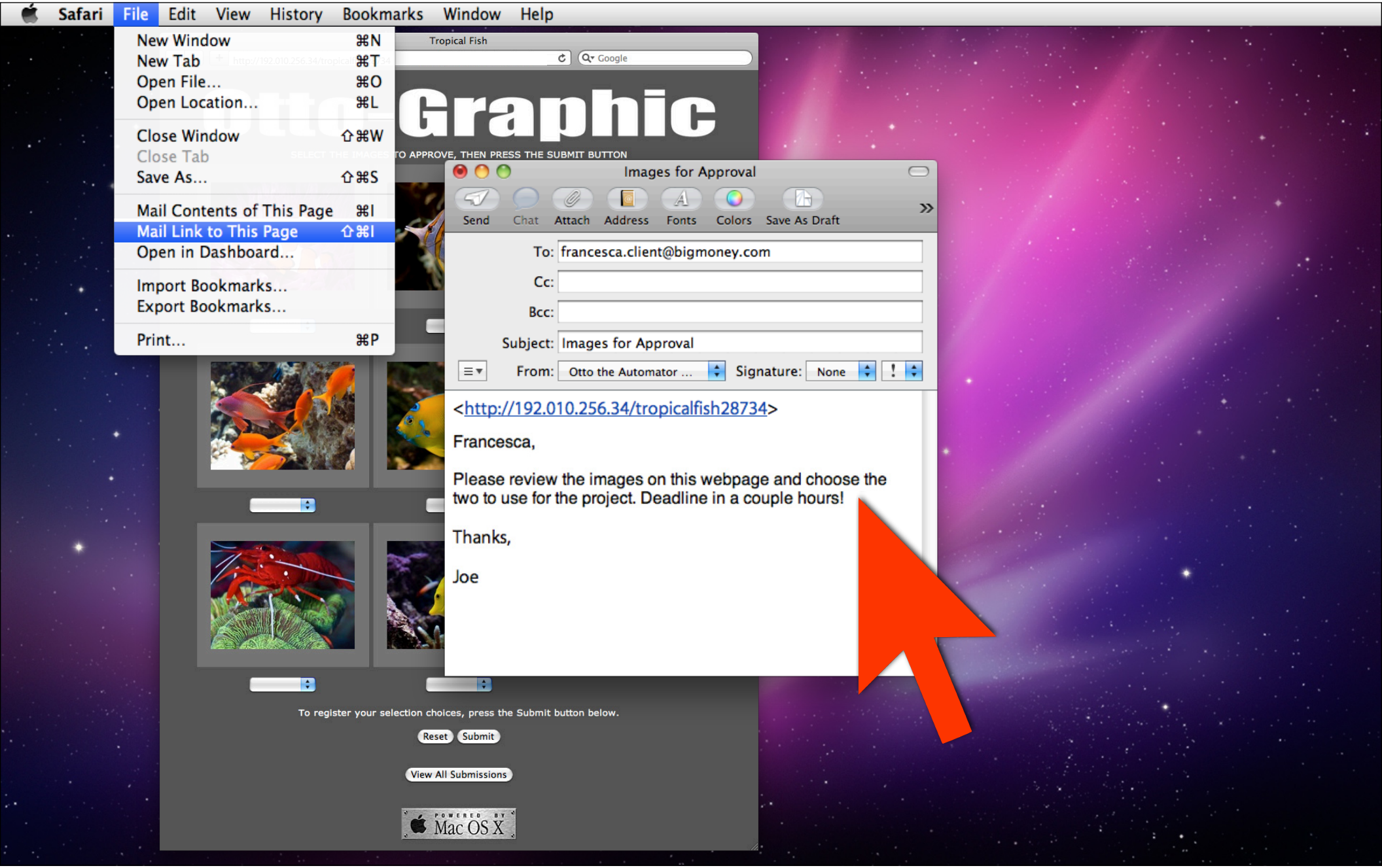
Sal Soghoian
Product Manager Automation Technologies

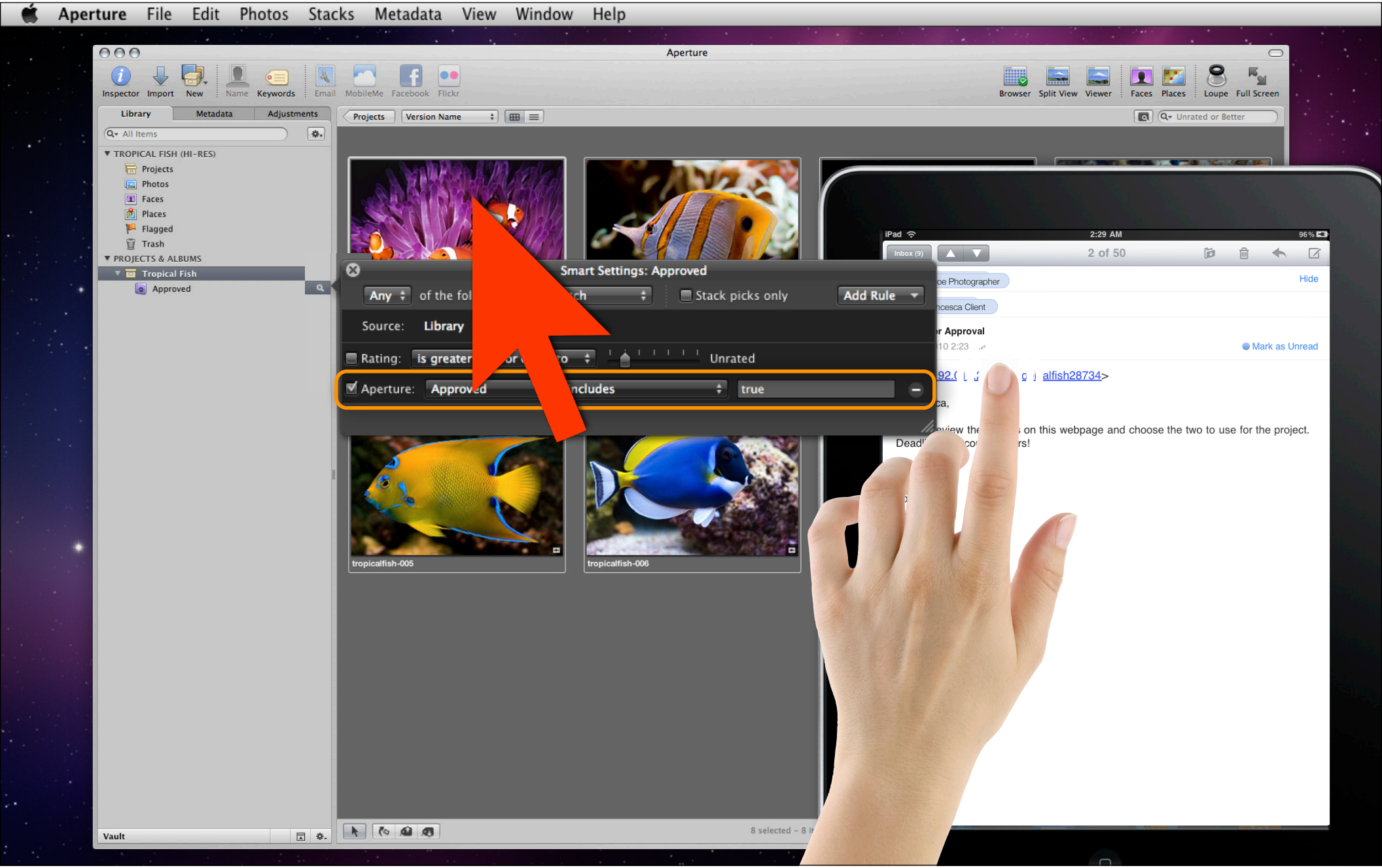
Interactive Web

Aperture AppleScript

PM
CUPERTINO
Joe Photographer
AM
PARIS
GATE 15
Francesca Client
Publish
for
Approval


Aperture File Edit Photos Stacks Metadata View Window Help
Aperture
Inspector Import New Name Keywords Email MobileMe Facebook Flickr
Browser Split View Viewer Faces Places Loupe Full Screen
Library Metadata Adjustments
Projects Version Name
Unrated or Better
TROPICAL FISH (HI-RES)
Projects
Photos
Faces
Places
Flagged
Trash
PROJECTS & ALBUMS
Tropical Fish
Approved
tropicalfish-001
tropicalfish-004
tropicalfish-005
tropicalfish-006
tropicalfish-008
Publish for Approval
Processing webpages...
Title for Webpages:
Banner Image:
Choose
banner.png
Export Setting:
JPEG – Fit within 1024 x 1024
Webcast:
Start
Stop
Remove
Publish
Vault
8 selected – 8 items displayed


Safari File Edit View History Bookmarks Window Help
New Window ⌘N
New Tab ⌘T
Open File... ⌘O
Open Location... ⌘L
Close Window ⇧⌘W
Close Tab
Save As... ⇧⌘S
Mail Contents of This Page ⌘I
Mail Link to This Page ⇧⌘I
Open in Dashboard...
Import Bookmarks...
Export Bookmarks...
Print... ⌘P
Tropical Fish
Google
Graphic
TO APPROVE, THEN PRESS THE SUBMIT BUTTON
Images for Approval
Send Chat Attach Address Fonts Colors Save As Draft
To: francesca.client@bigmoney.com
Cc:
Bcc:
Subject: Images for Approval
From: Otto the Automator ... Signature: None
<http://192.010.256.34/tropicalfish28734>
Francesca,
Please review the images on this webpage and choose the two to use for the project. Deadline in a couple hours!
Thanks,
Joe
To register your selection choices, press the Submit button below.
Reset Submit
View All Submissions
POWERED BY Mac OS X


Aperture File Edit Photos Stacks Metadata View Window Help
Aperture
Inspector Import New Name Keywords Email MobileMe Facebook Flickr
Browser Split View Viewer Faces Places Loupe Full Screen
Library Metadata Adjustments
All Items
TROPICAL FISH (HI-RES)
Projects
Photos
Faces
Places
Flagged
Trash
PROJECTS & ALBUMS
Tropical Fish
Approved
Vault
Projects Version Name
Unrated or Better
Smart Settings: Approved
Any of the fol
Stack picks only
Add Rule
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Rating: is greater
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tropicalfish-006
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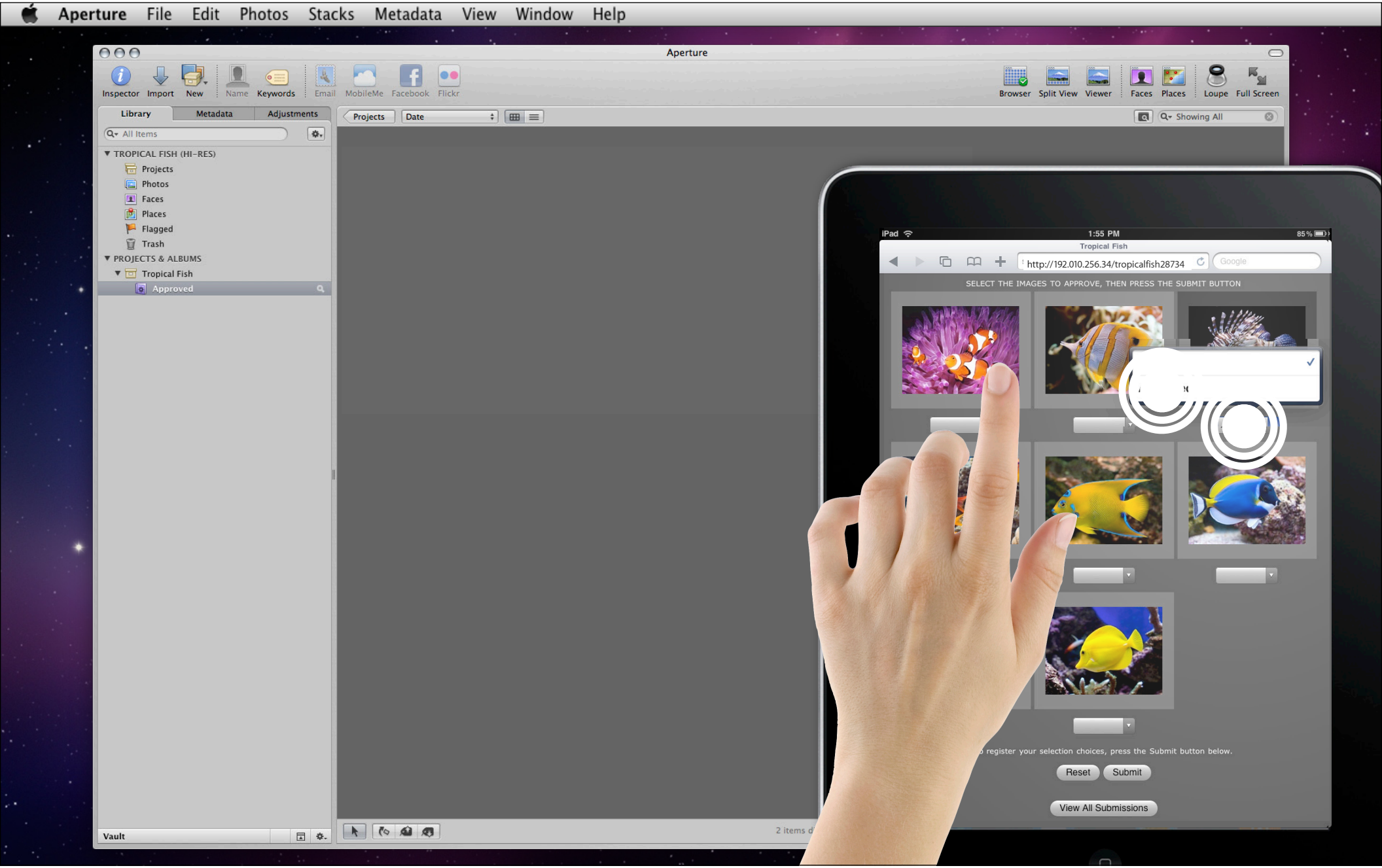
Inbox (9)
2 of 50
Hide
Mark as Unread
alfish28734>
on this webpage and choose the two to use for the project.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Flagged
Trash
PROJECTS & ALBUMS
Tropical Fish
Approved
Vault
Projects Date
Showing All
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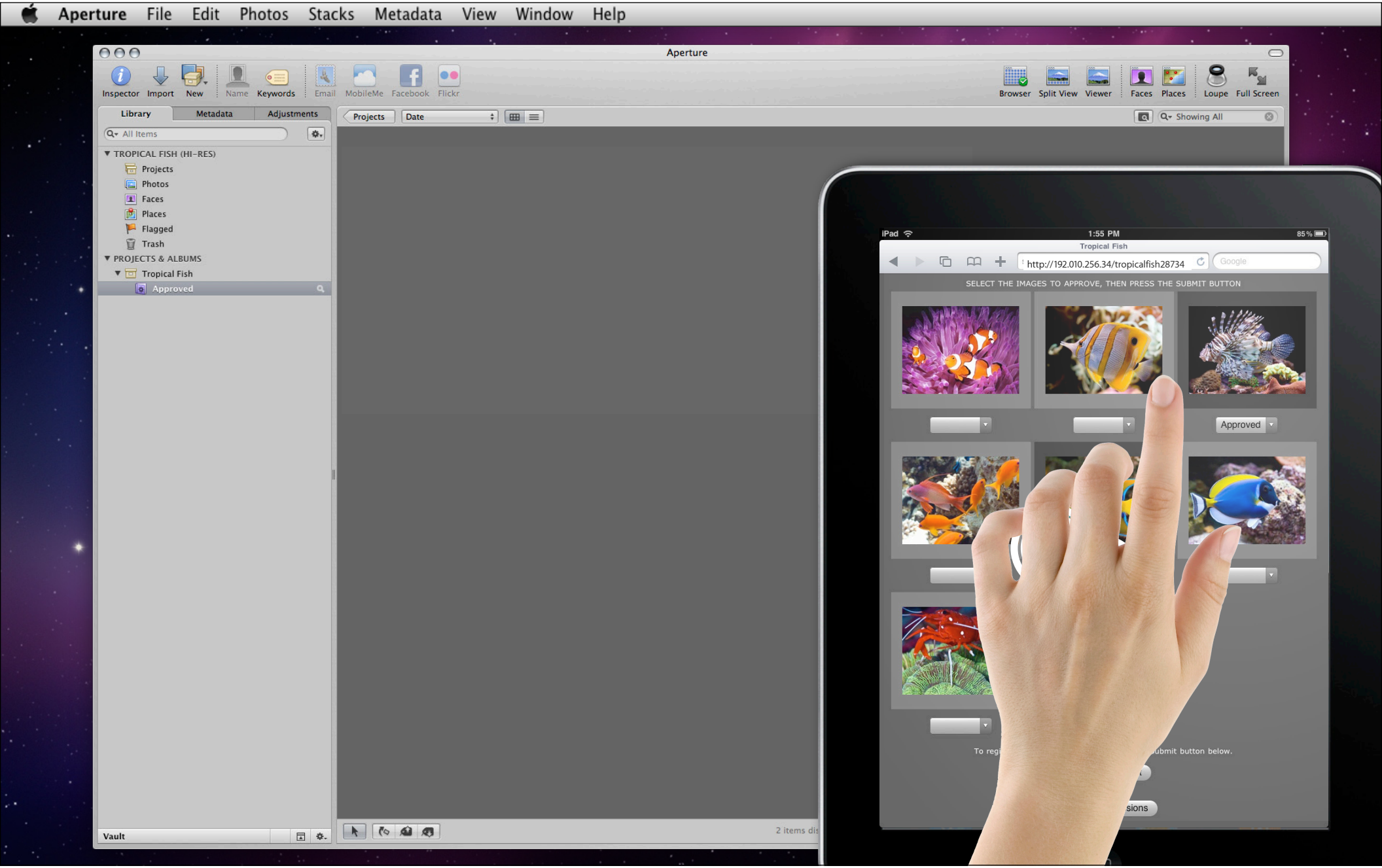
Tropical Fish
http://192.010.256.34/tropicalfish28734
Google
SELECT THE IMAGES TO APPROVE, THEN PRESS THE SUBMIT BUTTON
register your selection choices, press the Submit button below.
Reset
Submit
View All Submissions


Aperture File Edit Photos Stacks Metadata View Window Help
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Vault
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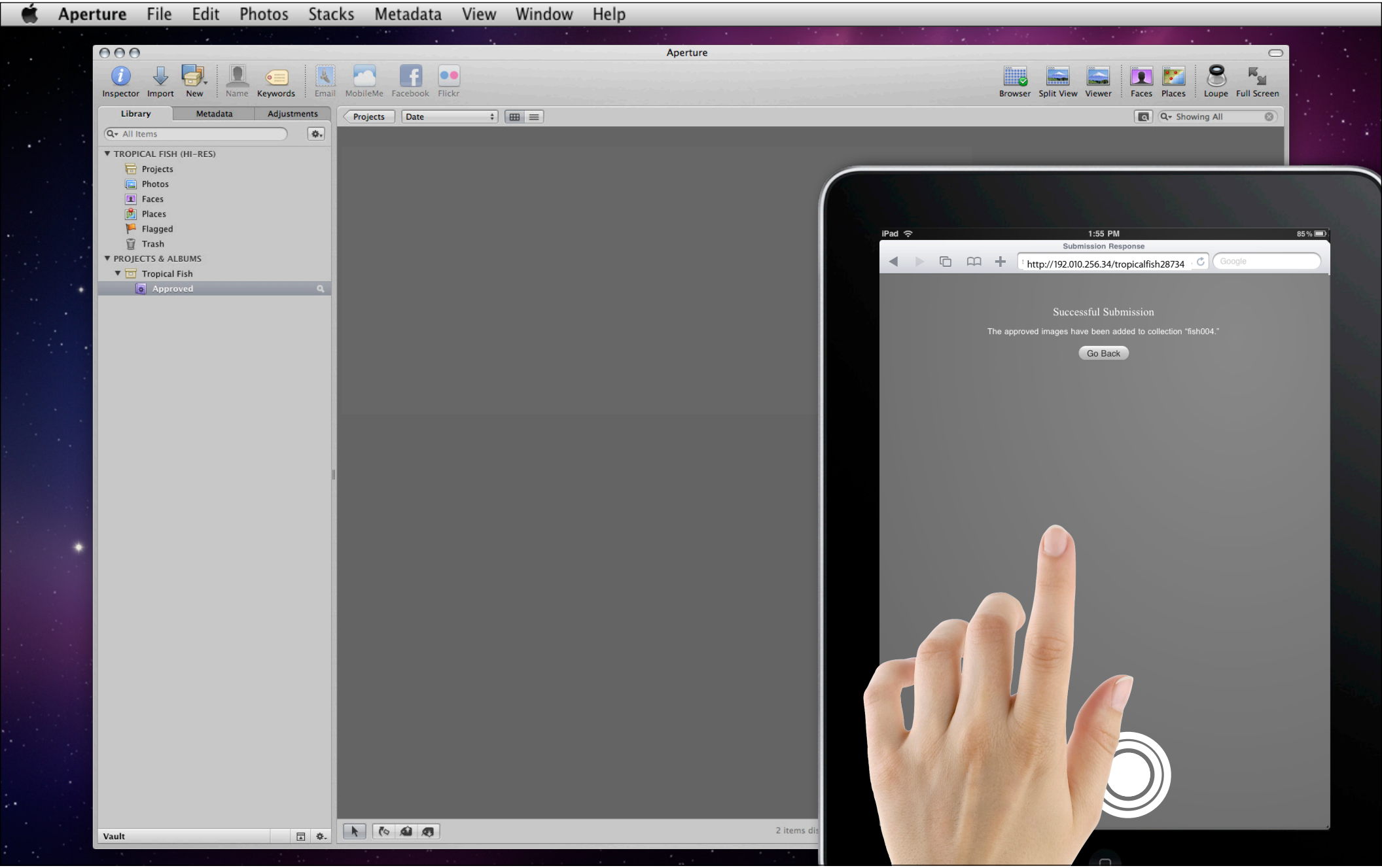
Tropical Fish
http://192.010.256.34/tropicalfish28734
Google
SELECT THE IMAGES TO APPROVE, THEN PRESS THE SUBMIT BUTTON
Approved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PROJECTS & ALBUMS
Tropical Fish
Approved
Vault
Projects Date
Showing All
2 items
iPad
1:55 PM
85%
Submission Response
http://192.010.256.34/tropicalfish28734
Google
Successful Submission
The approved images have been added to collection "fish004."
Go Back

Designed by Apple in California
Aperture
AppleScript ACGI
iPad Web Client

Demo

Sal Soghoian
Product Manager Automation Technologies

Summary

- Automation makes it easy to create and publish HTML content for the iPad
- Using the automation technologies of Mac OS X, you can develop your own content-creation tools

Coming soon.

Actually…

Actually...
Everything you just saw,
You can have today.

For free.

More Information

Additional Links

Padilicious
http://www.padilicious.com

Mac OSX Automation
http://www.macosxautomation.com

HTML 5 and Web Standards
http://www.apple.com/html5

Apple Developer Forums

http://devforums.apple.com

More Information

John Geleynse
Technology Evangelist
geleynse@apple.com

Apple Developer Forums
http://devforums.apple.com

Related Sessions

Delivering Audio and Video Using Web Standards, Part 1 (repeat)	Nob Hill Friday 10:15AM
Delivering Audio and Video Using Web Standards, Part 2 (repeat)	Nob Hill Friday 11:30AM
Using HTML5 Offline Storage	Marina Thursday 2:00PM
CSS Effects, Part One: UI Elements and Navigation	Marina Tuesday 3:15PM
CSS Effects, Part Two: Galleries and 3D Effects	Marina Tuesday 4:30PM
Creating Info Graphics with Standard Web Technologies	Marina Wednesday 4:30PM
Adding Touch and Gesture Detection to Web Pages on iPhone OS	Nob Hill Wednesday 2:00PM

Related Labs

Automator and AppleScript Lab	Developer Tools Lab A Wednesday 2:00PM
HTML5 Audio and Video Lab	Internet & Web Lab A Tuesday 2:00PM

Q&A

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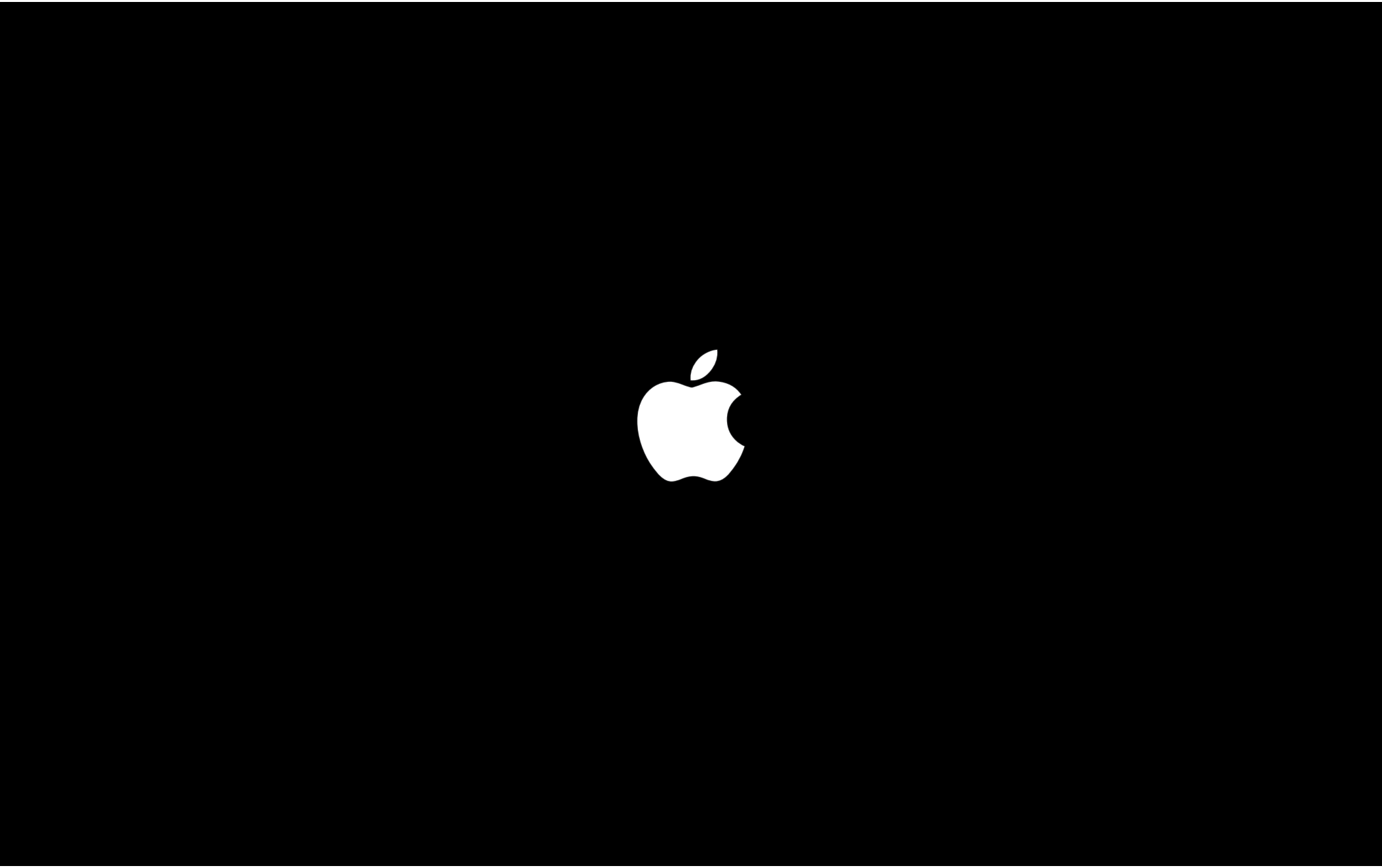
WWDC10

The last slide after the logo is intentionally left blank for all