

# Producing Rich Media Advertisements for iAd

iAd Producer

Session 605

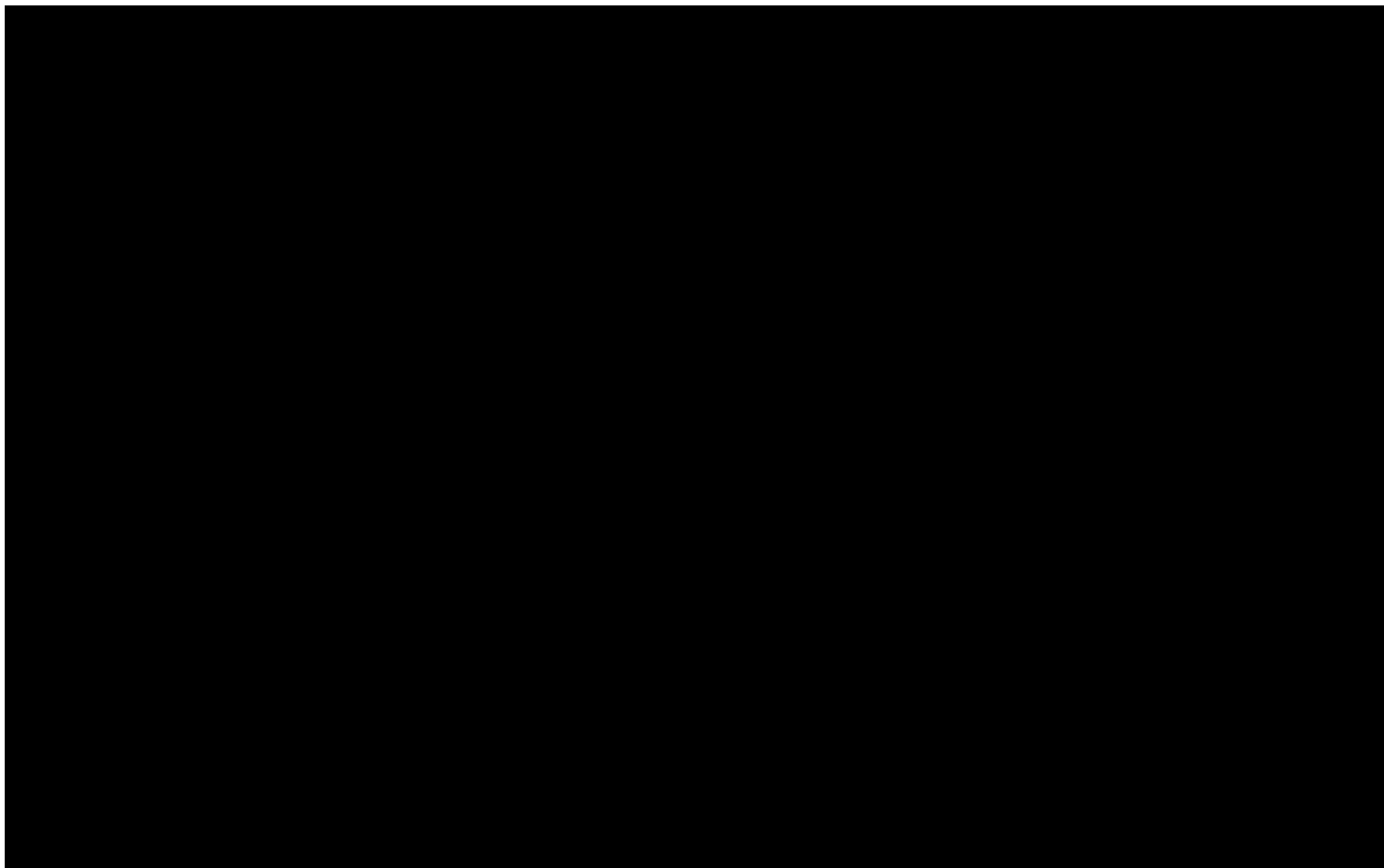
**Scott Stevenson**

Software Engineer

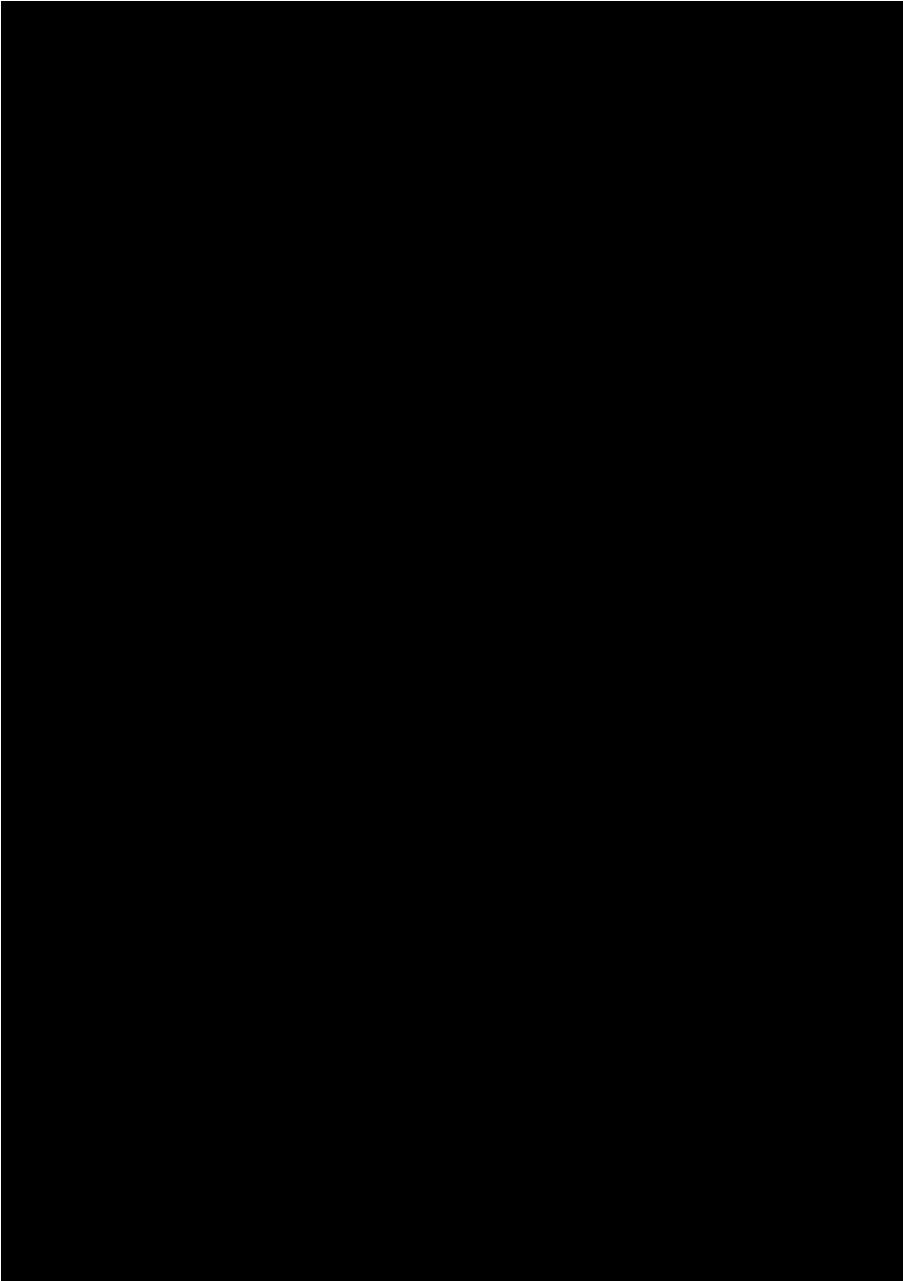
**Chi Wai Lau**

Software Engineer

These are confidential sessions—please refrain from streaming, blogging, or taking pictures



**“We’re building an iAd.”**



“Let’s do this.”



# iAd



# iAd

- Rich interactive ads



# iAd

- Rich interactive ads





# iAd

- Rich interactive ads
- Built on WebKit



# iAd

- Rich interactive ads
- Built on WebKit
- Mini websites



# iAd

- Rich interactive ads
- Built on WebKit
- Mini websites
- App keeps running



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WebKit

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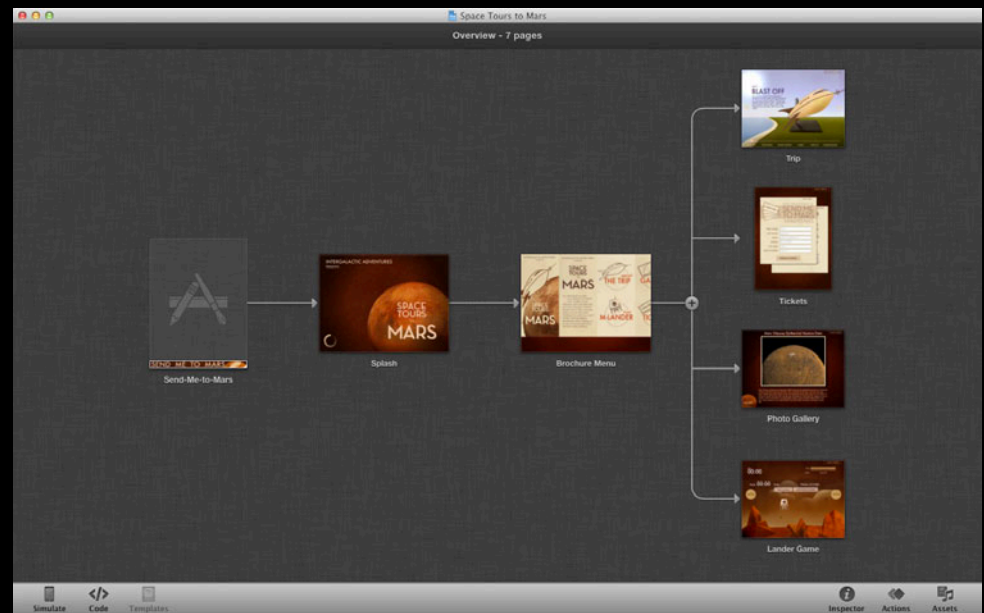


# iAd

- Rich interactive ads
- Built on WebKit
- Mini websites
- App keeps running



# iAd Producer





# iAd Producer

- Expert iAd creator



# iAd Producer

- Expert iAd creator
- Built-in magic



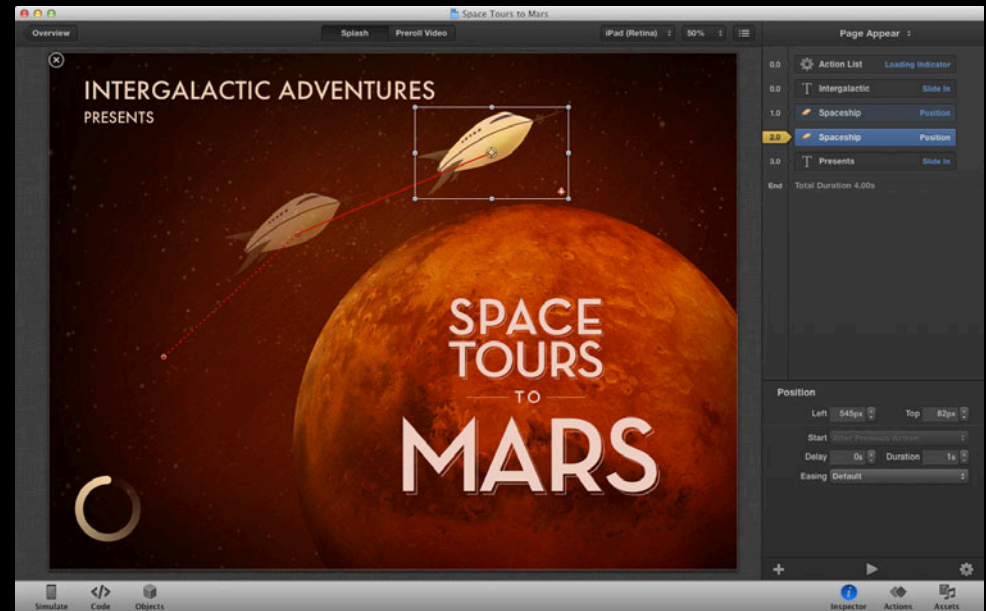
# iAd Producer

- Expert iAd creator
- Built-in magic



# iAd Producer

- Expert iAd creator
- Built-in magic
- Full cycle



# iAd Producer Overview

# iAd Producer Overview



# iAd Producer Overview

- Familiar



# iAd Producer Overview

- Familiar
- Stellar results



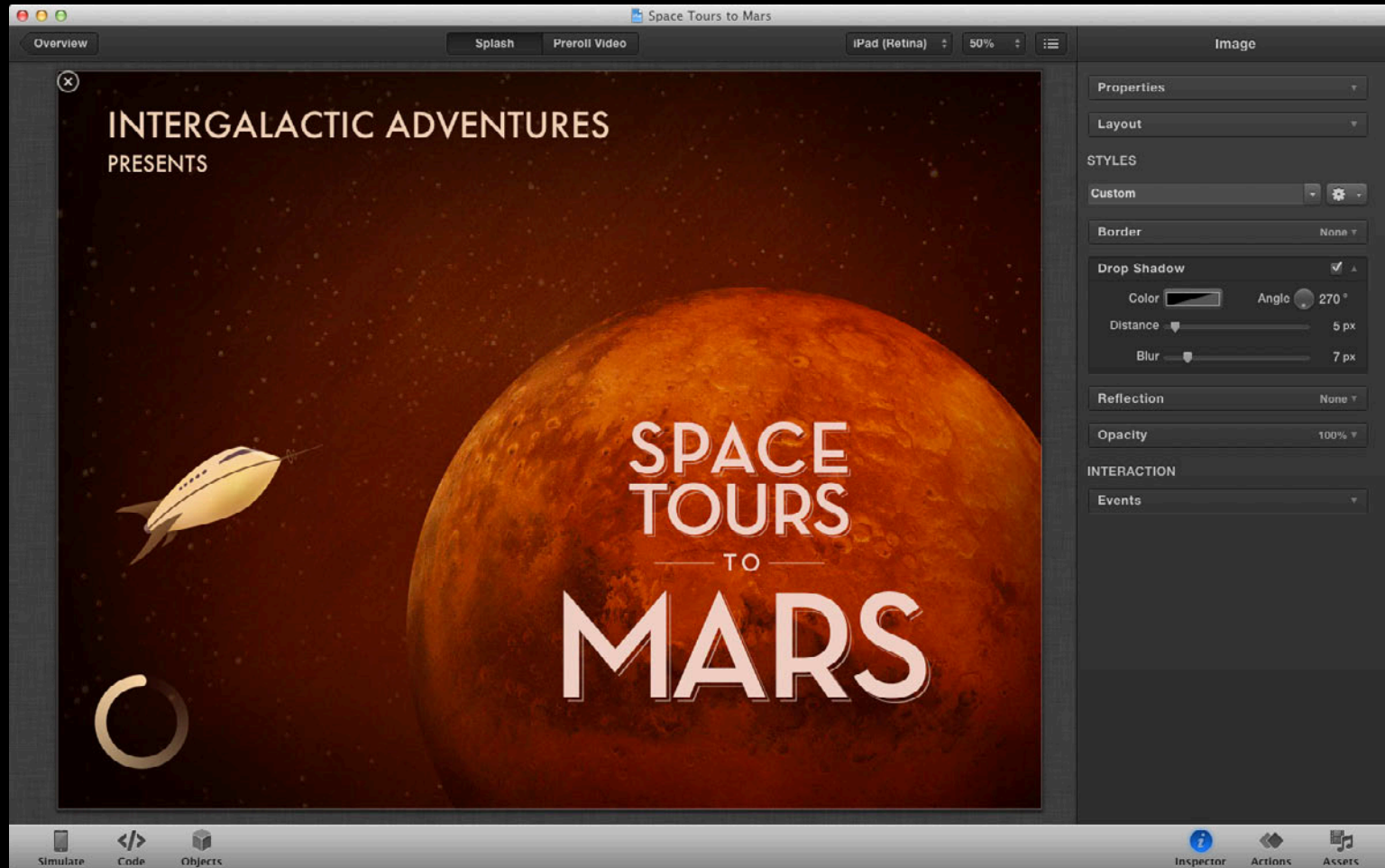


# iAd Producer Overview

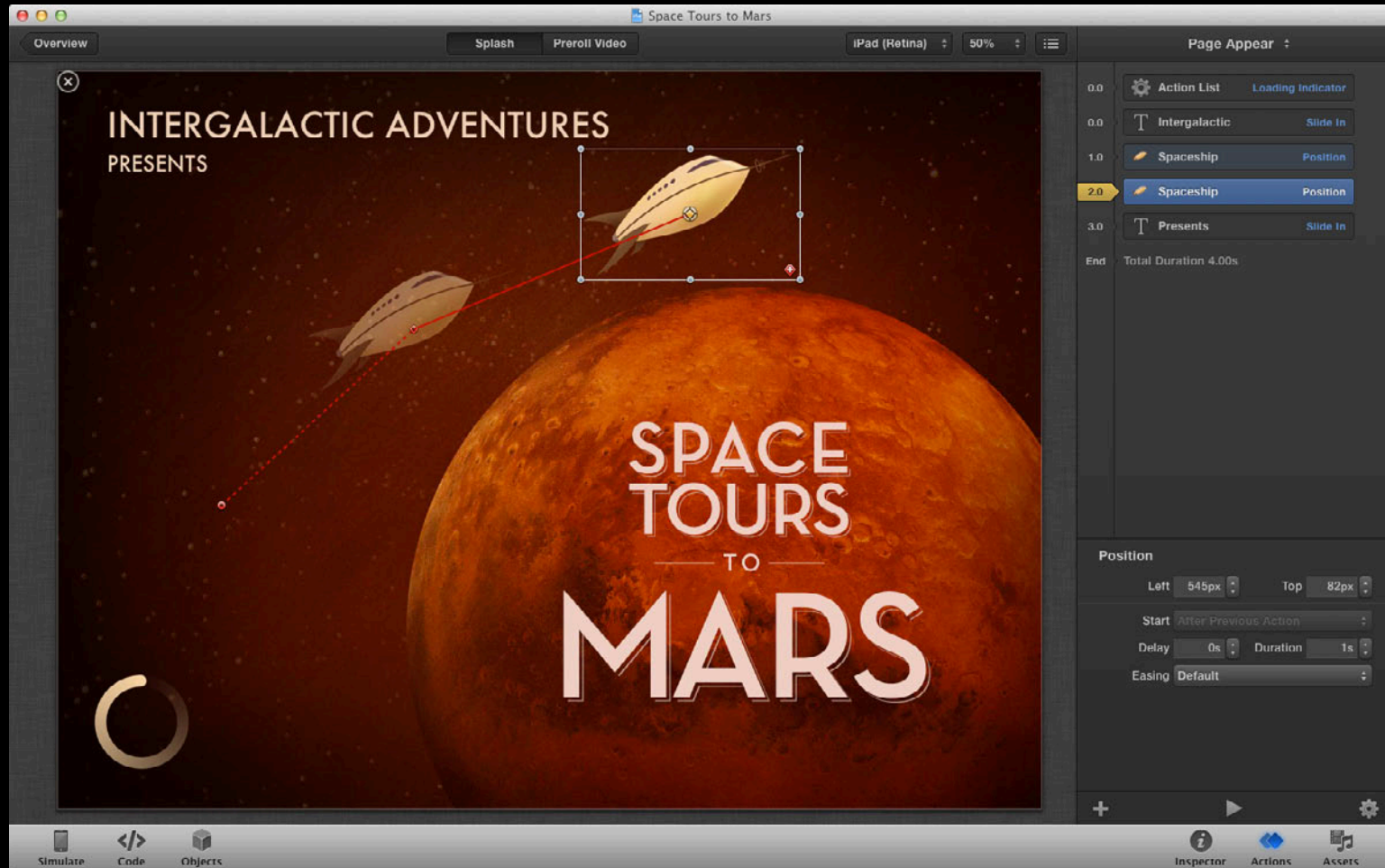
- Familiar
- Stellar results
- Fine-grained control



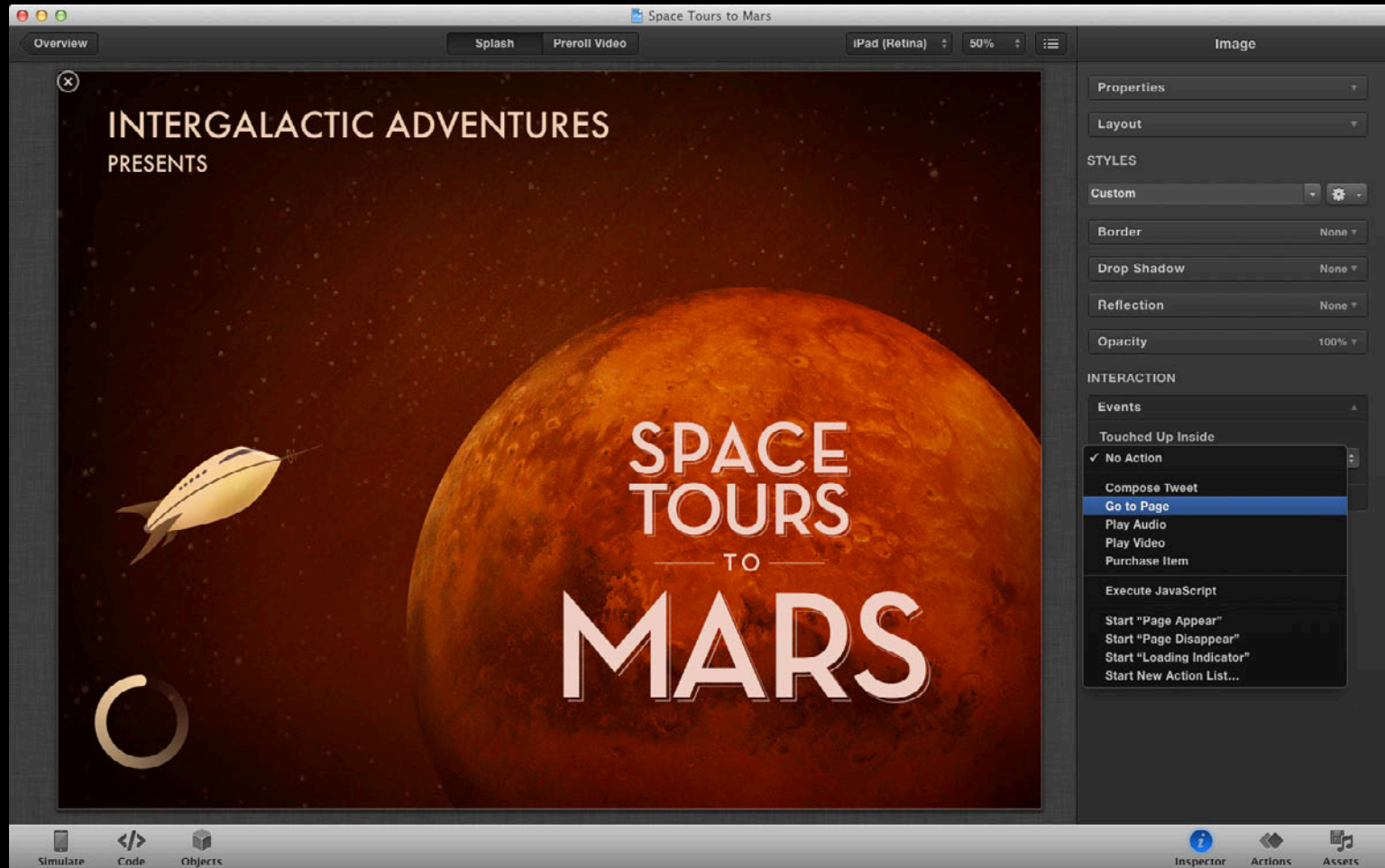
# iAd Producer Overview



# Animation

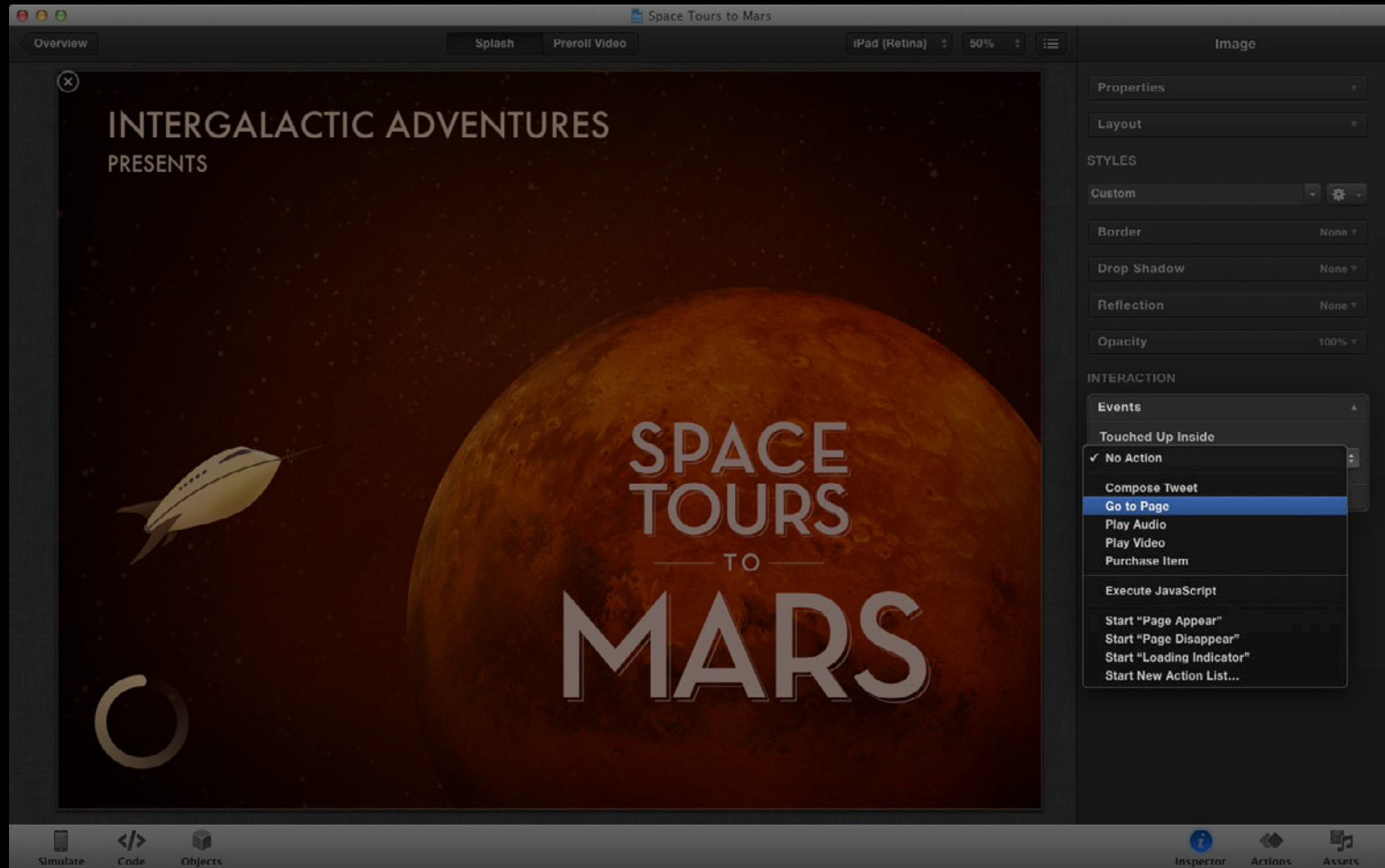


# Events

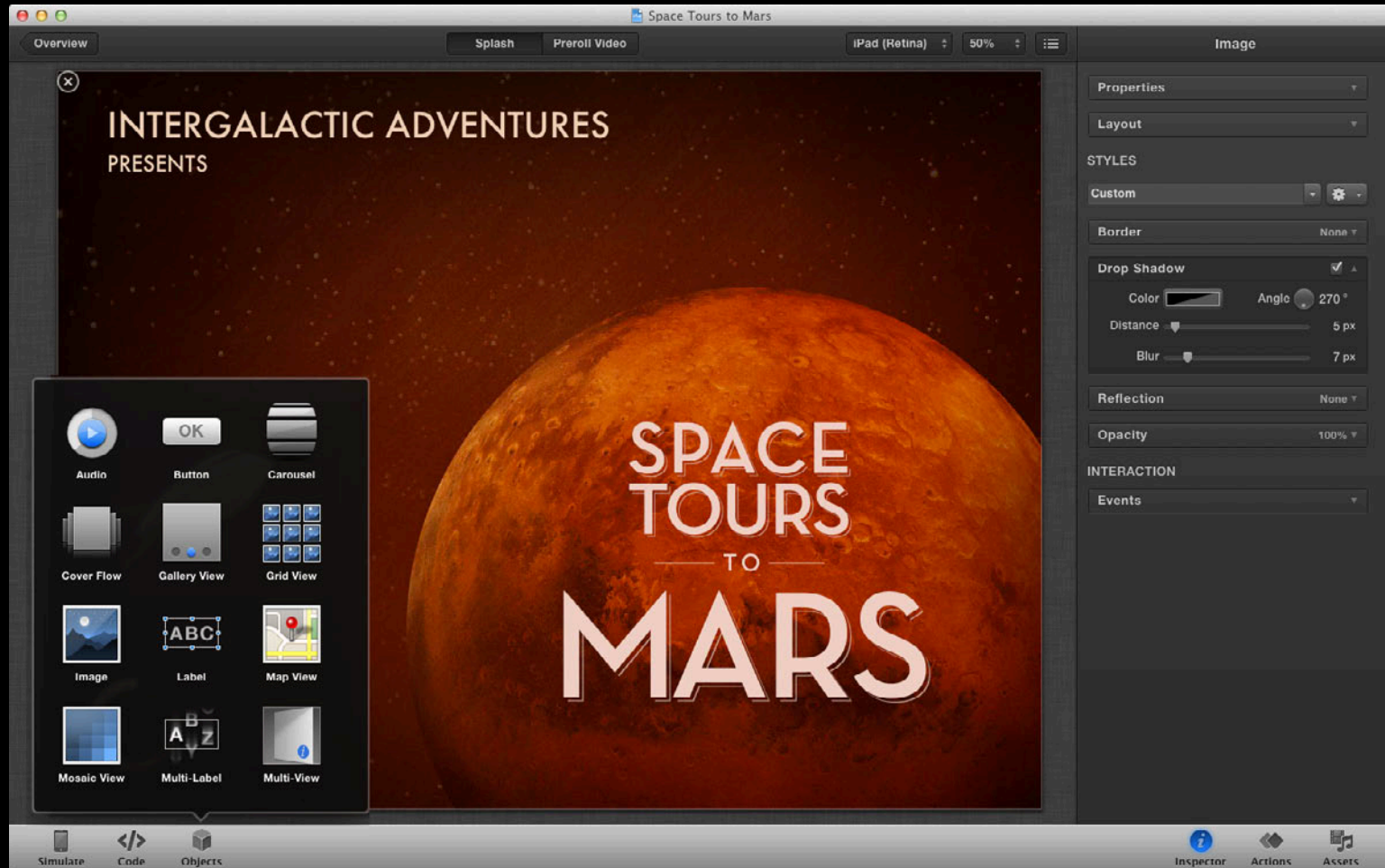




# Events



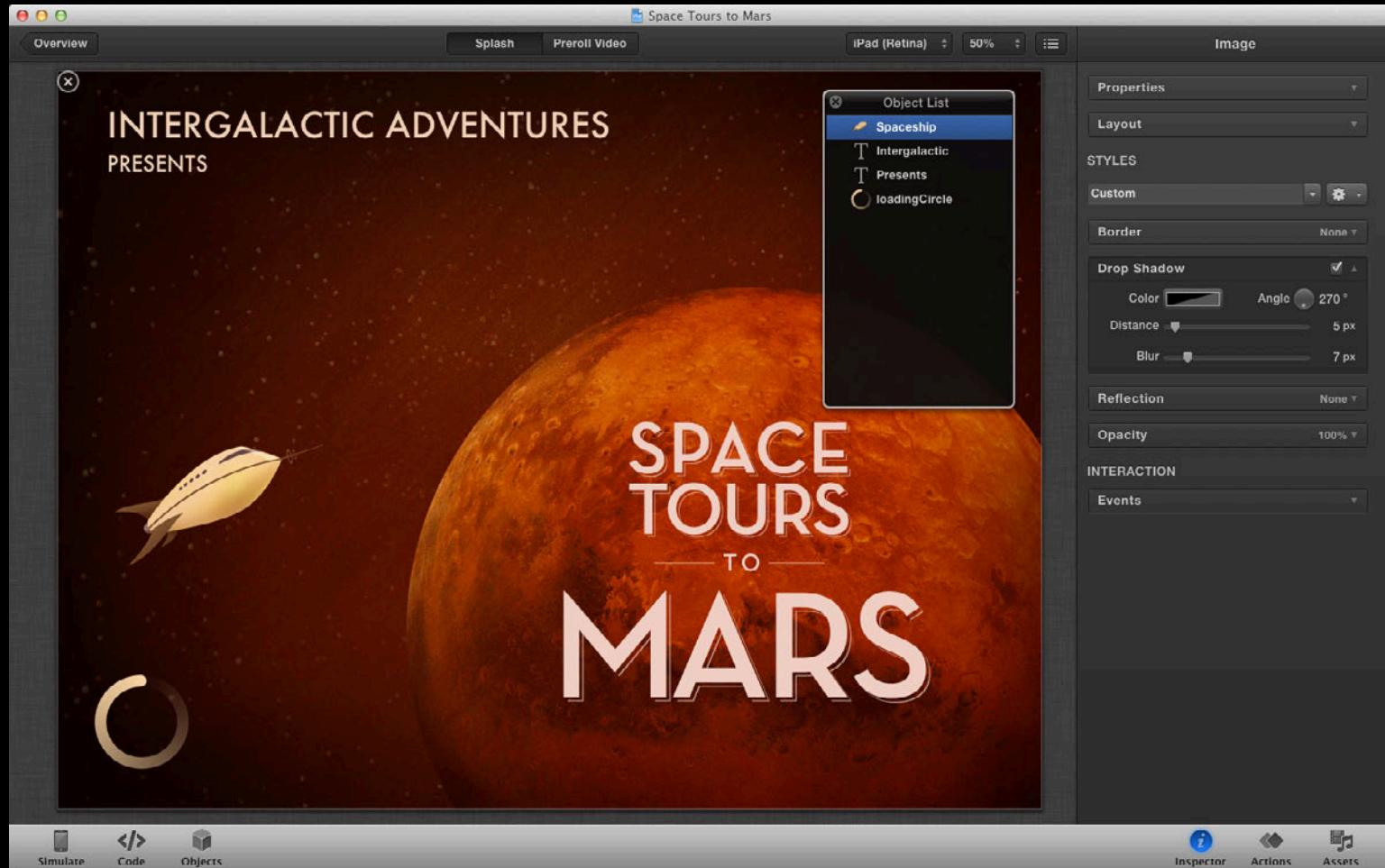
# Object Library



# Object Library

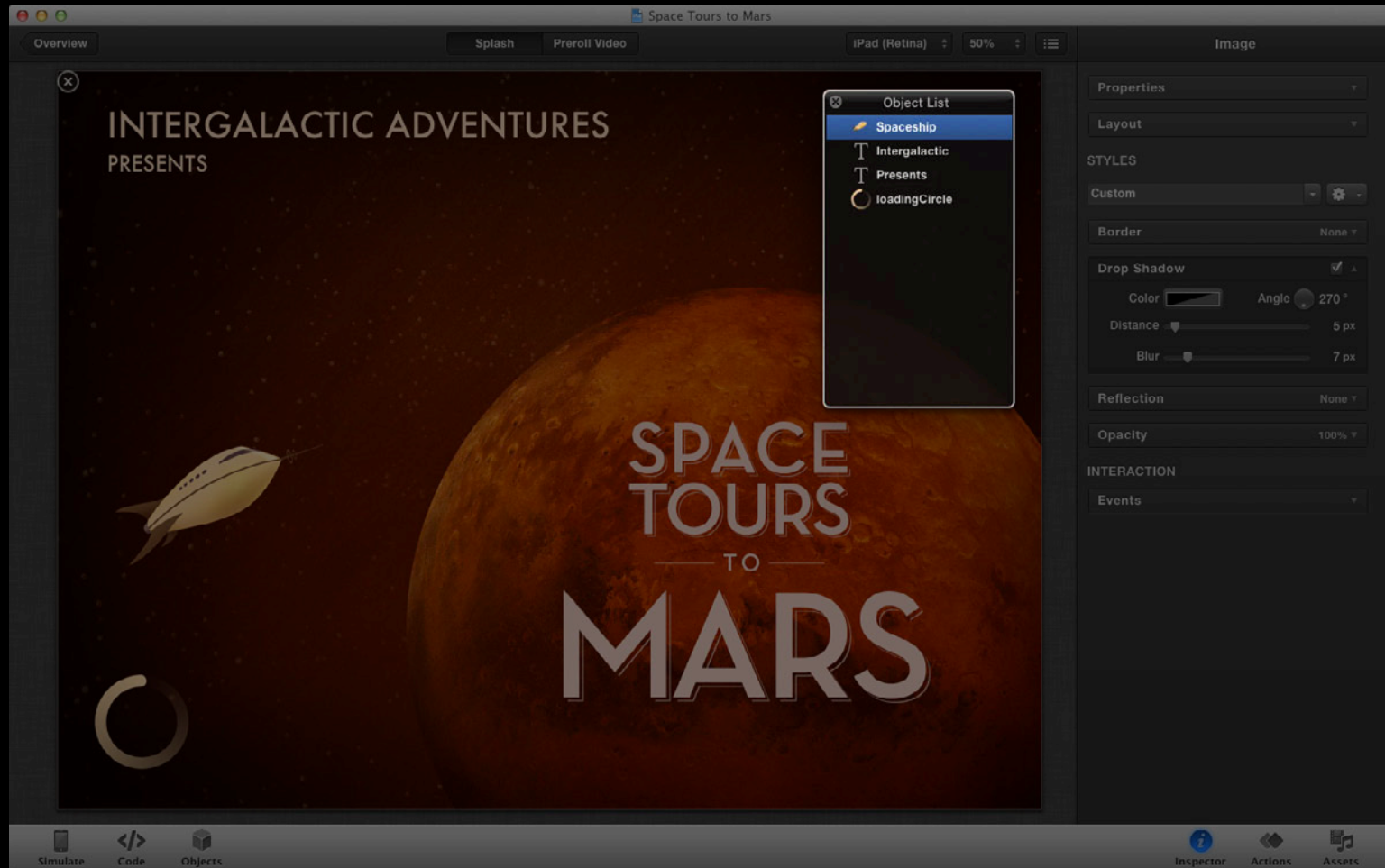


# Object List





# Object List



# Analytics

The screenshot displays the Xcode interface for the 'Space Tours to Mars' project. The main window shows a preview of the app with the text 'INTERGALACTIC ADVENTURES PRESENTS' and a rocket ship. The 'Analytics' tool is open, showing a list of events and a table of event details.

**Analytics Tool - Space Tours to Mars - Analytics**

**Common Events** | Search Events

Event ID	Item	Section	Sender	Type	Name
<input type="checkbox"/> Will Be Dismissed	Project	Global	Project	view	screen
<input type="checkbox"/> Did Finish Launching	Project	Global	Project	view	screen
<input checked="" type="checkbox"/> View Did Appear	Splash	Intro	Start	view	transit
<input type="checkbox"/> Did Start Action List	Page Appear	Splash	Page Appear	view	screen
<input type="checkbox"/> Did Complete Action List	Page Appear	Splash	Page Appear	view	screen
<input type="checkbox"/> Did Start Action List	Page Disappear	Splash	Page Disappear	view	screen
<input type="checkbox"/> Did Complete Action List	Page Disappear	Splash	Page Disappear	view	screen
<input type="checkbox"/> Did Start Action List	Loading Indicator	Splash	Loading Indicator	view	screen
<input type="checkbox"/> Did Complete Action List	Loading Indicator	Splash	Loading Indicator	view	screen
<input checked="" type="checkbox"/> View Did Appear	Brochure Menu	Menu	MainClosed	view	screen
<input type="checkbox"/> Touched Up Inside	arrowRight	Brochure Menu	arrowRight	gesture	tap
<input type="checkbox"/> Touched Up Inside	arrowLeft	Brochure Menu	arrowLeft	gesture	tap
<input type="checkbox"/> Touched Up Inside	ticketsButton	Brochure Menu	ticketsButton	gesture	tap
<input type="checkbox"/> Touched Up Inside	galleryButton	Brochure Menu	galleryButton	gesture	tap
<input type="checkbox"/> Touched Up Inside	landerButton	Brochure Menu	landerButton	gesture	tap

Enable Logging for Analytics

Reference ID: BrochureMenu.BrochureMenu.viewCo | Type: view

Section: Menu | Name: screen update

Sender: MainClosed

1 of 101 items selected (1822 hidden)

# Analytics

The screenshot shows the Xcode interface for the 'Space Tours to Mars' project. The main window displays a preview of the app with the text 'INTERGALACTIC ADVENTURES PRESENTS'. The Analytics tool is open, showing a list of events and a configuration panel for a selected event.

**Analytics Tool - Space Tours to Mars - Analytics**

**Common Events** | Search Events

Event ID	Item	Section	Sender	Type	Name
<input type="checkbox"/> Will Be Dismissed	Project	Global	Project	view	screen
<input type="checkbox"/> Did Finish Launching	Project	Global	Project	view	screen
<input checked="" type="checkbox"/> View Did Appear	Splash	Intro	Start	view	transit
<input type="checkbox"/> Did Start Action List	Page Appear	Splash	Page Appear	view	screen
<input type="checkbox"/> Did Complete Action List	Page Appear	Splash	Page Appear	view	screen
<input type="checkbox"/> Did Start Action List	Page Disappear	Splash	Page Disappear	view	screen
<input type="checkbox"/> Did Complete Action List	Page Disappear	Splash	Page Disappear	view	screen
<input type="checkbox"/> Did Start Action List	Loading Indicator	Splash	Loading Indicator	view	screen
<input type="checkbox"/> Did Complete Action List	Loading Indicator	Splash	Loading Indicator	view	screen
<input checked="" type="checkbox"/> View Did Appear	Brochure Menu	Menu	MainClosed	view	screen
<input type="checkbox"/> Touched Up Inside	arrowRight	Brochure Menu	arrowRight	gesture	tap
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<input type="checkbox"/> Touched Up Inside	ticketsButton	Brochure Menu	ticketsButton	gesture	tap
<input type="checkbox"/> Touched Up Inside	galleryButton	Brochure Menu	galleryButton	gesture	tap
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Enable Logging for Analytics

Reference ID: BrochureMenu.BrochureMenu.viewCo | Type: view

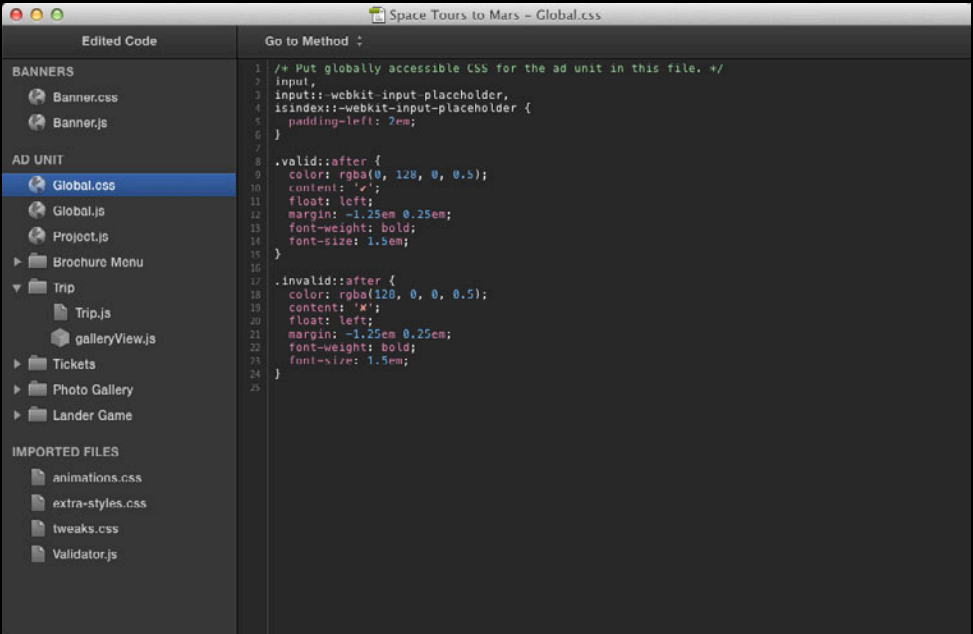
Section: Menu | Name: screen update

Sender: MainClosed

1 of 101 items selected (1822 hidden)

# iAd Producer Overview

## Customization



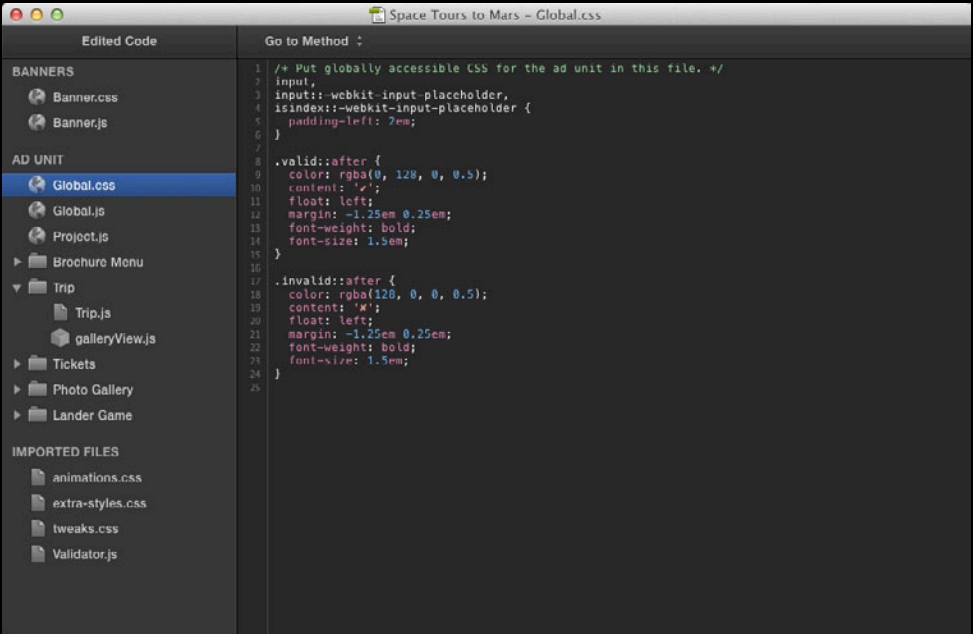
The screenshot shows a code editor window titled "Space Tours to Mars - Global.css". The left sidebar displays a file tree with categories: BANNERS (Banner.css, Banner.js), AD UNIT (Global.css, Global.js, Project.js), Brochure Menu, Trip (Trip.js, galleryView.js), Tickets, Photo Gallery, and Lander Game. Under IMPORTED FILES, there are animations.css, extra-styles.css, tweaks.css, and Validator.js. The main editor area shows the following CSS code:

```
1 /* Put globally accessible CSS for the ad unit in this file. */
2
3 input,
4 input::-webkit-input-placeholder,
5 isindex::-webkit-input-placeholder {
6     padding-left: 2em;
7 }
8
9 .valid::after {
10     color: rgba(0, 128, 0, 0.5);
11     content: '✓';
12     float: left;
13     margin: -1.25em 0.25em;
14     font-weight: bold;
15     font-size: 1.5em;
16 }
17
18 .invalid::after {
19     color: rgba(128, 0, 0, 0.5);
20     content: '✗';
21     float: left;
22     margin: -1.25em 0.25em;
23     font-weight: bold;
24     font-size: 1.5em;
25 }
```

# iAd Producer Overview

## Customization

- iAd JS framework



The screenshot shows a code editor window titled "Space Tours to Mars - Global.css". The editor is split into two panes. The left pane, labeled "Edited Code", shows a file explorer with a tree view. The right pane, labeled "Go to Method", shows the CSS code for the selected file, "Global.css".

```
1 /* Put globally accessible CSS for the ad unit in this file. */
2
3 input::-webkit-input-placeholder,
4 isindex::-webkit-input-placeholder {
5     padding-left: 2em;
6 }
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8 .valid::after {
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10    content: '✓';
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13    font-weight: bold;
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15 }
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17 .invalid::after {
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19     content: '✗';
20     float: left;
21     margin: -1.25em 0.25em;
22     font-weight: bold;
23     font-size: 1.5em;
24 }
25
```

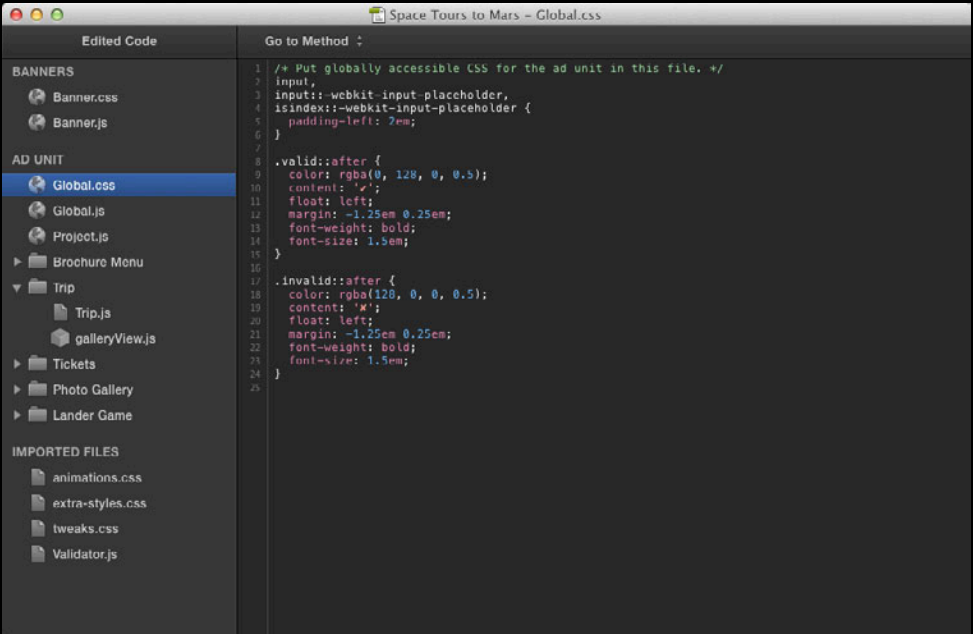
The file explorer on the left shows the following structure:

- BANNERS
  - Banner.css
  - Banner.js
- AD UNIT
  - Global.css** (selected)
  - Global.js
  - Project.js
  - Brochure Menu
    - Trip
      - Trip.js
      - galleryView.js
    - Tickets
    - Photo Gallery
    - Lander Game
- IMPORTED FILES
  - animations.css
  - extra-styles.css
  - tweaks.css
  - Validator.js

# iAd Producer Overview

## Customization

- iAd JS framework
- CSS styles and keyframes



The screenshot shows a code editor window titled "Space Tours to Mars - Global.css". The editor is split into two panes. The left pane, labeled "Edited Code", shows a file explorer with a tree view. The right pane shows the CSS code for the selected file, "Global.css".

```
1 /* Put globally accessible CSS for the ad unit in this file. */
2
3 input,
4 input::-webkit-input-placeholder,
5 isindex::-webkit-input-placeholder {
6     padding-left: 2em;
7 }
8
9 .valid::after {
10     color: rgba(0, 128, 0, 0.5);
11     content: '✓';
12     float: left;
13     margin: -1.25em 0.25em;
14     font-weight: bold;
15     font-size: 1.5em;
16 }
17
18 .invalid::after {
19     color: rgba(128, 0, 0, 0.5);
20     content: '✗';
21     float: left;
22     margin: -1.25em 0.25em;
23     font-weight: bold;
24     font-size: 1.5em;
25 }
```

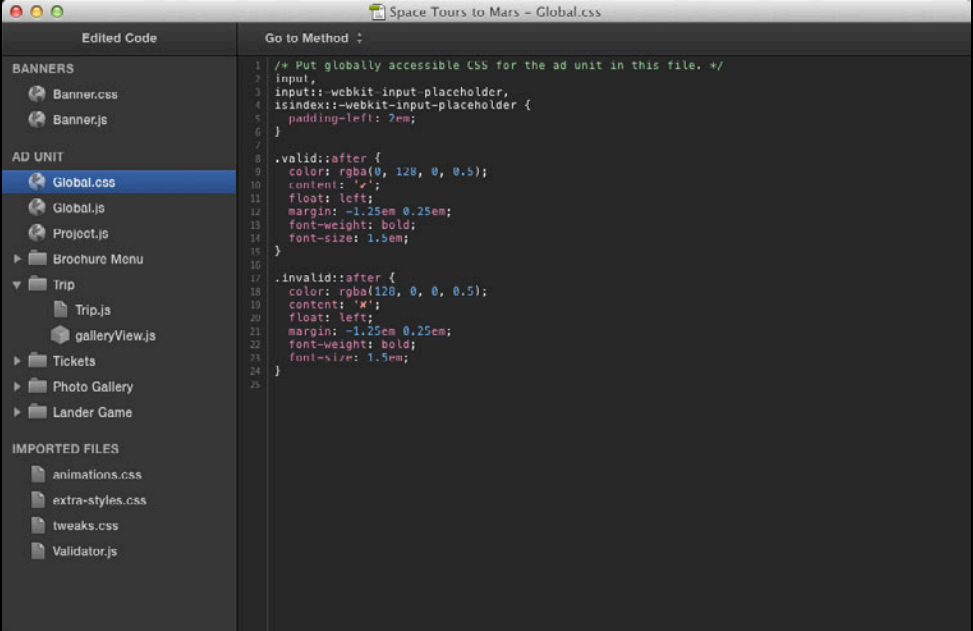
The file explorer on the left shows the following structure:

- BANNERS
  - Banner.css
  - Banner.js
- AD UNIT
  - Global.css** (selected)
  - Global.js
  - Project.js
  - Brochure Menu
    - Trip
      - Trip.js
      - galleryView.js
    - Tickets
    - Photo Gallery
    - Lander Game
- IMPORTED FILES
  - animations.css
  - extra-styles.css
  - tweaks.css
  - Validator.js

# iAd Producer Overview

## Customization

- iAd JS framework
- CSS styles and keyframes
- Code Editor



The screenshot shows the iAd Producer code editor interface. The left sidebar displays a file tree with categories: BANNERS (Banner.css, Banner.js), AD UNIT (Global.css, Global.js, Project.js), Brochure Menu, Trip (Trip.js, galleryView.js), Tickets, Photo Gallery, and Lander Game. Under IMPORTED FILES, there are animations.css, extra-styles.css, tweaks.css, and Validator.js. The main editor window, titled 'Space Tours to Mars - Global.css', shows the following CSS code:

```
1 /* Put globally accessible CSS for the ad unit in this file. */
2
3 input,
4 input::-webkit-input-placeholder,
5 isindex::-webkit-input-placeholder {
6     padding-left: 2em;
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9 .valid::after {
10     color: rgba(0, 128, 0, 0.5);
11     content: '✓';
12     float: left;
13     margin: -1.25em 0.25em;
14     font-weight: bold;
15     font-size: 1.5em;
16 }
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18 .invalid::after {
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20     content: '✗';
21     float: left;
22     margin: -1.25em 0.25em;
23     font-weight: bold;
24     font-size: 1.5em;
25 }
```

# iAd Producer Overview

iAd Tester





# iAd Producer Overview

## iAd Tester

- Test on an iOS device



# iAd Producer Overview

## iAd Tester

- Test on an iOS device
- Simulator support



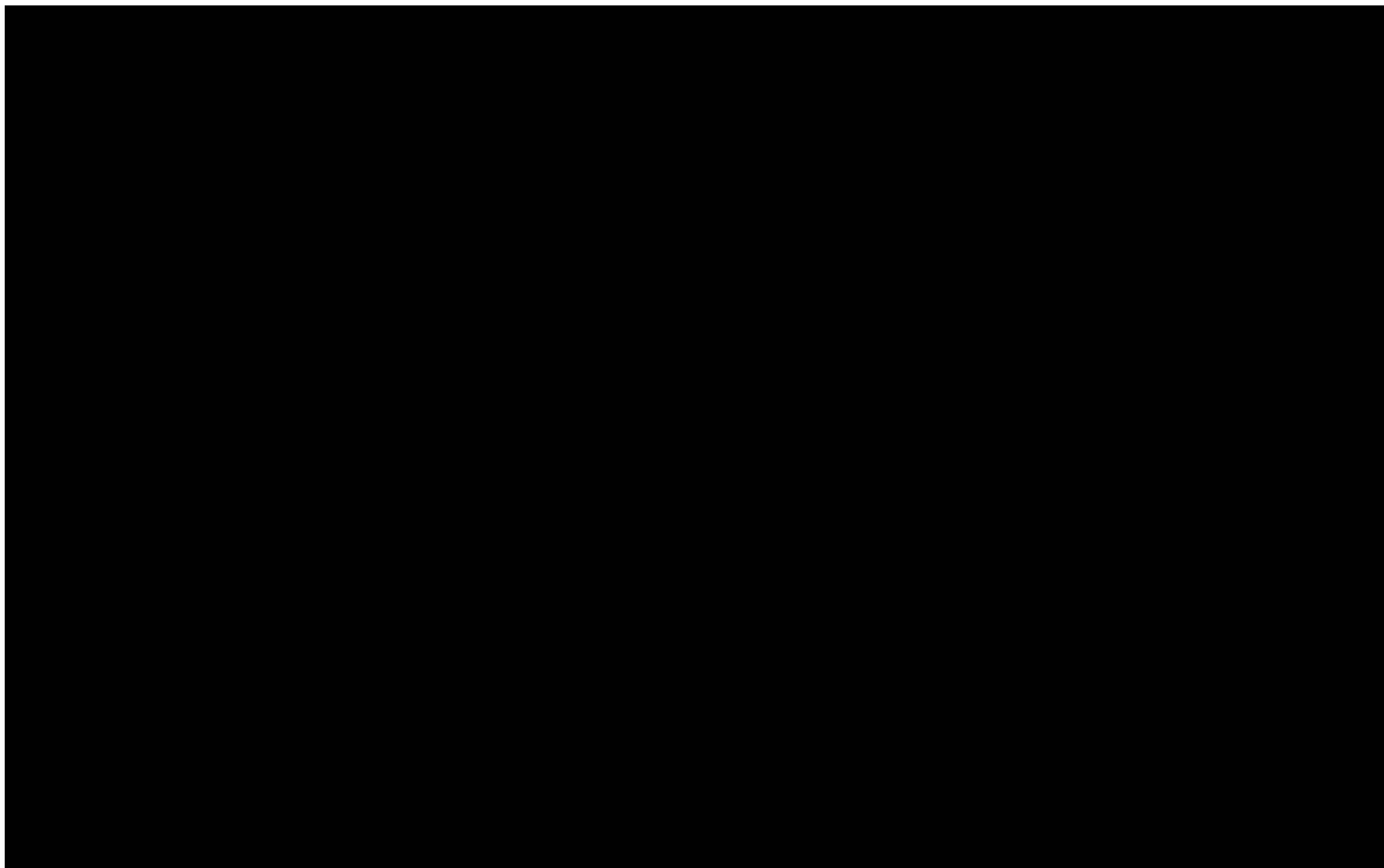
# iAd Producer Overview

## iAd Tester

- Test on an iOS device
- Simulator support
- Remote Web Inspector



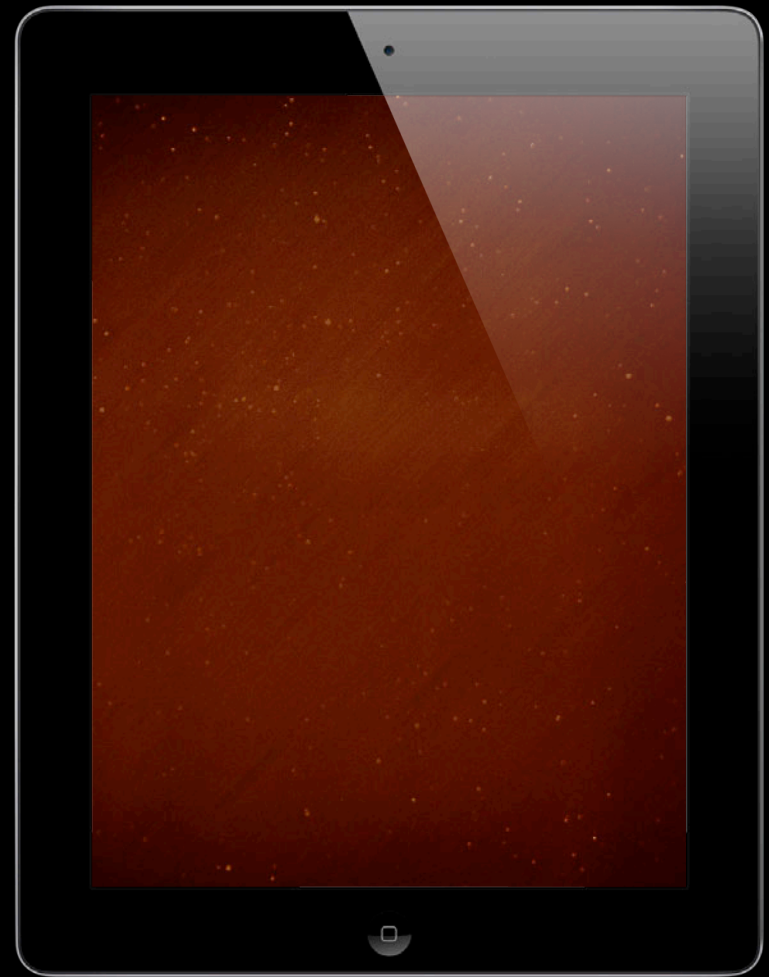
# Animation and Objects



**World-class rich-media ads.  
Code optional.**

# Actions

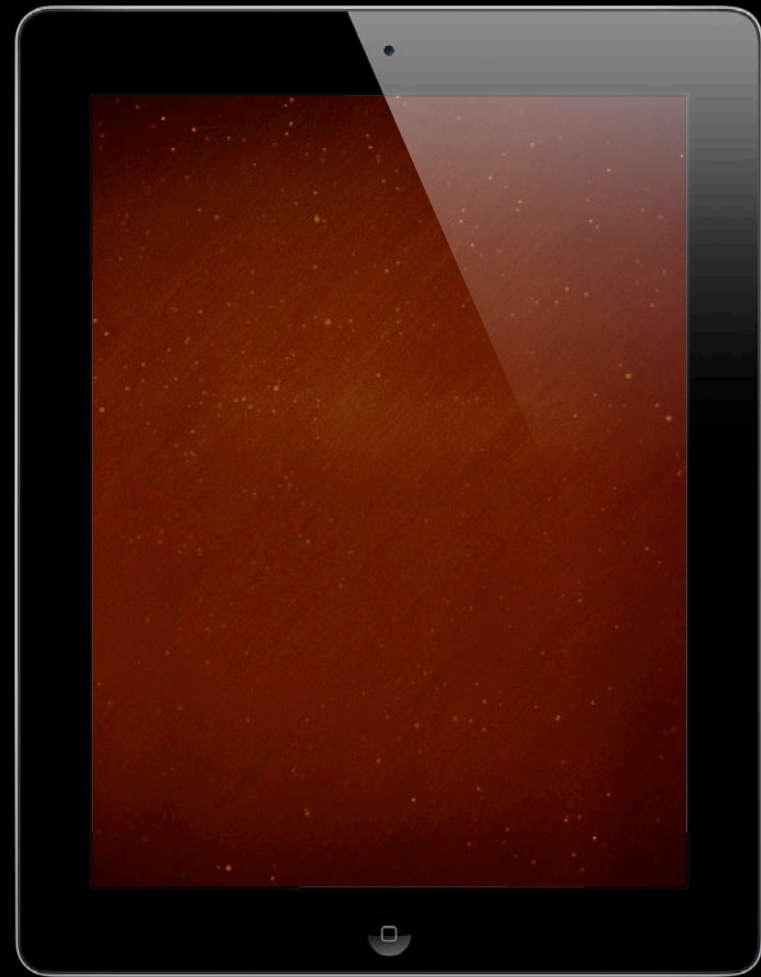
Interactive elements



# Actions

## Interactive elements

- Visual animation actions





# Actions

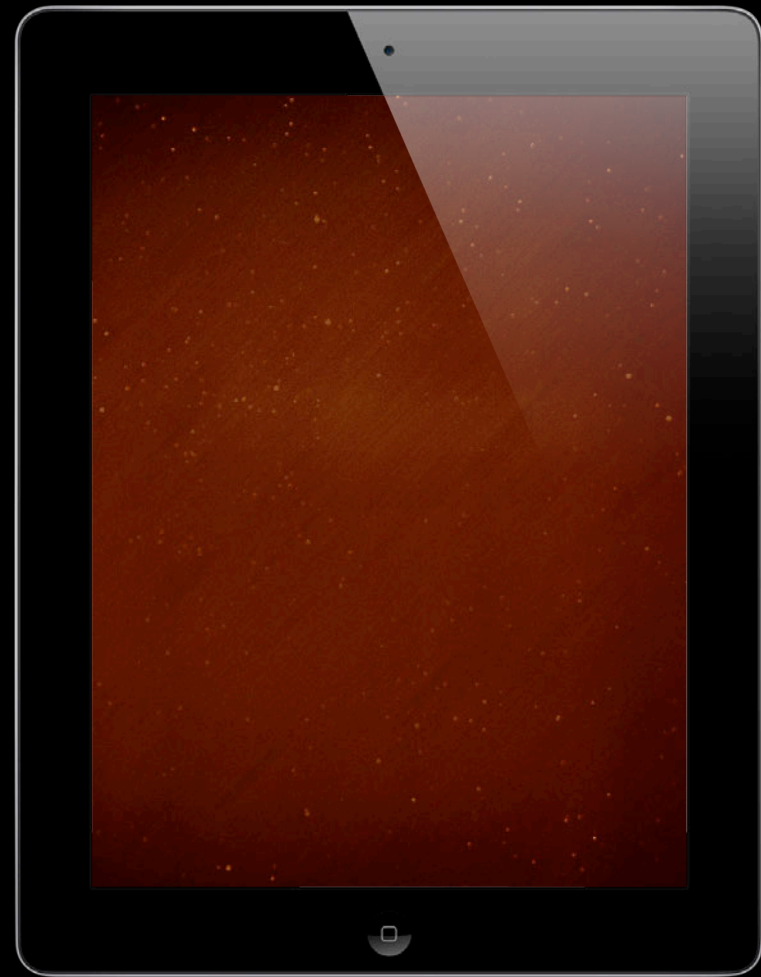
## Interactive elements

- Visual animation actions
- Functional actions



# Action Lists

Choreographed sequences



# Action Lists

Choreographed sequences

- Precisely timed groups of actions



# Action Lists

## Choreographed sequences

- Precisely timed groups of actions
- Page build-in, build-out



# Action Lists

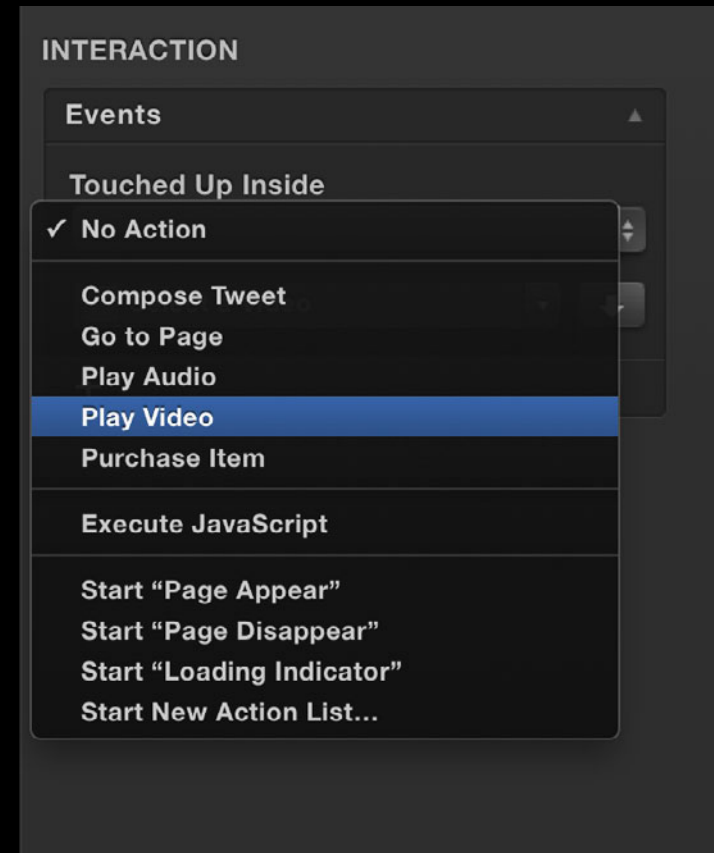
## Choreographed sequences

- Precisely timed groups of actions
- Page build-in, build-out
- Also control using iAd JS



# Events

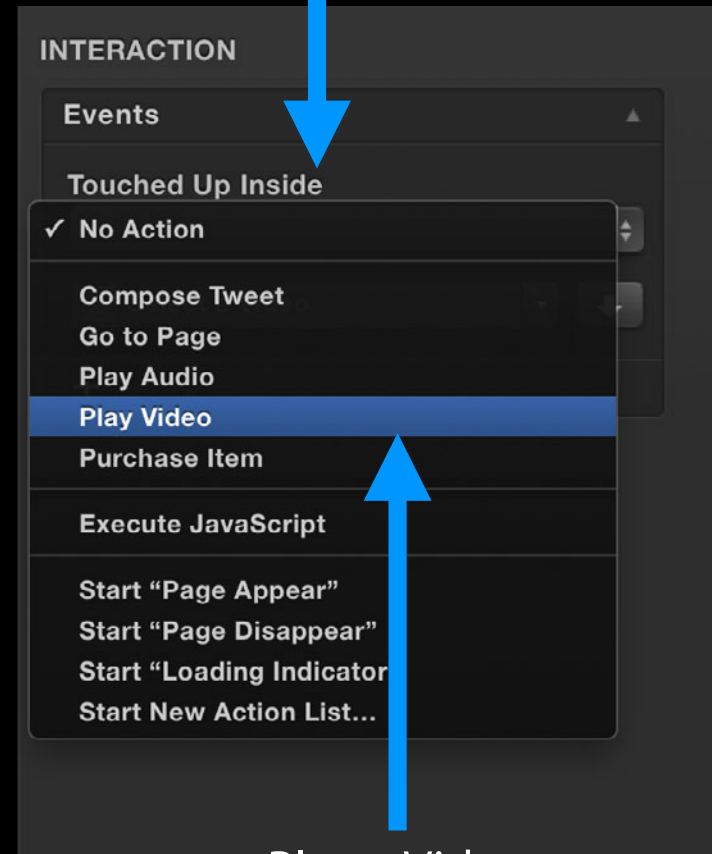
Respond to user interaction



# Events

Respond to user interaction

On "Touch Up Inside"



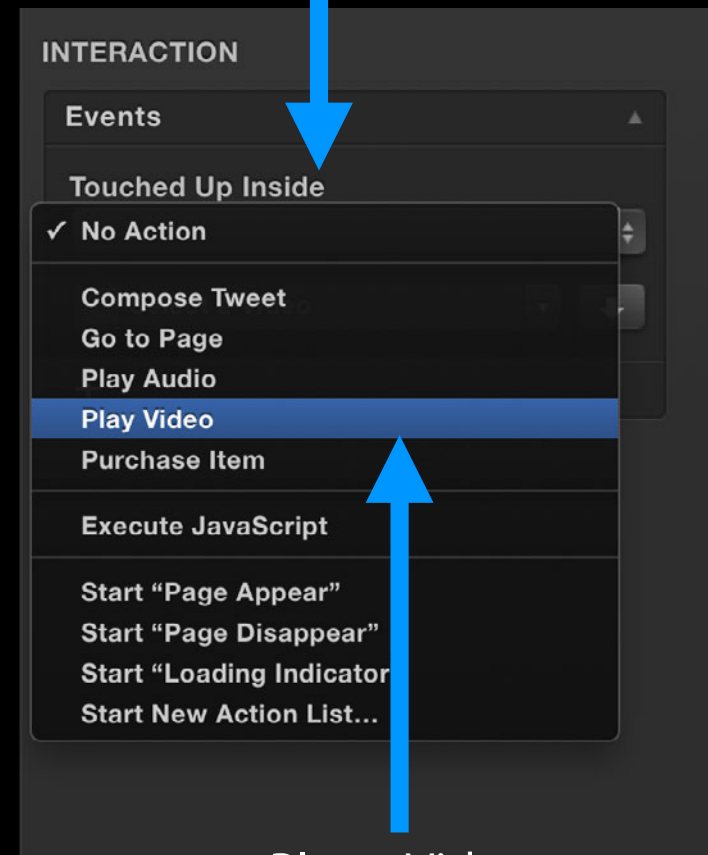
Play a Video

# Events

Respond to user interaction

- “Code-free coding”

On “Touch Up Inside”



Play a Video

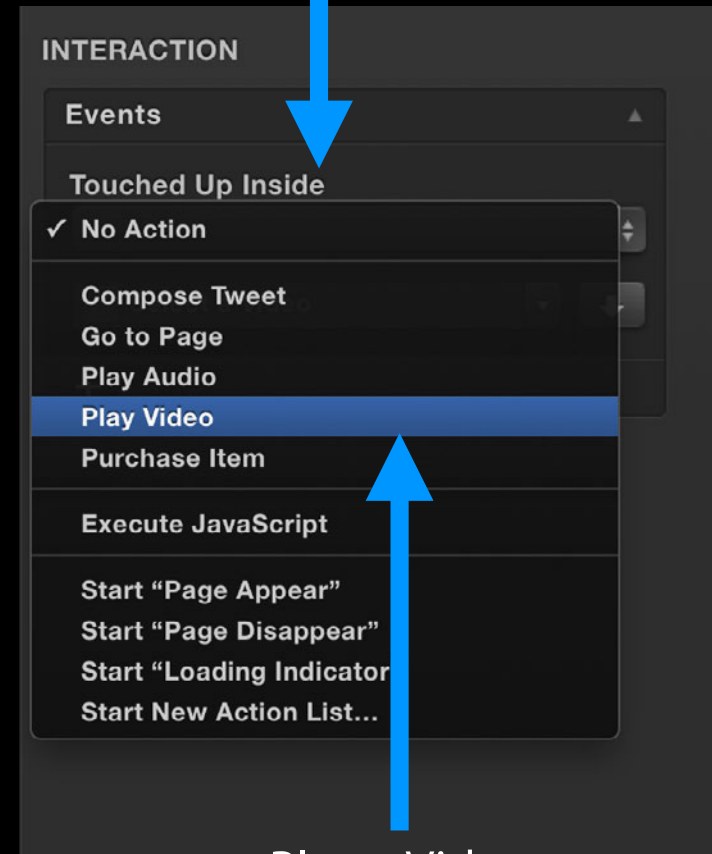


# Events

Respond to user interaction

- “Code-free coding”
- Start actions or action lists

On “Touch Up Inside”



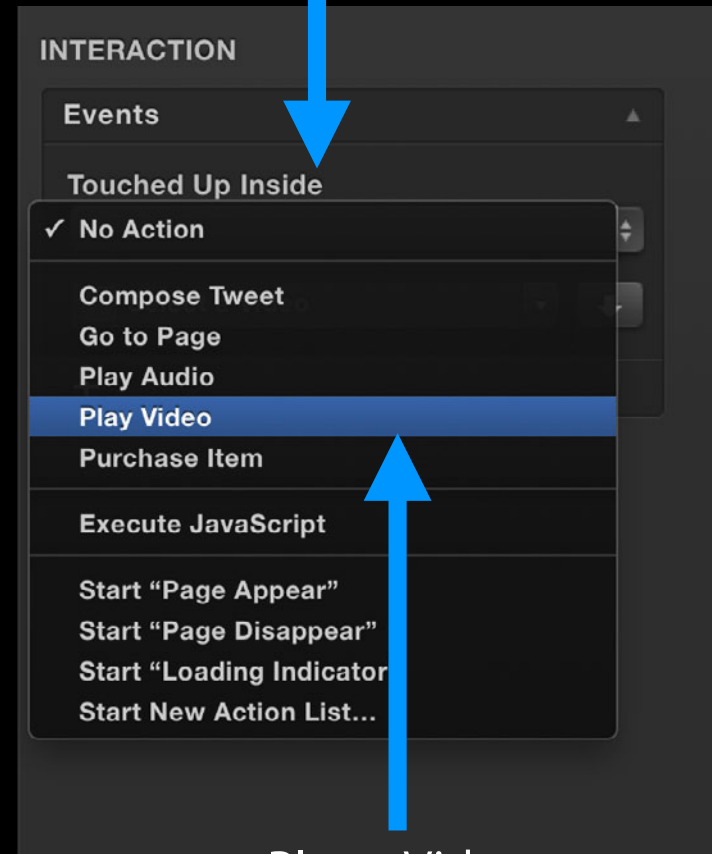
Play a Video

# Events

## Respond to user interaction

- “Code-free coding”
- Start actions or action lists
- Optionally run JavaScript

On “Touch Up Inside”



Play a Video

# Object Library

## Ready-to-use content



# Object Library

Ready-to-use content



# Object Library

Ready-to-use content

- Essentials



# Object Library

Ready-to-use content

- Essentials
- Media





# Object Library

Ready-to-use content

- Essentials
- Media
- Collections



# Object Library

Ready-to-use content

- Essentials
- Media
- Collections
- Specialized





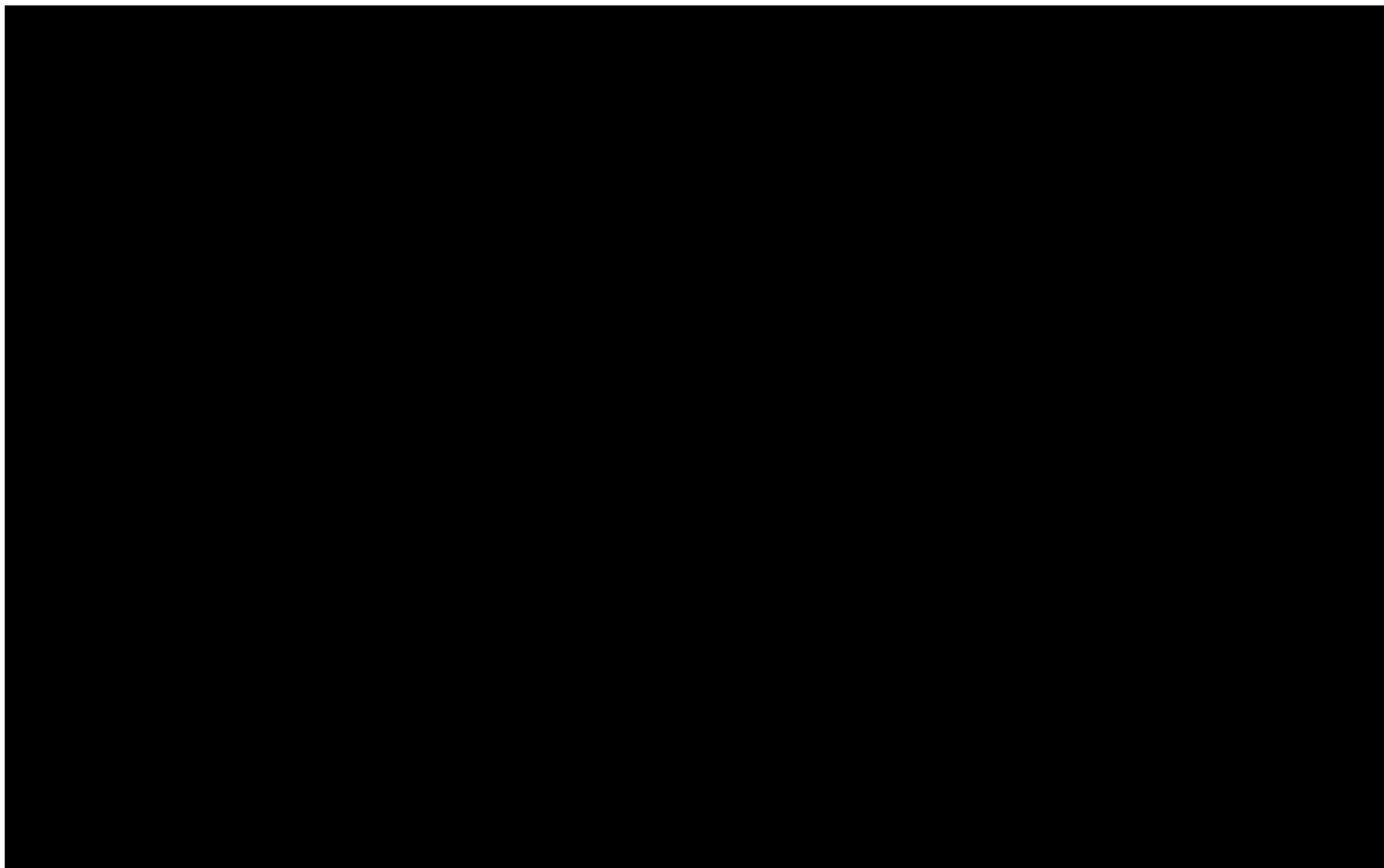
*Demo*

Animation and Objects

Chi Wai Lau

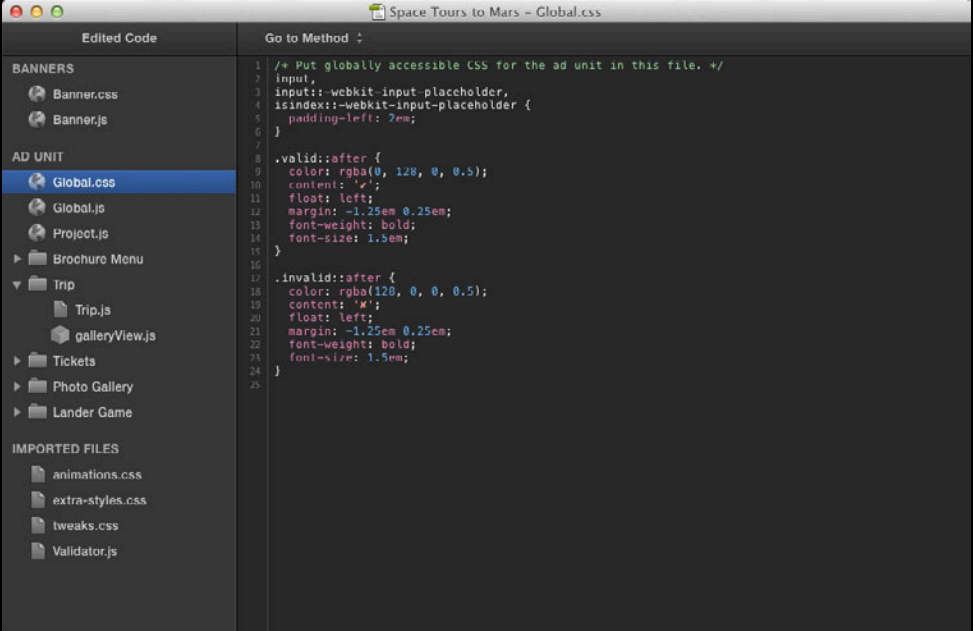
Software Engineer

# Customizing Behavior



**“This is great, but I want control.”**

# Customizing JavaScript



The screenshot shows a code editor window titled "Space Tours to Mars - Global.css". The editor is split into two panes. The left pane, labeled "Edited Code", shows a file explorer with a tree view. The right pane shows the CSS code for the selected file, "Global.css".

**File Explorer (Left Pane):**

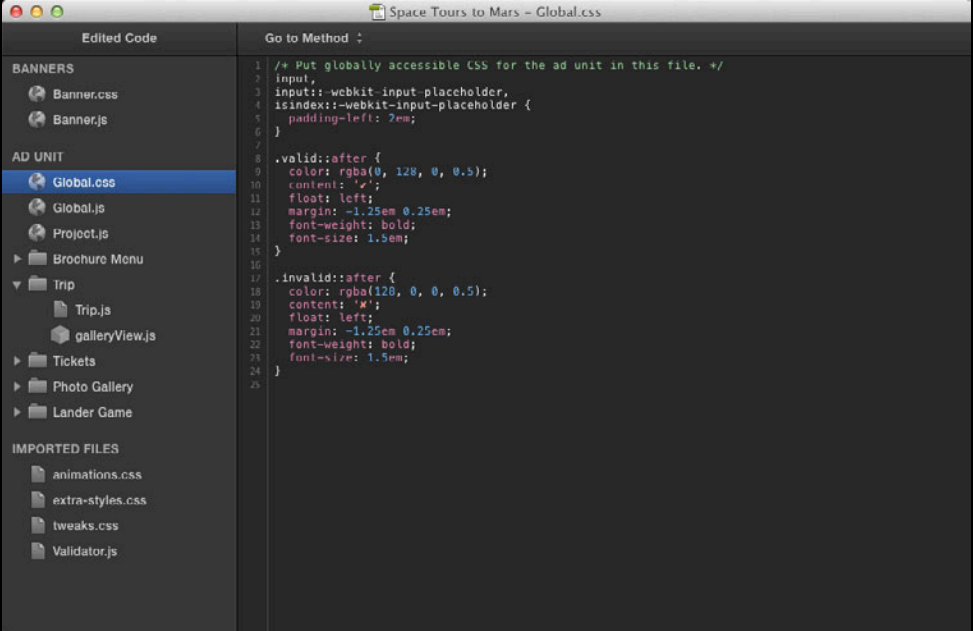
- BANNERS
  - Banner.css
  - Banner.js
- AD UNIT
  - Global.css** (selected)
  - Global.js
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- Brochure Menu
  - Trip
    - Trip.js
    - galleryView.js
  - Tickets
  - Photo Gallery
  - Lander Game
- IMPORTED FILES
  - animations.css
  - extra-styles.css
  - tweaks.css
  - Validator.js

**Code Editor (Right Pane):**

```
1 /* Put globally accessible CSS for the ad unit in this file. */
2
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5 isindex::-webkit-input-placeholder {
6     padding-left: 2em;
7 }
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9 .valid::after {
10     color: rgba(0, 128, 0, 0.5);
11     content: '✓';
12     float: left;
13     margin: -1.25em 0.25em;
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16 }
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18 .invalid::after {
19     color: rgba(128, 0, 0, 0.5);
20     content: '✗';
21     float: left;
22     margin: -1.25em 0.25em;
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# Customizing JavaScript

- iAd JS



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**File Explorer (Left Pane):**

- BANNERS
  - Banner.css
  - Banner.js
- AD UNIT
  - Global.css** (selected)
  - Global.js
  - Project.js
- Brochure Menu
- Trip
  - Trip.js
  - galleryView.js
- Tickets
- Photo Gallery
- Lander Game

**Imported Files (Bottom Left):**

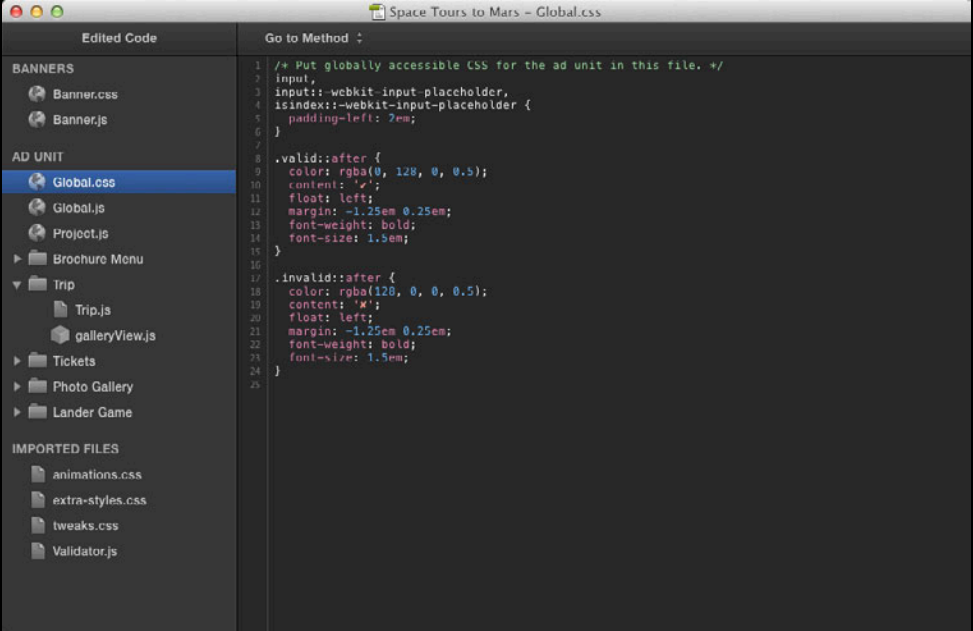
- animations.css
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**Code Editor (Right Pane):**

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18 .invalid::after {
19     color: rgba(128, 0, 0, 0.5);
20     content: '✗';
21     float: left;
22     margin: -1.25em 0.25em;
23     font-weight: bold;
24     font-size: 1.5em;
25 }
```

# Customizing JavaScript

- iAd JS
  - Extend with callbacks

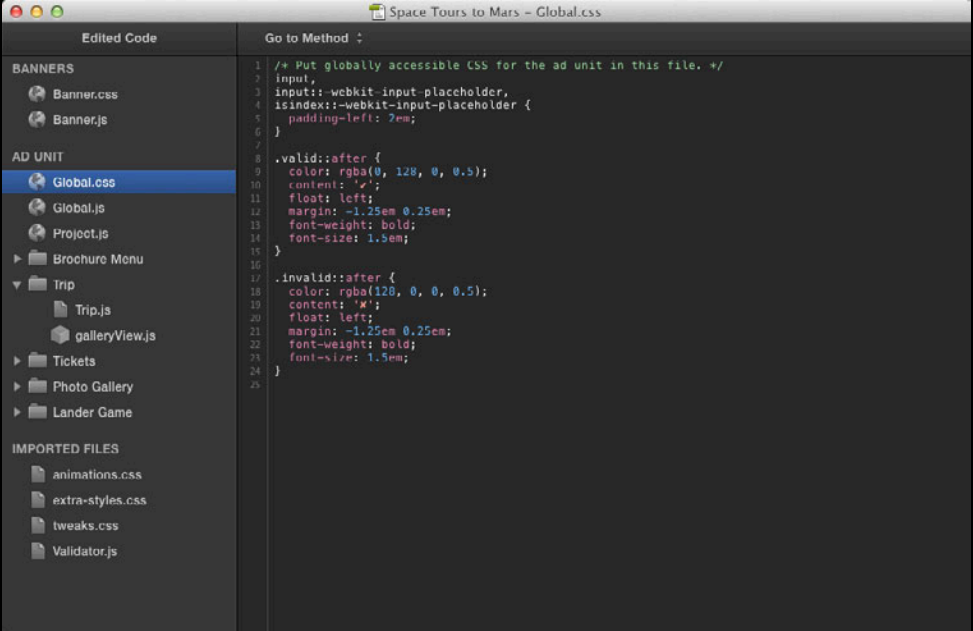


```
Space Tours to Mars - Global.css
Edited Code
Go to Method :
1 /* Put globally accessible CSS for the ad unit in this file. */
2 input,
3 input::-webkit-input-placeholder,
4 isindex::-webkit-input-placeholder {
5   padding-left: 2em;
6 }
7
8 .valid::after {
9   color: rgba(0, 128, 0, 0.5);
10  content: '✓';
11  float: left;
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13  font-weight: bold;
14  font-size: 1.5em;
15 }
16
17 .invalid::after {
18   color: rgba(128, 0, 0, 0.5);
19   content: '✗';
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21   margin: -1.25em 0.25em;
22   font-weight: bold;
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24 }
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The screenshot shows a code editor window titled "Space Tours to Mars - Global.css". The left sidebar displays a file tree with categories: BANNERS (Banner.css, Banner.js), AD UNIT (Global.css, Global.js, Project.js), Brochure Menu, Trip (Trip.js, galleryView.js), Tickets, Photo Gallery, and Lander Game. Under "IMPORTED FILES", there are animations.css, extra-styles.css, tweaks.css, and Validator.js. The main editor area shows CSS code for input fields and validation feedback, including comments and styles for .valid::after and .invalid::after pseudo-classes.

# Customizing JavaScript

- iAd JS
  - Extend with callbacks
  - Custom classes



```
Space Tours to Mars - Global.css
Edited Code
Go to Method :
1 /* Put globally accessible CSS for the ad unit in this file. */
2 input,
3 input::-webkit-input-placeholder,
4 isindex::-webkit-input-placeholder {
5   padding-left: 2em;
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16
17 .invalid::after {
18   color: rgba(128, 0, 0, 0.5);
19   content: '✗';
20   float: left;
21   margin: -1.25em 0.25em;
22   font-weight: bold;
23   font-size: 1.5em;
24 }
25
```

The screenshot shows a code editor window titled "Space Tours to Mars - Global.css". The left sidebar displays a file tree with categories: BANNERS (Banner.css, Banner.js), AD UNIT (Global.css, Global.js, Project.js), Brochure Menu, Trip (Trip.js, galleryView.js), Tickets, Photo Gallery, and Lander Game. Under IMPORTED FILES, there are animations.css, extra-styles.css, tweaks.css, and Validator.js. The main editor area shows CSS code for a global class, with line numbers 1 through 25. The code includes a comment and styles for input elements and pseudo-elements like .valid::after and .invalid::after.



# Customizing

iAd JS

# Customizing

## iAd JS

- iAd.View is your go-to class

# Customizing

## iAd JS

- iAd.View is your go-to class
  - Presentation

# Customizing

## iAd JS

- iAd.View is your go-to class
  - Presentation
  - Event handling

# Customizing

## iAd JS

- iAd.View is your go-to class
  - Presentation
  - Event handling
- view.layer = DOM element

# Customizing

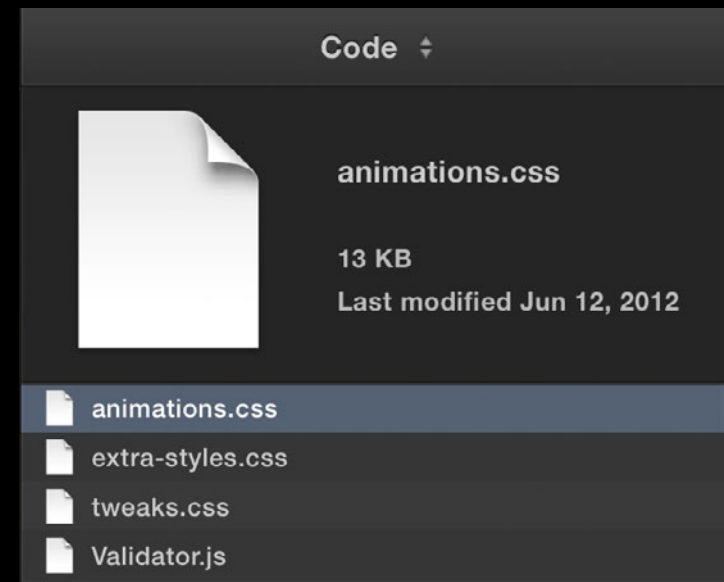
## iAd JS

- iAd.View is your go-to class
  - Presentation
  - Event handling
- view.layer = DOM element
- this.viewController.outlets.myView

# Customizing CSS

# Customizing CSS

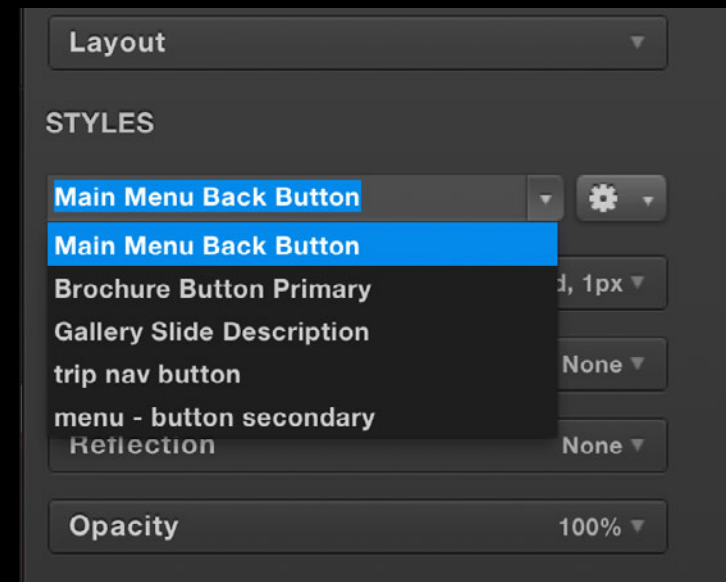
- Static CSS file in asset library





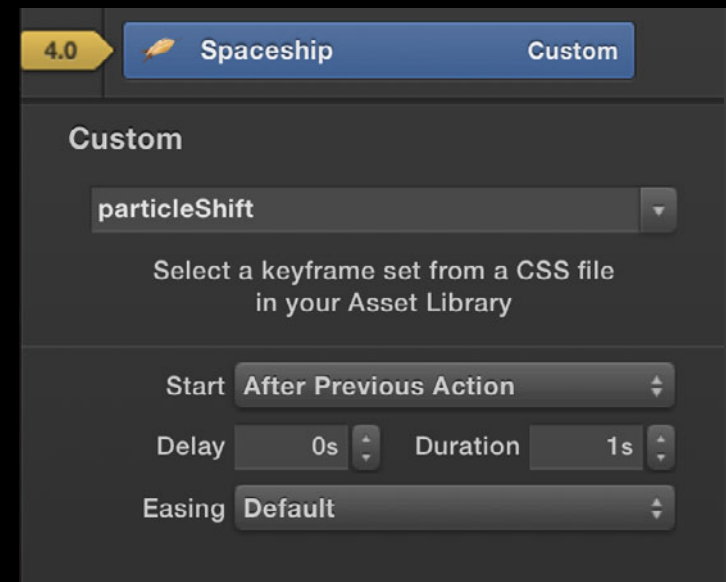
# Customizing CSS

- Static CSS file in asset library
- Custom styles



# Customizing CSS

- Static CSS file in asset library
- Custom styles
- Custom keyframes



# Customizing CSS

- Static CSS file in asset library
- Custom styles
- Custom keyframes
- Dynamic in JavaScript with layer



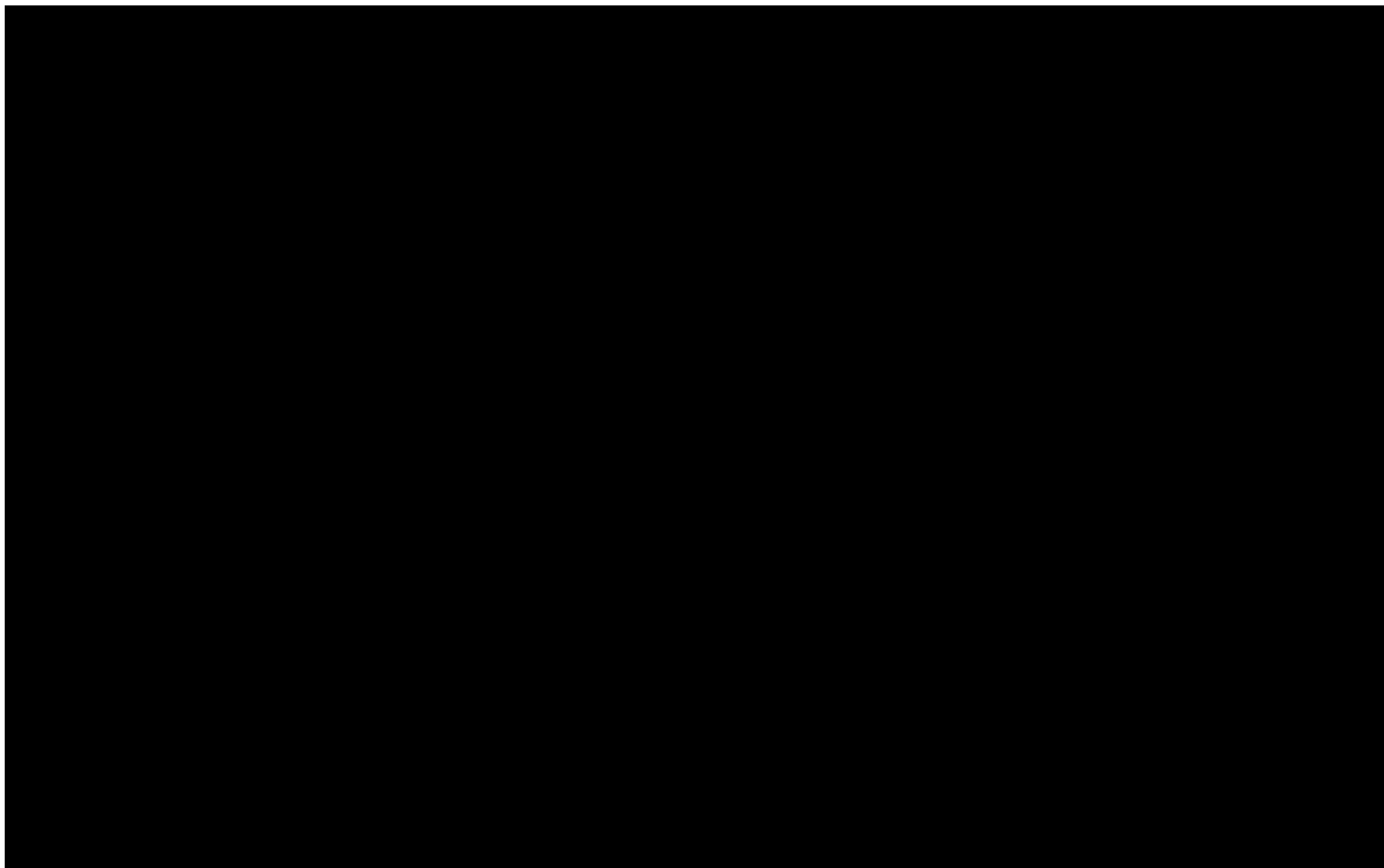
*Demo*

Customizing behavior

**Chi Wai Lau**

Software Engineer

# Performance and Deployment



**“This is really fast.”**

# Performance

## Top three

Debugger

Elements Resources Network Scripts Timeline Profiles Audits Console

Search Network

Name	Method	Status	Type	Size	Time	Timeline	867ms	1.30s	1.73s	2.17s	2.60s	3.04s	3.47s
Path		Text		Transfer	Latency								
Menu.html	GET	200 OK	text/html	2.86KB	20ms								
/238E8CFF-30C0-43D1-A76				2.86KB	20ms								
Menu.css	GET	200 OK	text/css	7.56KB	23ms								
/238E8CEE-30C0-43D1-A76				7.56KB	20ms								
button-large@2x.png	GET	200 OK	image/...	12.27KB	35ms								
/238E8CEE-30C0-43D1-A76				12.27KB	35ms								
horiz-dots@2x.png	GET	200 OK	image/...	3.17KB	35ms								
/238E8CFF-30C0-43D1-A76				3.17KB	35ms								
menu-masthead@2x.png	GET	200 OK	image/...	119.92KB	36ms								
/238E8CEE-30C0-43D1-A76				119.92KB	35ms								
index.html	GET	200 OK	text/html	46.55KB	181ms								
/238E8CEE-30C0-43D1-A76				46.55KB	180ms								
index.html	GET	200 OK	text/html	46.55KB	165ms								
/238E8CFF-30C0-43D1-A76				46.55KB	164ms								
index.html	GET	200 OK	text/html	46.55KB	165ms								
/238E8CEE-30C0-43D1-A76				46.55KB	165ms								
button-large-hilite@2x.png	GET	200 OK	image/...	11.89KB	85ms								
/238E8CEE-30C0-43D1-A76				11.89KB	85ms								

9 requests | 297.33KB transferred

Documents Stylesheets Images Scripts XHR Fonts WebSockets Other



# Performance

## Top three

- Memory

Debugger

Search Network

Name	Path	Method	Status	Type	Size	Transfer	Time	Latency	Timeline	867ms	1.30s	1.73s	2.17s	2.60s	3.04s	3.47s
Menu.html	/238E8CFF-30C0-43D1-A76	GET	200 OK	text/html	2.86KB	2.86KB	20ms	20ms								
Menu.css	/238E8CEE-30C0-43D1-A76	GET	200 OK	text/css	7.56KB	7.56KB	23ms	20ms								
button-large@2x.png	/238E8CEE-30C0-43D1-A76	GET	200 OK	image/...	12.27KB	12.27KB	35ms	35ms								
horiz-dots@2x.png	/238E8CEE-30C0-43D1-A76	GET	200 OK	image/...	3.17KB	3.17KB	35ms	35ms								
menu-masthead@2x.png	/238E8CEE-30C0-43D1-A76	GET	200 OK	image/...	119.92KB	119.92KB	36ms	35ms								
index.html	/238E8CEE-30C0-43D1-A76	GET	200 OK	text/html	46.55KB	46.55KB	181ms	180ms								
index.html	/238E8CEE-30C0-43D1-A76	GET	200 OK	text/html	46.55KB	46.55KB	165ms	164ms								
index.html	/238E8CEE-30C0-43D1-A76	GET	200 OK	text/html	46.55KB	46.55KB	165ms	165ms								
button-large-hilite@2x.png	/238E8CEE-30C0-43D1-A76	GET	200 OK	image/...	11.89KB	11.89KB	85ms	85ms								

9 requests | 297.33KB transferred

Documents Stylesheets Images Scripts XHR Fonts WebSockets Other

# Performance

## Top three

- Memory
- Drawing

Name	Path	Method	Status	Type	Size	Time	Timeline	867ms	1.30s	1.73s	2.17s	2.60s	3.04s	3.47s
Menu.html	/238E8CFF-30C0-43D1-A76	GET	200 OK	text/html	2.86KB	20ms	●							
Menu.css	/238E8CEE-30C0-43D1-A76	GET	200 OK	text/css	7.56KB	23ms	●							
button-large@2x.png	/238E8CEE-30C0-43D1-A76	GET	200 OK	image/...	12.27KB	35ms	●							
horiz-dots@2x.png	/238E8CEE-30C0-43D1-A76	GET	200 OK	image/...	3.17KB	35ms	●							
menu-masthead@2x.png	/238E8CEE-30C0-43D1-A76	GET	200 OK	image/...	119.92KB	36ms	●							
index.html	/238E8CEE-30C0-43D1-A76	GET	200 OK	text/html	46.55KB	181ms	●							
index.html	/238E8CEE-30C0-43D1-A76	GET	200 OK	text/html	46.55KB	165ms	●							
index.html	/238E8CEE-30C0-43D1-A76	GET	200 OK	text/html	46.55KB	165ms	●							
button-large-hilite@2x.png	/238E8CEE-30C0-43D1-A76	GET	200 OK	image/...	11.89KB	85ms	●							

9 requests | 297.33KB transferred



**We have Done the Hard Work**

**Built-in**

# We have Done the Hard Work

## Built-in

- Minimize and concatenate scripts

# We have Done the Hard Work

## Built-in

- Minimize and concatenate scripts
- Preload images

# We have Done the Hard Work

## Built-in

- Minimize and concatenate scripts
- Preload images
- Set display property to 'none'

# Your Part

## Tweaks



# Your Part

## Tweaks

- 2,000 pixel limit



# Your Part

## Tweaks

- 2,000 pixel limit
- Combine views



# Your Part

## Tweaks

- 2,000 pixel limit
- Combine views
- Use 'display: none' when you're done



# Deployment

Ready for launch

# Deployment

Ready for launch

- Check validations

# Deployment

Ready for launch

- Check validations
- Test locally on iOS device

# Deployment

## Ready for launch

- Check validations
- Test locally on iOS device
- Talk to your iAd rep

# Deployment

## Ready for launch

- Check validations
- Test locally on iOS device
- Talk to your iAd rep
- Upload to iAd test server



# Deployment

## Ready for launch

- Check validations
- Test locally on iOS device
- Talk to your iAd rep
- Upload to iAd test server
- Receive email

# Deployment

## Ready for launch

- Check validations
- Test locally on iOS device
- Talk to your iAd rep
- Upload to iAd test server
- Receive email
- Test over the air

*Demo*

Performance and deployment

**Chi Wai Lau**

Software Engineer



“Like I said,  
let’s do this.”



# Final Thoughts



# Final Thoughts

- Download iAd Producer



# Final Thoughts

- Download iAd Producer
- Open the sample projects





# Final Thoughts

- Download iAd Producer
- Open the sample projects
- Tell us what you think



# More Information

## Mark Malone

iAd Technologies Evangelist  
[mgm@apple.com](mailto:mgm@apple.com)

## Documentation

iAd Producer Help  
<http://help.apple.com/iadproducer>

## Apple Developer Forums

<http://devforums.apple.com>

# Labs

iAd Lab

Safari & Web Lab  
Friday 10:15AM

 **WWDC2012**

