

Introduction to iBooks Author Widget and iAd Rich Media

iAd Producer

Session 609

Justin Voss

Software Engineer

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Software Engineer

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

What You Will Learn

What You Will Learn

- iAd Producer's origin story

What You Will Learn

- iAd Producer's origin story
- Feature tour

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- iAd Producer's origin story
- Feature tour
- Creating interactive content

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- iBooks-specific features

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iAd Producer's Origin Story

iAd Producer's Origin Story



iAd Producer's Origin Story

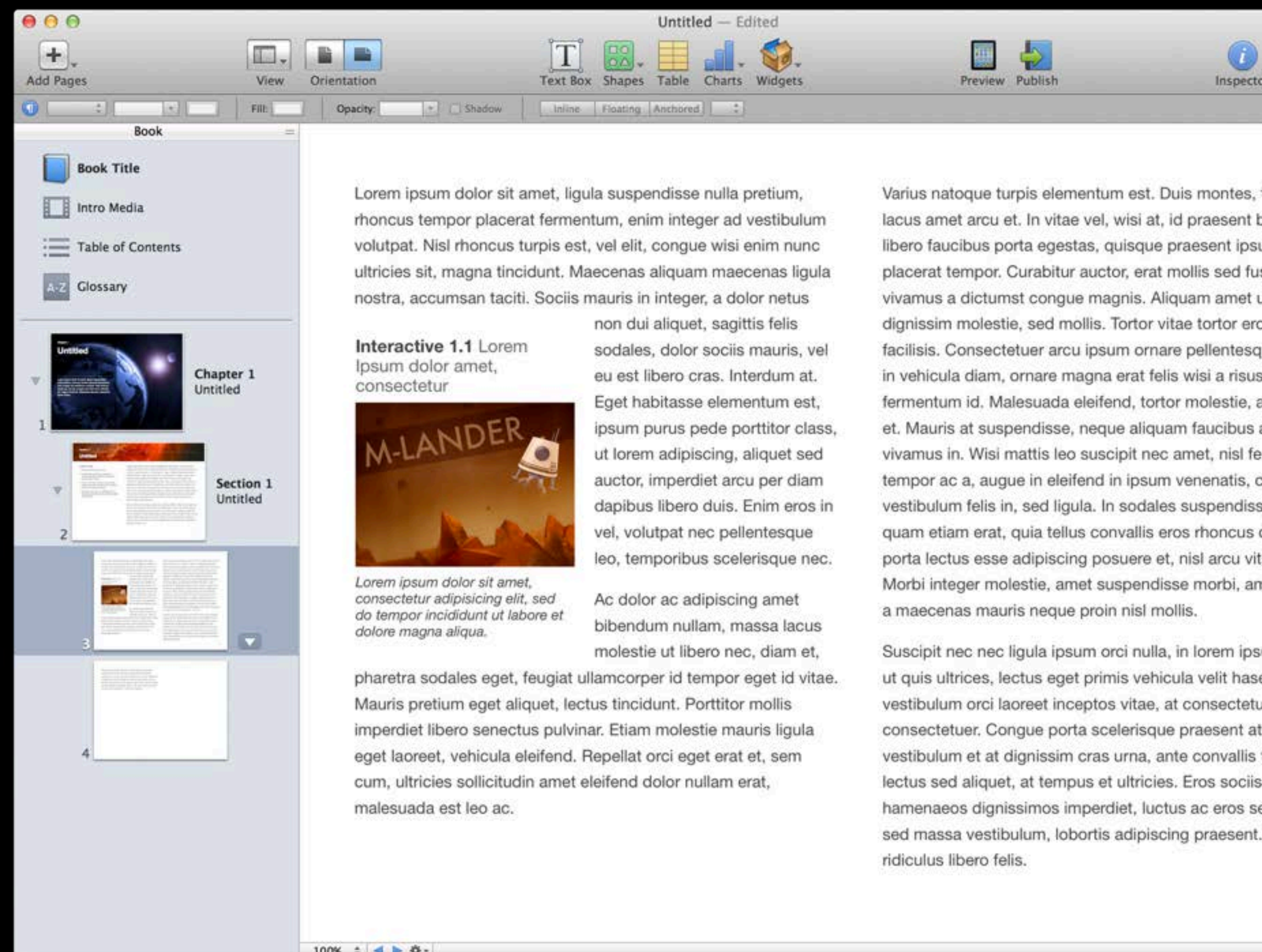


Apple iAd

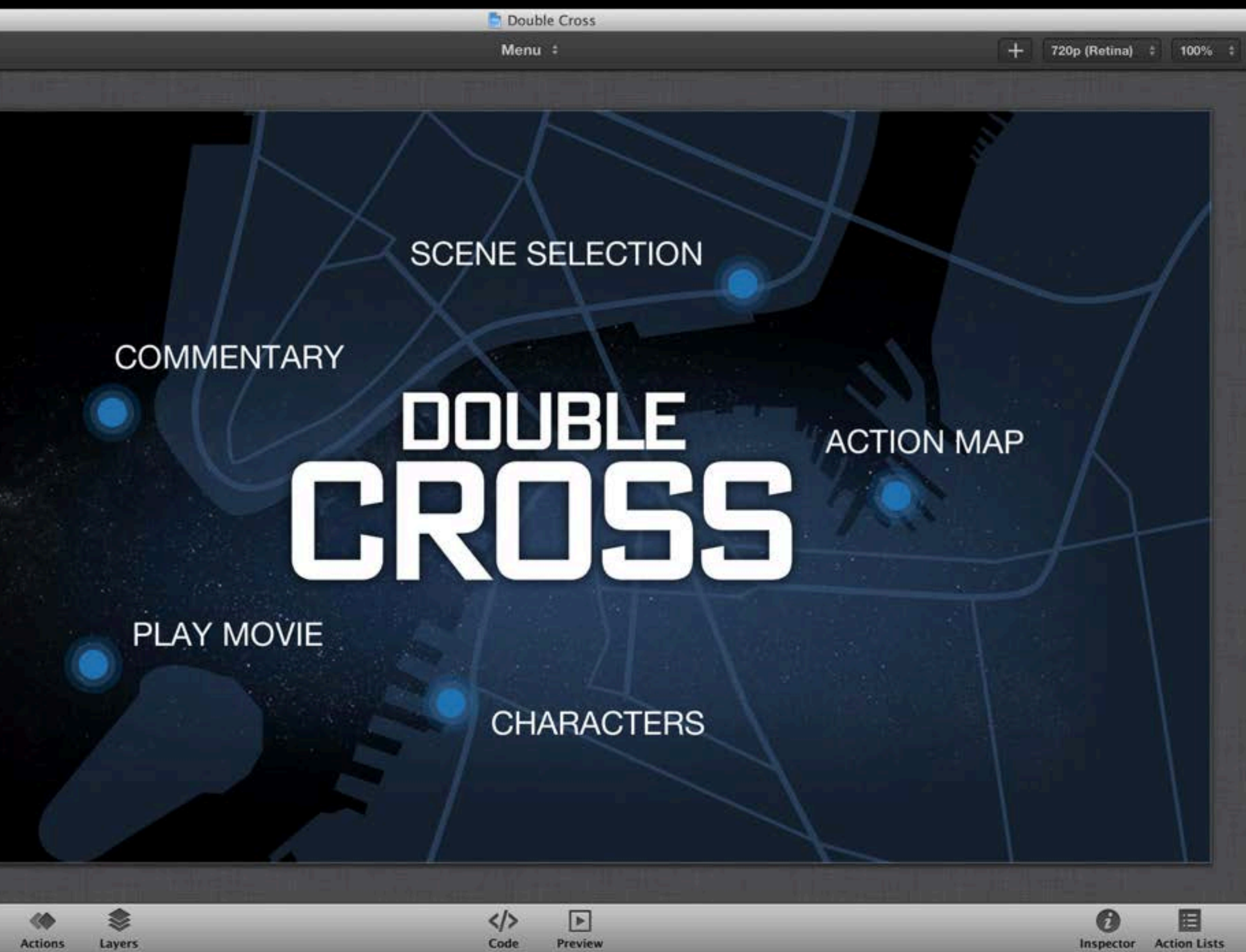


WebKit

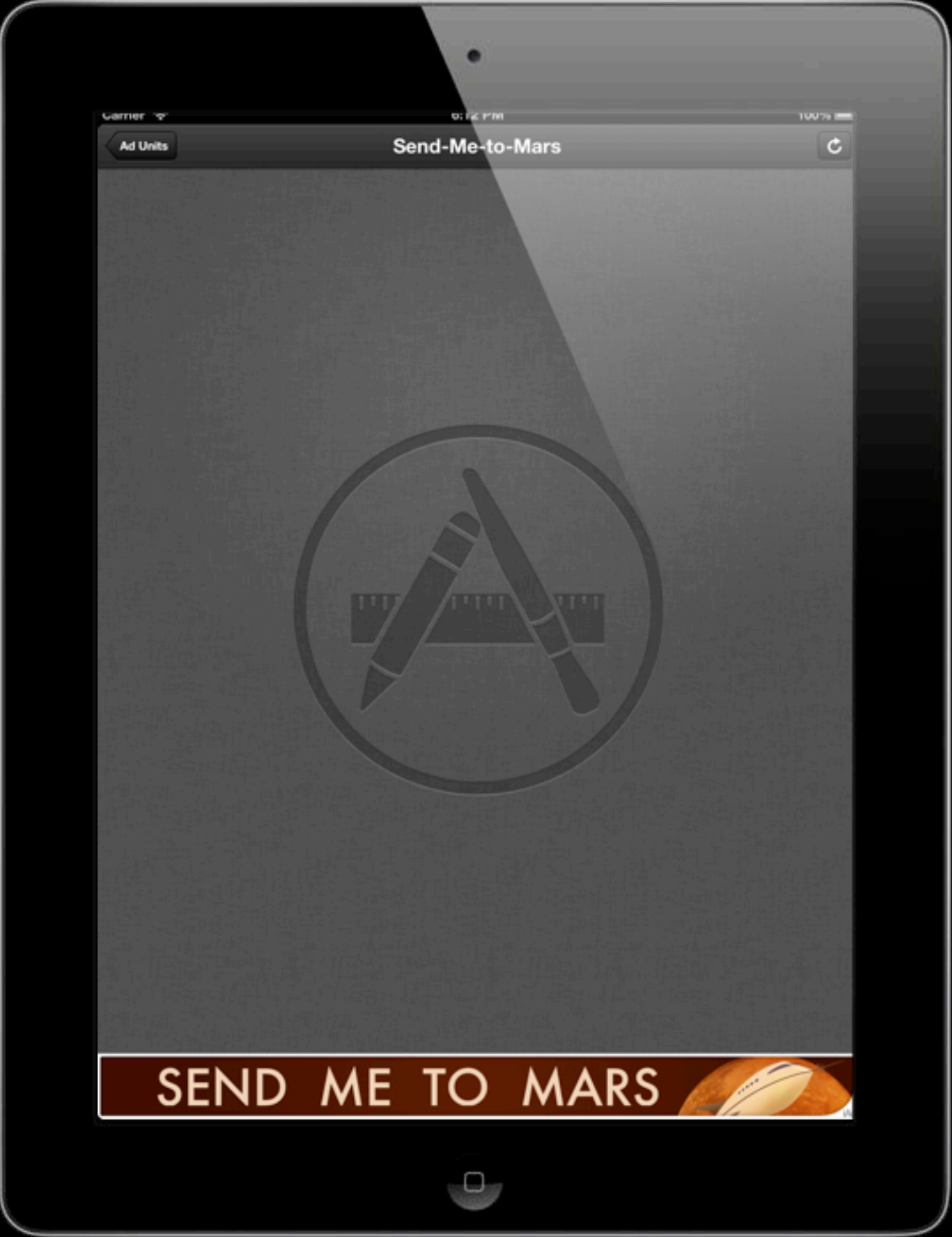
iBooks Author Widgets



iTunes LP and Extras



iAd



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- iBooks-specific features
- iAd-specific features

Project Templates



Project Templates



Project Templates



Project Templates



Project Templates



Project Templates



Object Library



Object Library



Asset Library



Asset Library



Layer List



Layer List



Actions



Actions



Inspectors



Inspectors



Animation



Animation

The screenshot displays the Unity Inspector window for a 'Mars Lander' scene. The central preview window shows a 3D scene with a lander unit and a 'PLAY!' button. The 'Layers' panel on the left lists various objects, with 'playButton' selected. The 'Page Appear' animation settings on the right are highlighted with a yellow border. The 'Slide' section shows the 'playButton' is configured to slide in from the right over a duration of 1 second.

Layers

- landerUnit
- image
- smoke
- image1
- title
- highScoresButton
- playButton**
- label2
- label1
- label
- Background

Page Appear

- Play only on initial Page Appear
- 0.0 landerUnit Slide In
- 1.0 title Slide In
- 2.0 highScoresButton Slide In**
- playButton Slide In**
- label Fade In
- image1 Fade In

Slide

- Direction: In From Right
- Start: With Previous Action
- Delay: 0s Duration: 1s
- Easing: Default

Inspector **Action Lists**

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Object Library

Ready-to-use content



Object Library

Ready-to-use content

- General



Object Library

Ready-to-use content

- General
- Media



Object Library

Ready-to-use content

- General
- Media



Object Library

Ready-to-use content

- General
- Media
- Multi-Cell



Object Library

Ready-to-use content

- General
- Media
- Multi-Cell
- Dynamic



Events

User interaction



INTERACTION

Events ▲

Activated

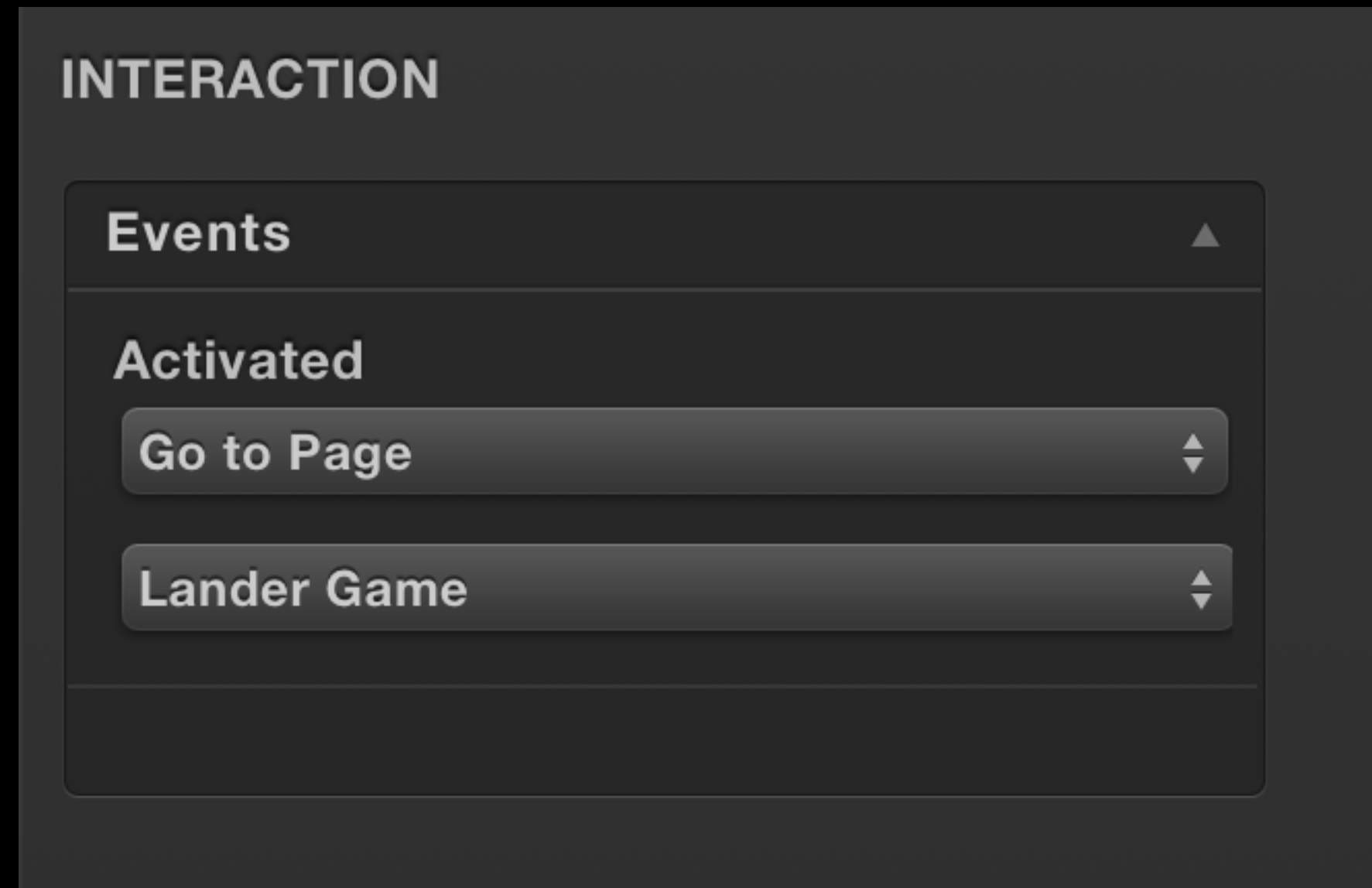
Go to Page ↕

Lander Game ↕

Events

User interaction

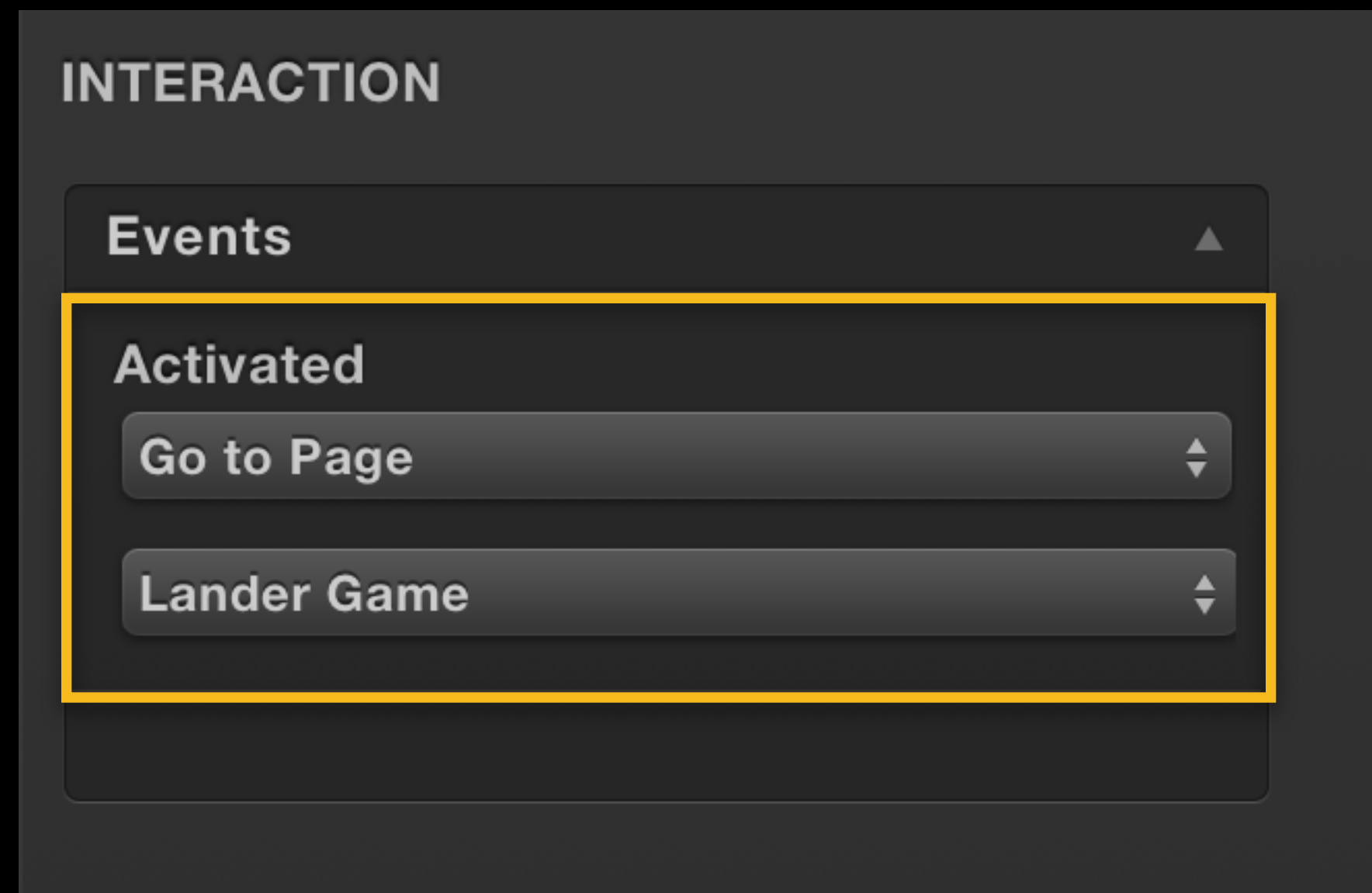
- “Code-free coding”



Events

User interaction

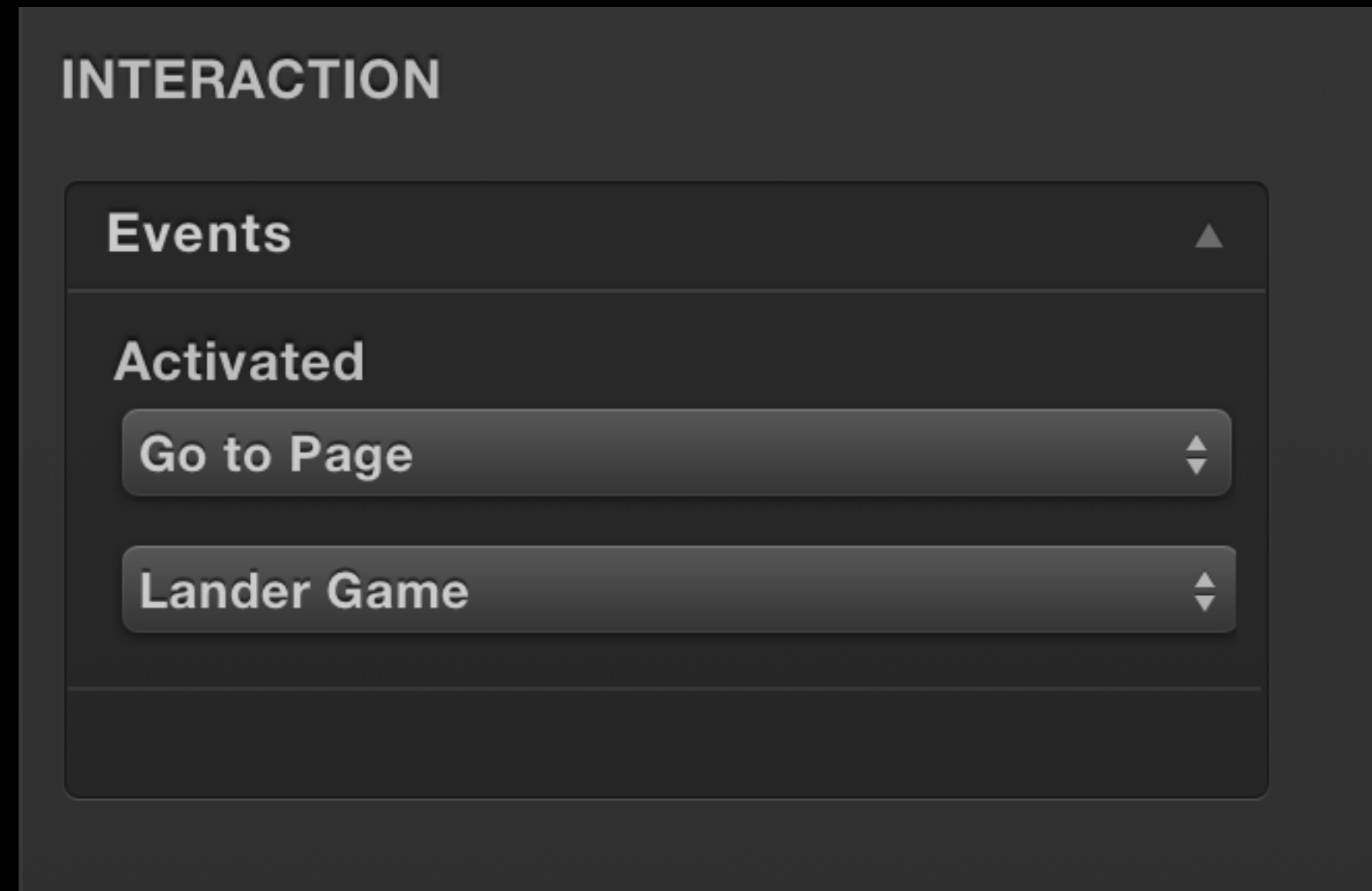
- “Code-free coding”



Events

User interaction

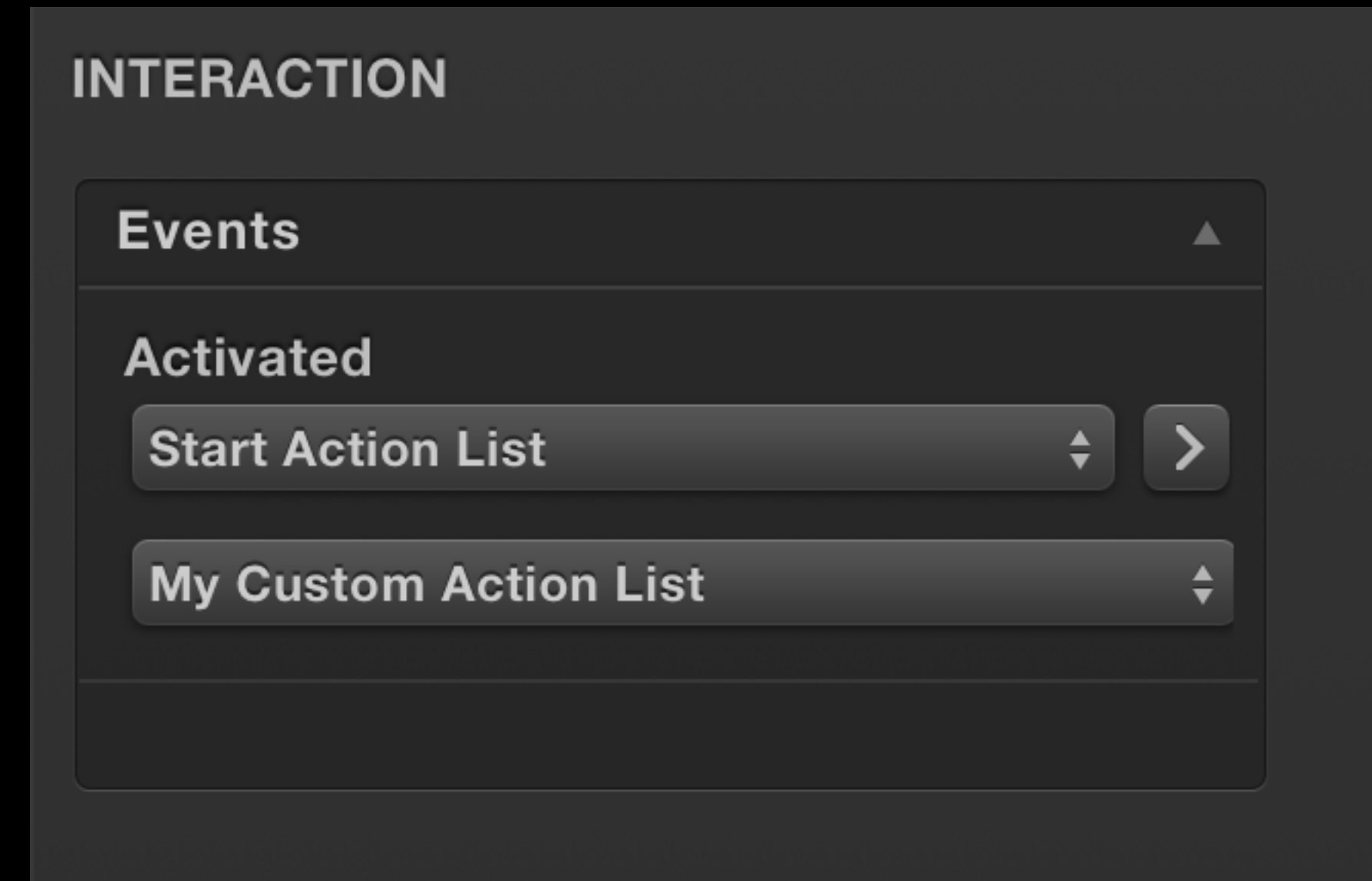
- “Code-free coding”



Events

User interaction

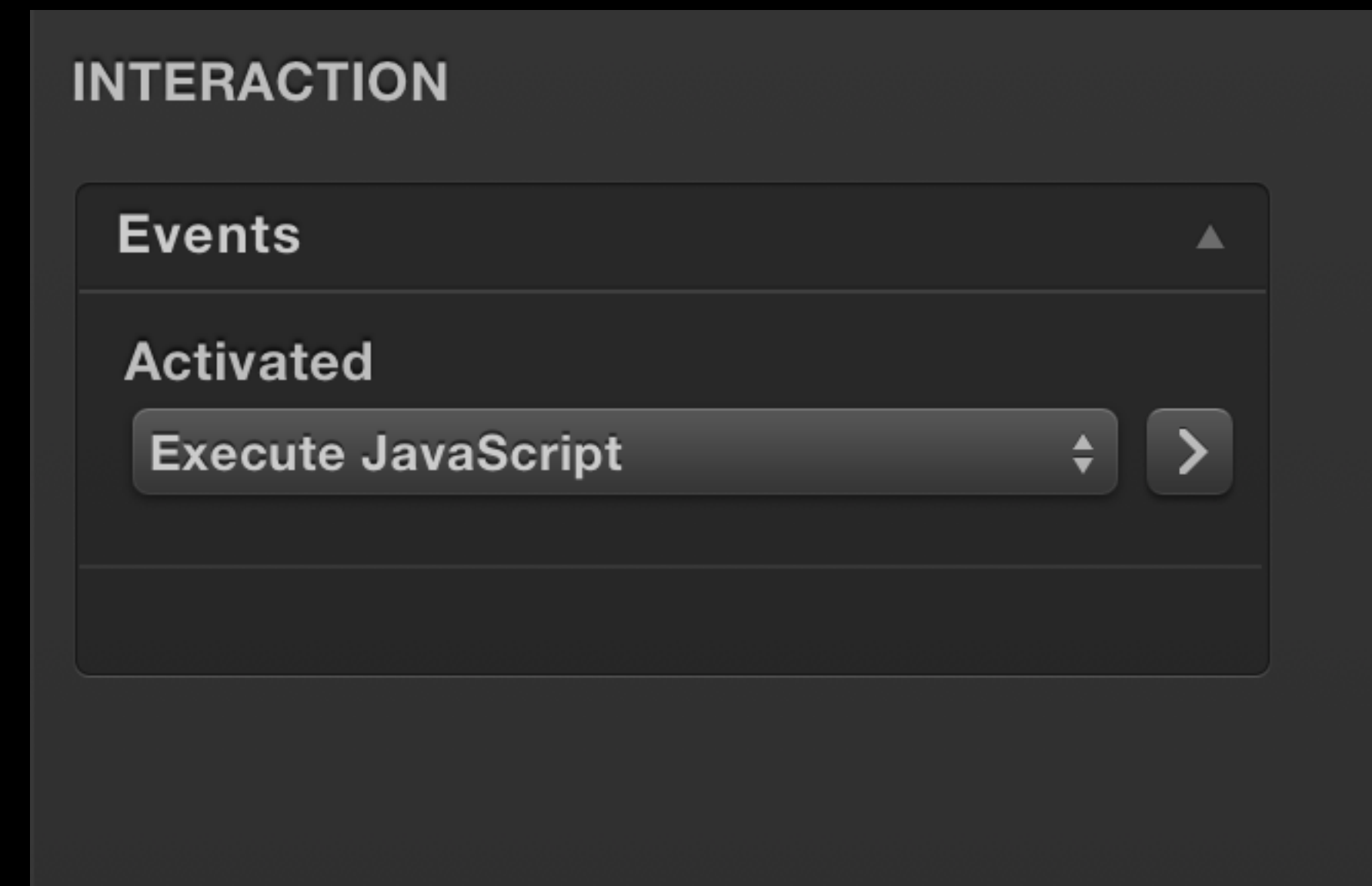
- “Code-free coding”
- Start actions and action lists



Events

User interaction

- “Code-free coding”
- Start actions and action lists
- Run code



Actions

Respond to events



Actions

Respond to events



Actions

Respond to events



Actions

Respond to events

- Navigate to pages



Actions

Respond to events

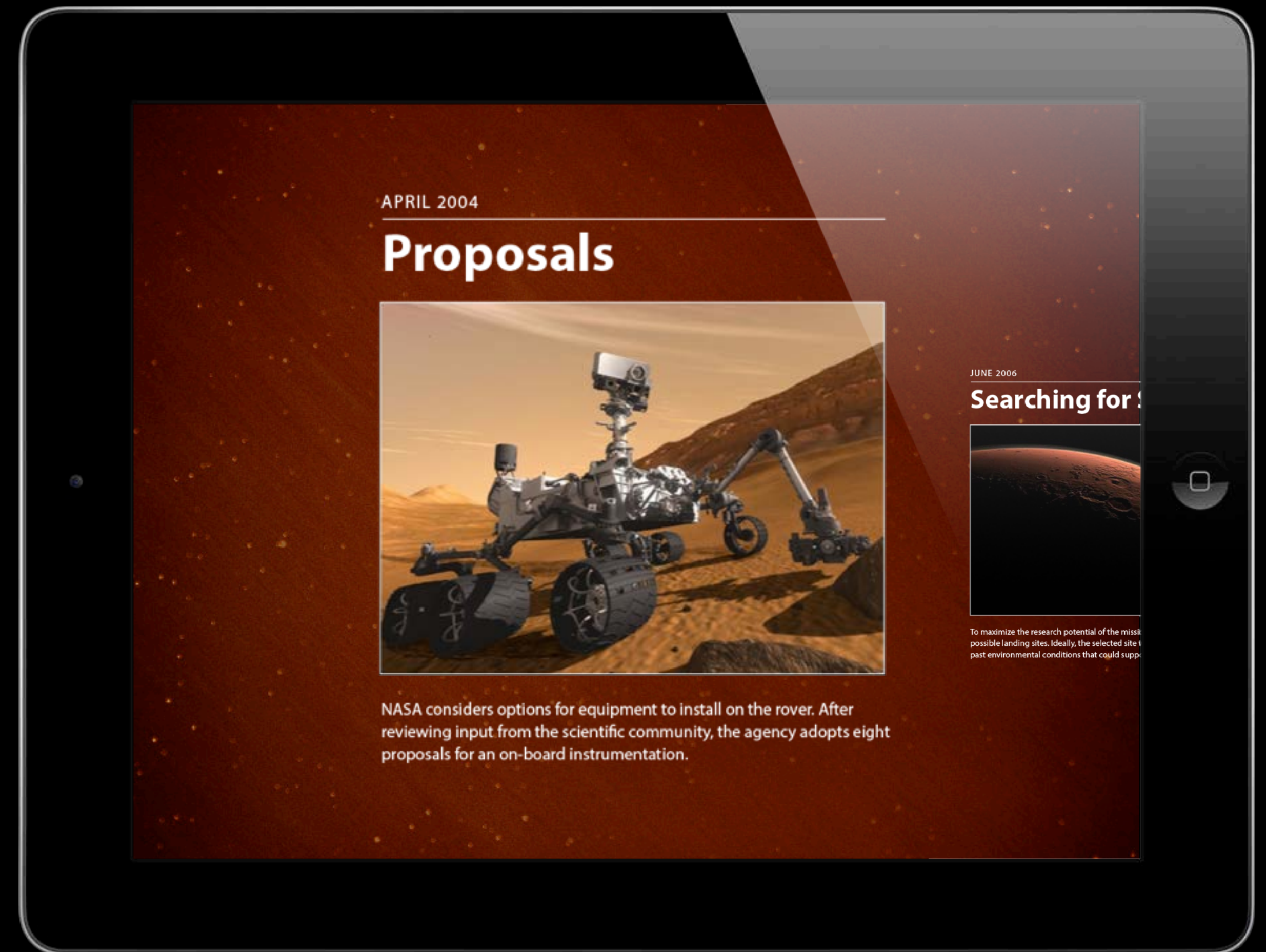
- Navigate to pages



Actions

Respond to events

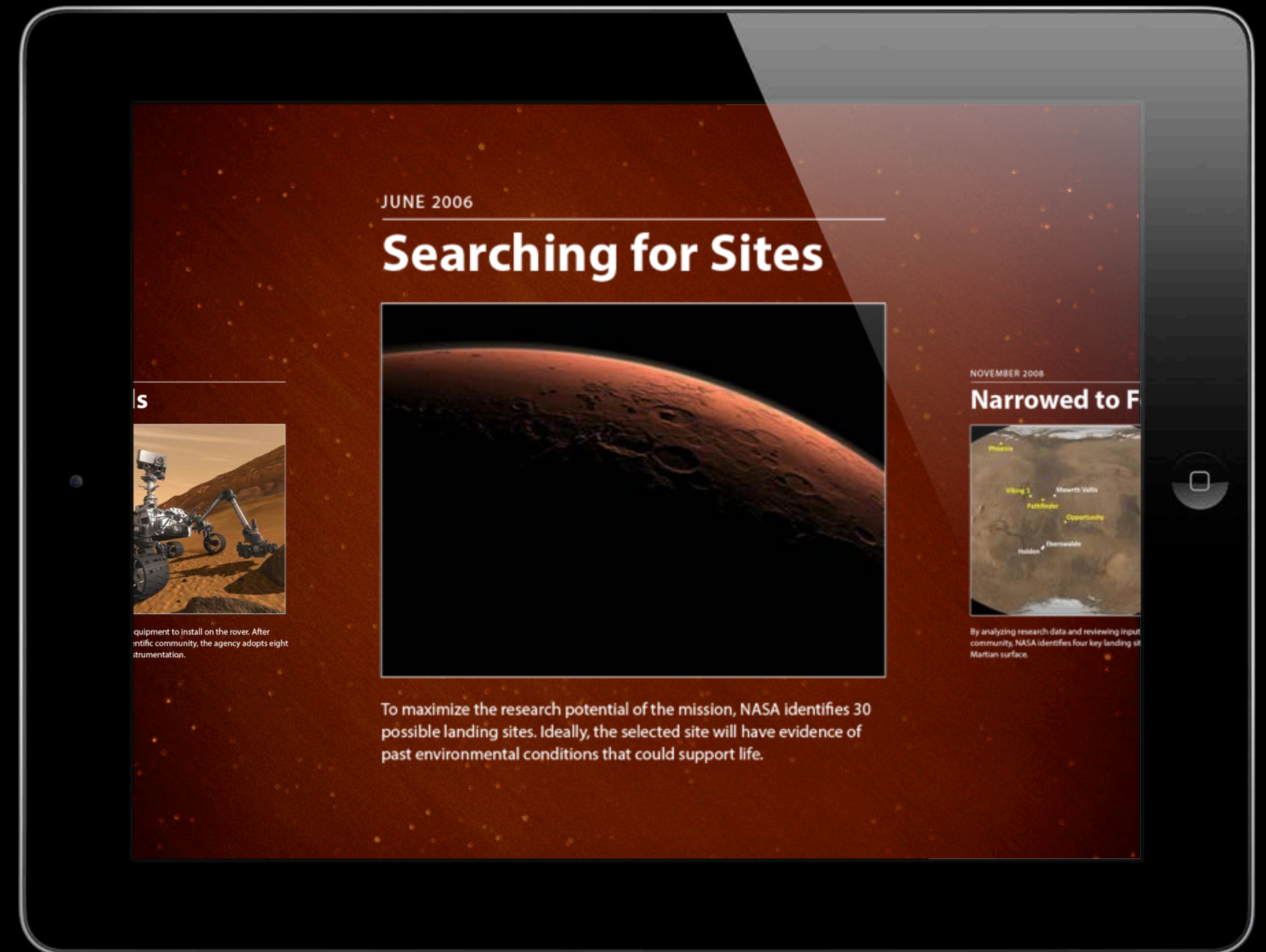
- Navigate to pages



Actions

Respond to events

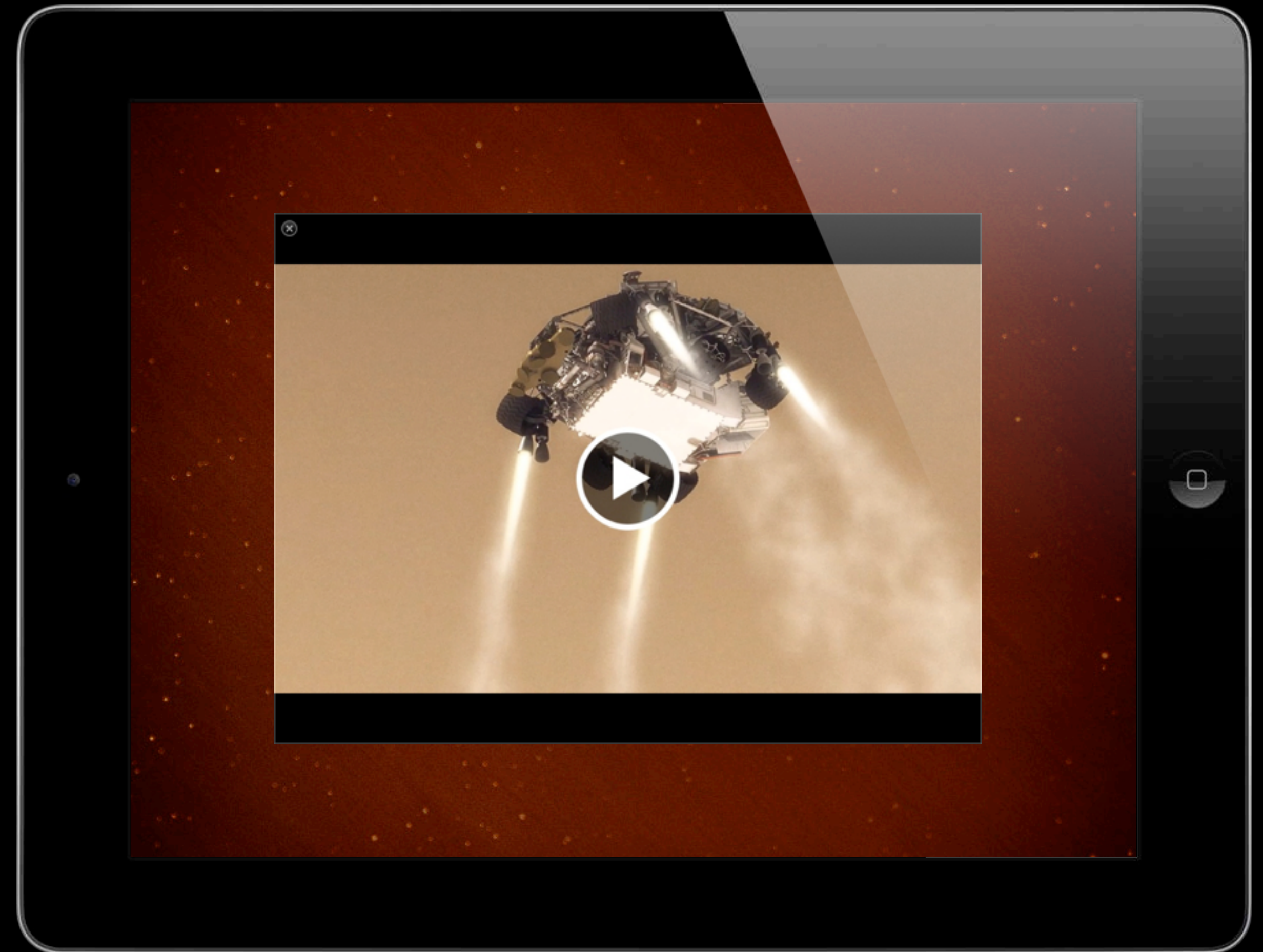
- Navigate to pages
- Control other components



Actions

Respond to events

- Navigate to pages
- Control other components
- Play media



Actions

Respond to events

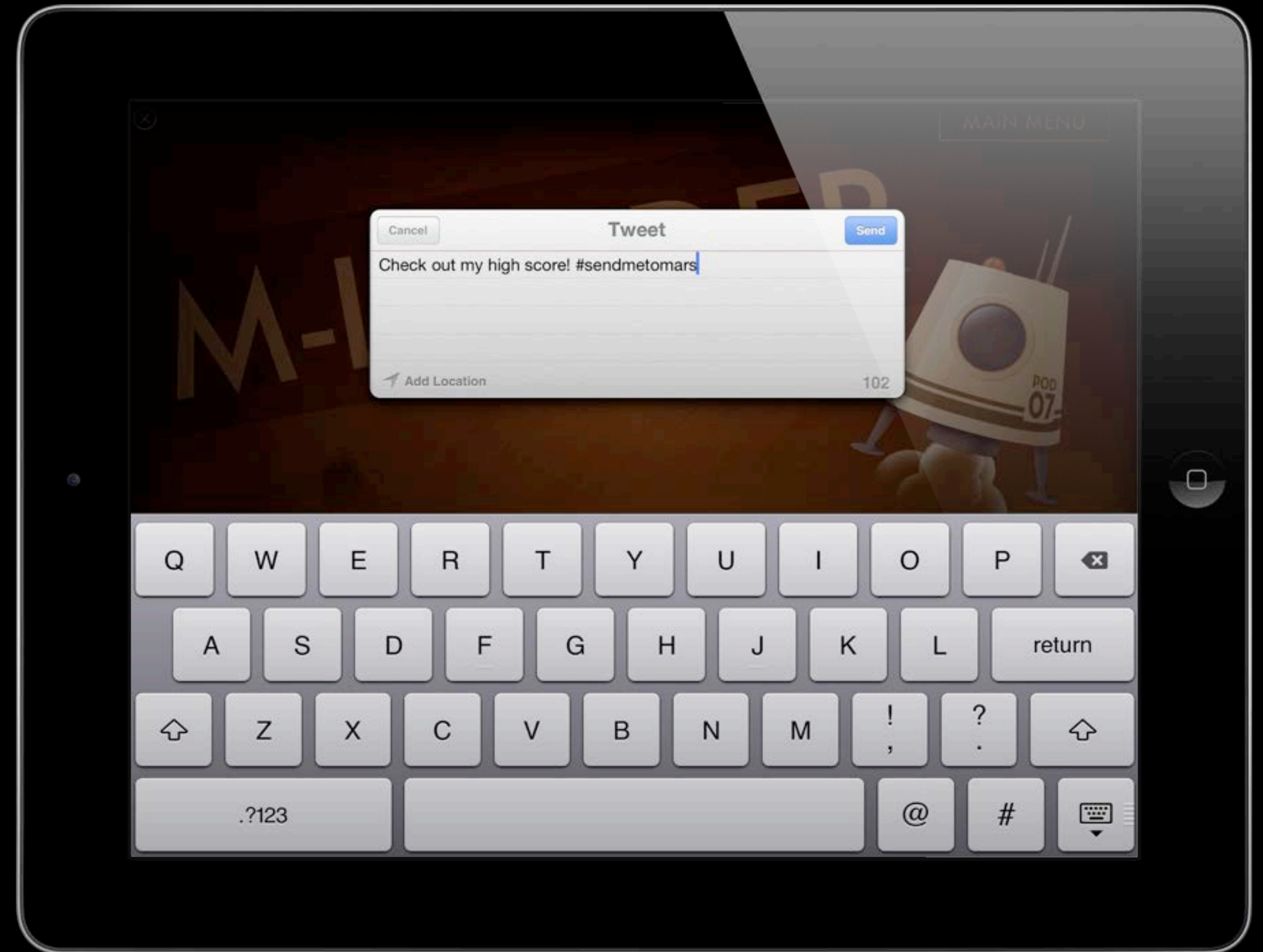
- Navigate to pages
- Control other components
- Play media
- Open URLs



Actions

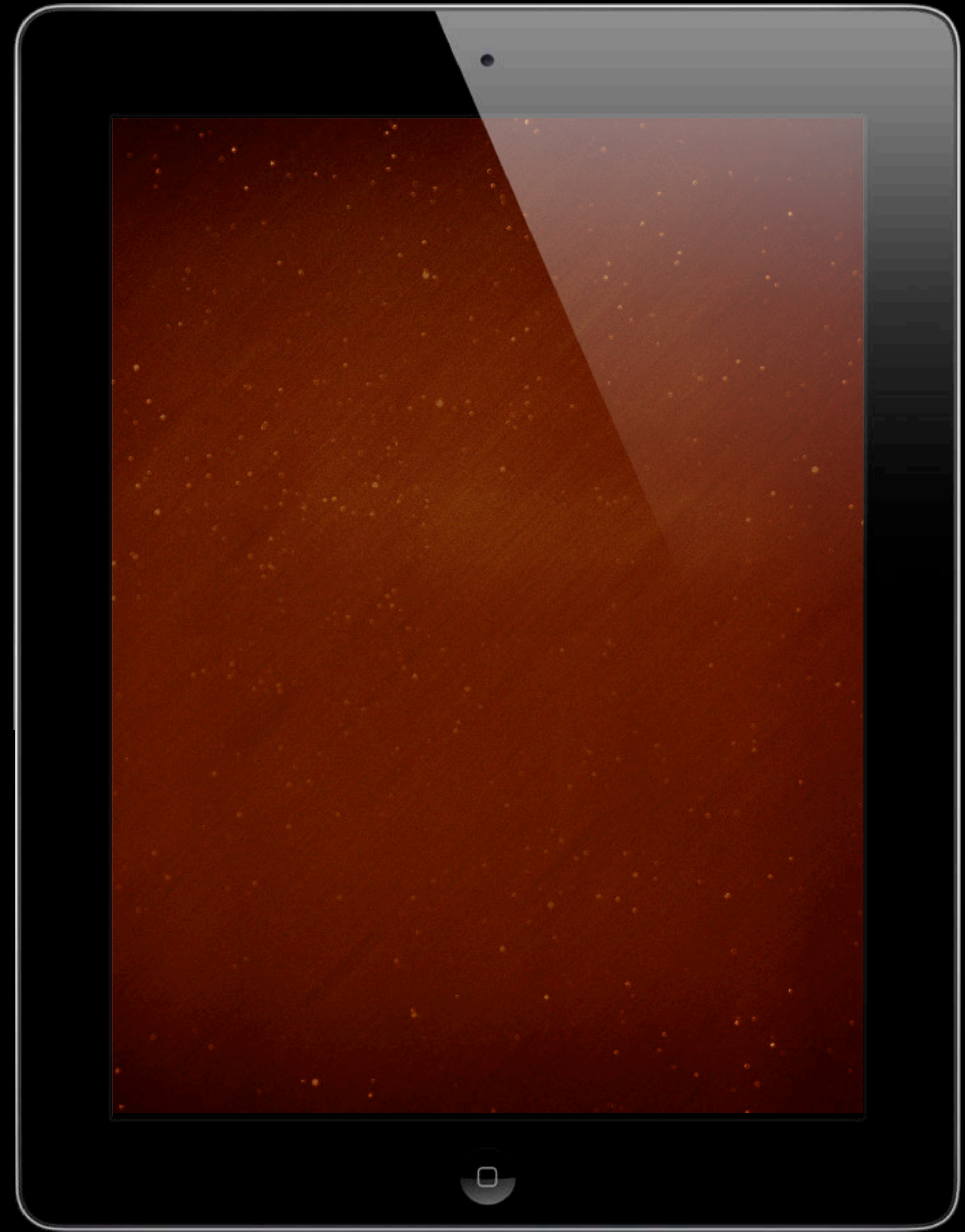
Respond to events

- Navigate to pages
- Control other components
- Play media
- Open URLs
- Compose content



Animations

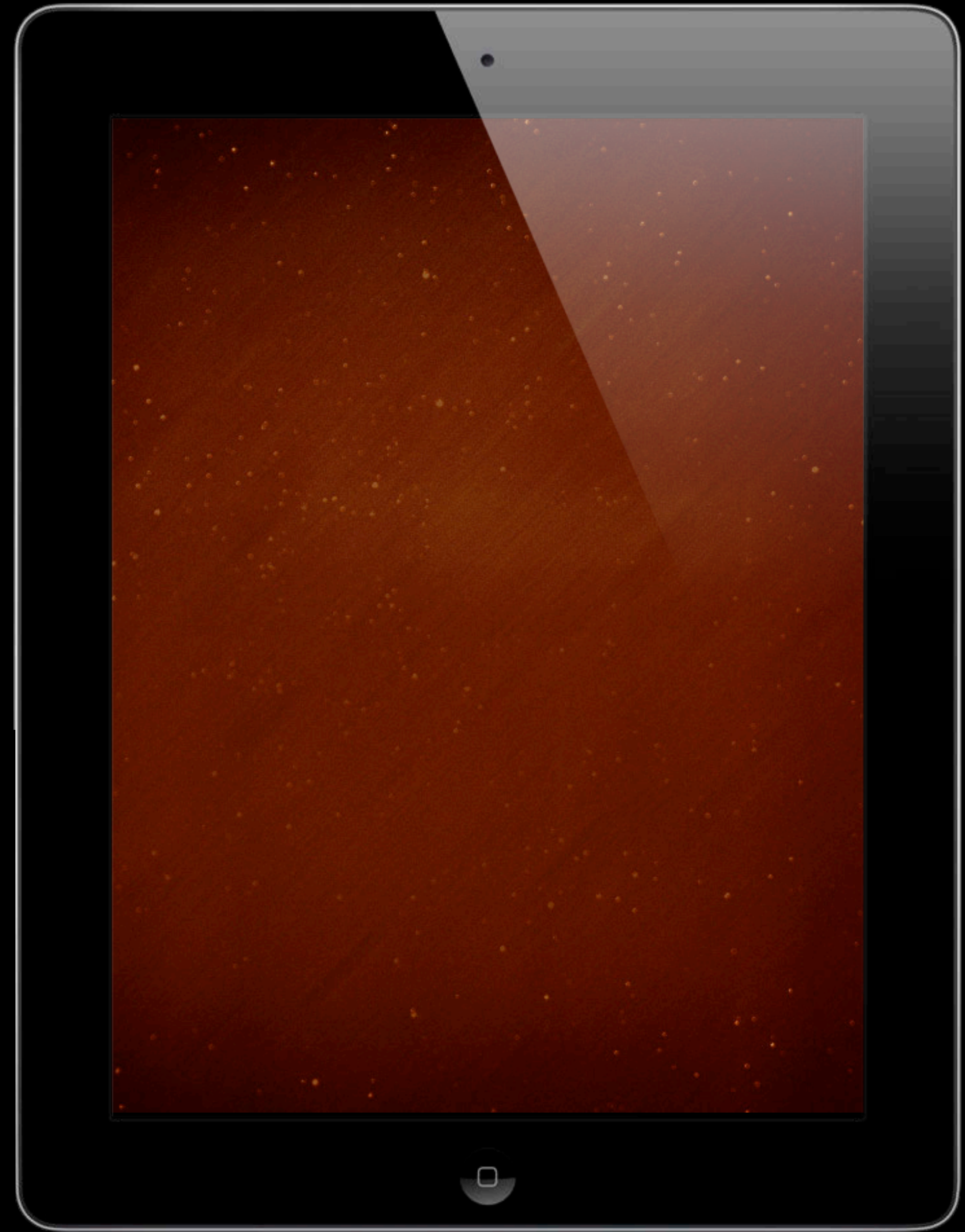
Effects and transitions



Animations

Effects and transitions

- Visual animation effects



Animations

Effects and transitions

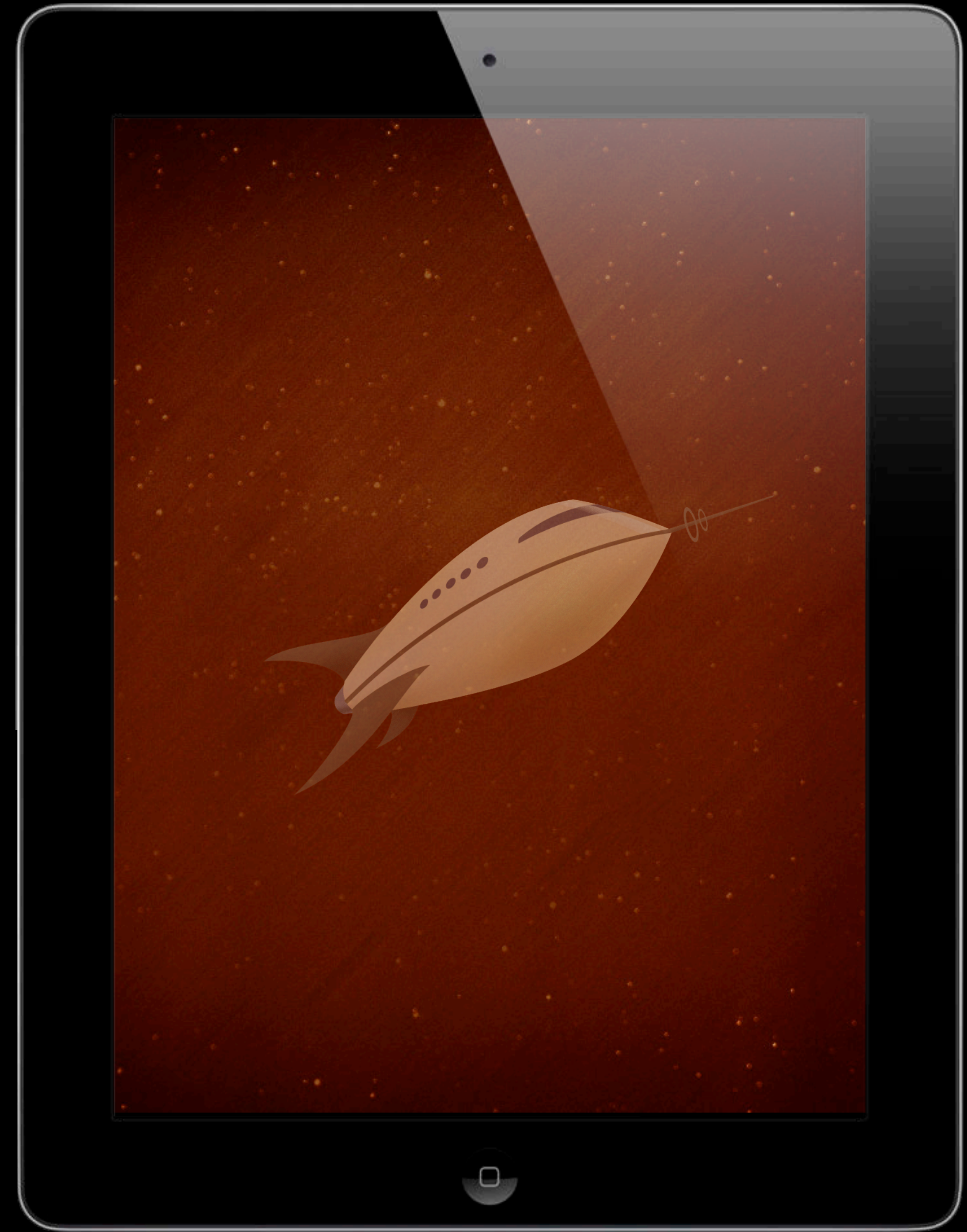
- Visual animation effects
- Position



Animations

Effects and transitions

- Visual animation effects
- Position
- Opacity



Animations

Effects and transitions

- Visual animation effects
- Position
- Opacity
- Rotation



Animations

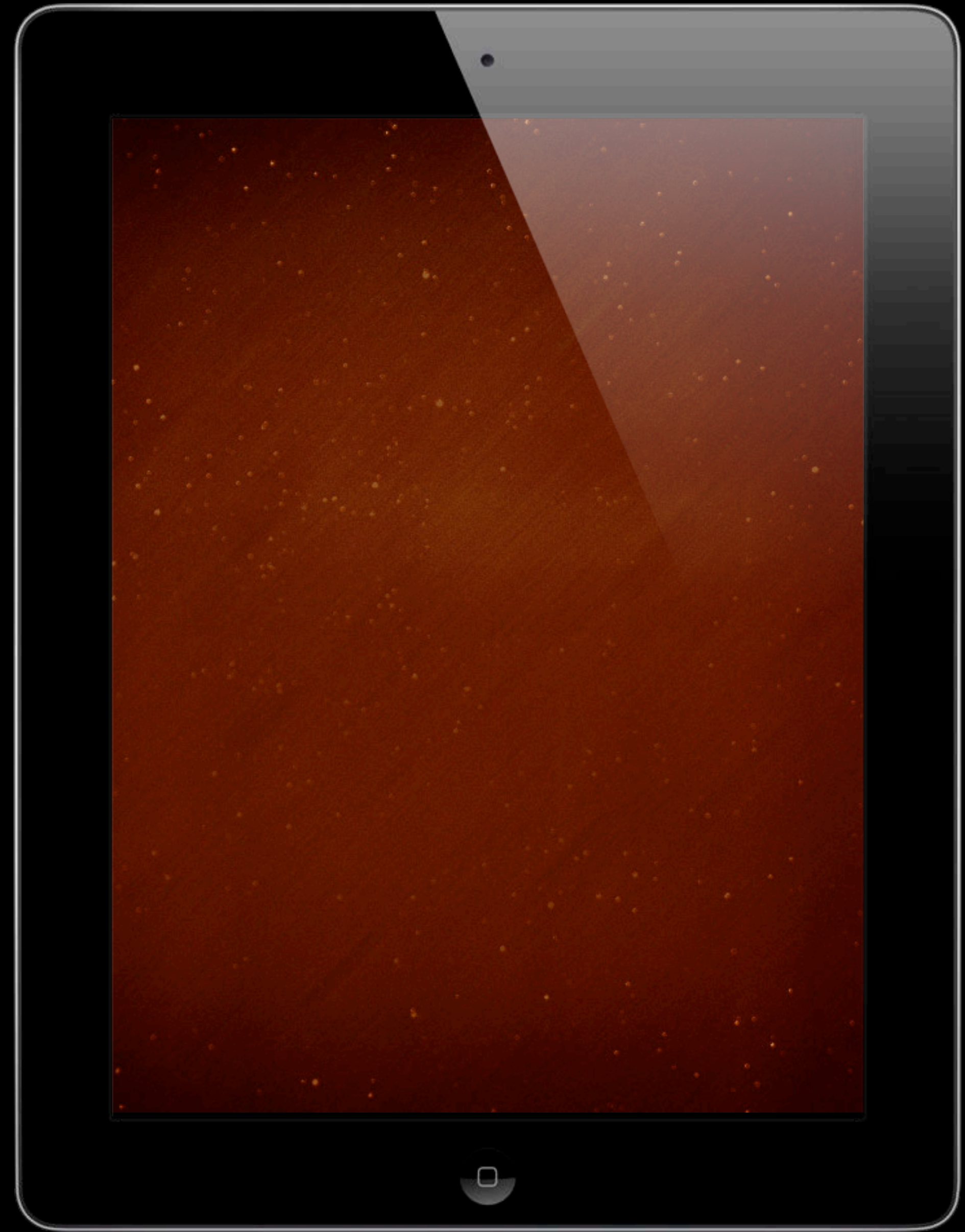
Effects and transitions

- Visual animation effects
- Position
- Opacity
- Rotation
- Scale



Action Lists

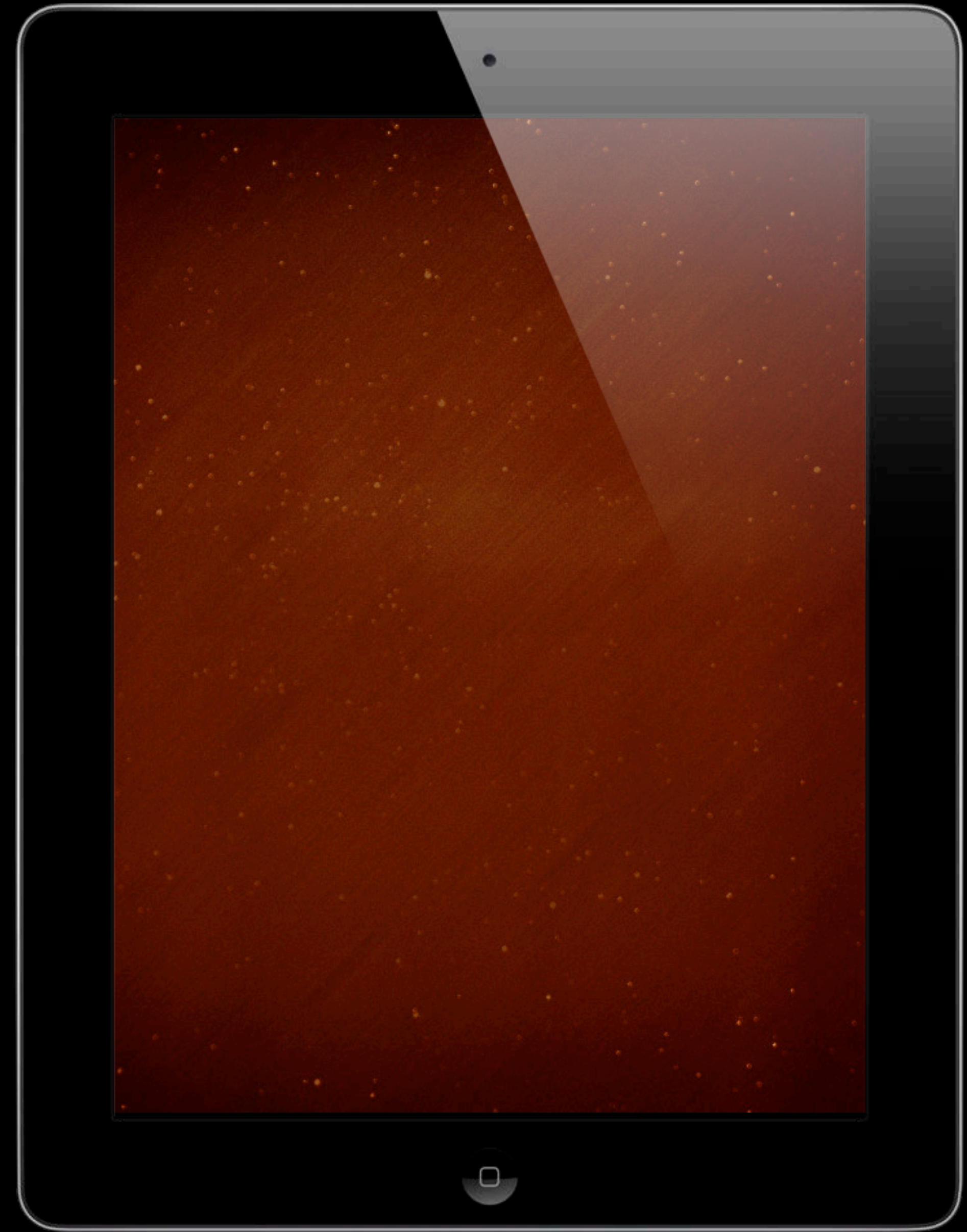
Choreographed sequences



Action Lists

Choreographed sequences

- Precisely-timed groups of actions



Action Lists

Choreographed sequences

- Precisely-timed groups of actions



Action Lists

Choreographed sequences

- Precisely-timed groups of actions
- Page builds



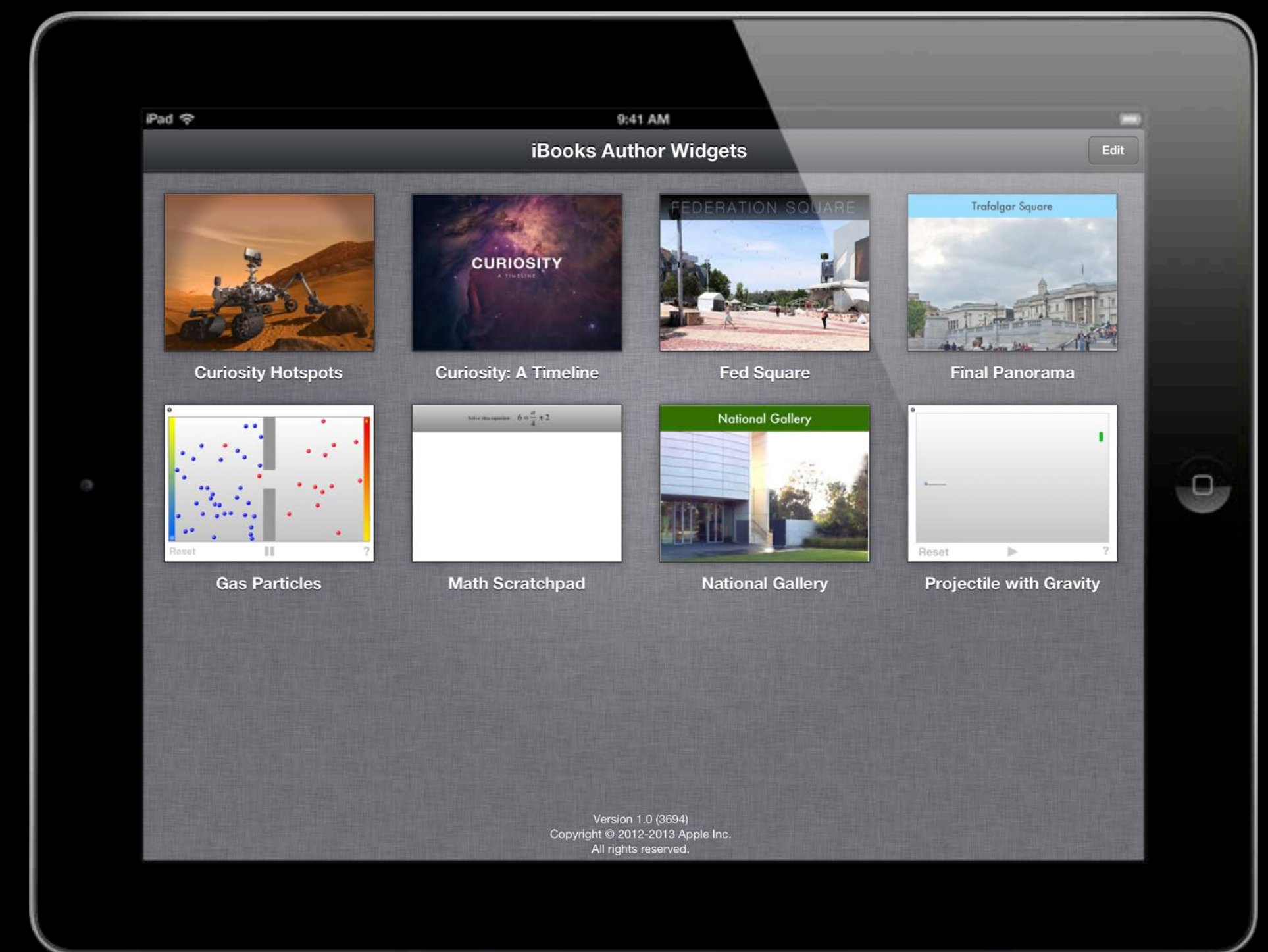
Demo

Chris Shull
Software Engineer

What You Will Learn

- iAd Producer's origin story
- Feature tour
- Creating interactive content
- iBooks-specific features
- iAd-specific features

iBooks Author Widget Tester



iBooks Author Widget Tester

- Test on an iOS device



iBooks Author Widget Tester

- Test on an iOS device
- Simulator support



iBooks Author Widget Tester

- Test on an iOS device
- Simulator support
- Advanced debugging

The screenshot displays the Web Inspector interface for an iPad Simulator. The top panel shows a timeline of network requests. The bottom panel shows a table of network requests with the following columns: Name, Domain, Type, Status, Cached, Size, Transferred, Latency, Duration, and Timeline. The table lists various resources such as JavaScript files, images, and stylesheets.

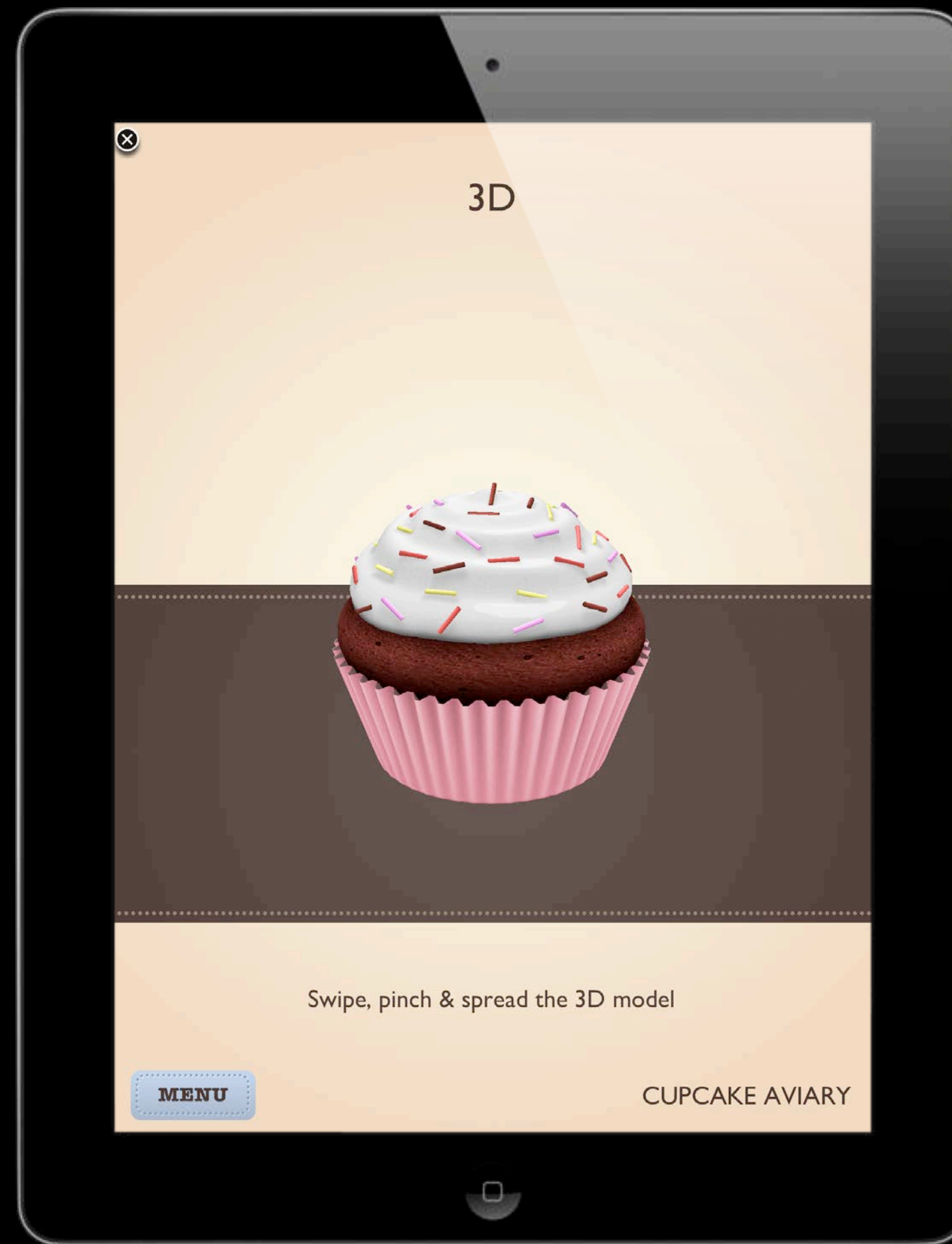
Name	Domain	Type	Status	Cached	Size	Transferred	Latency	Duration	Timeline
IAP.iBooksLoadingViewC...	ibooksidgettester	Script	—	No	2.37KB	2.37KB	129ms	0.7ms	
ActivityIndicatorView.js	ibooksidgettester	Script	—	No	14.47KB	14.47KB	130ms	1.0ms	
ActivityIndicatorView-R...	ibooksidgettester	Script	—	No	374B	374B	131ms	0.6ms	
IAP.SharedView.js	ibooksidgettester	Script	—	No	9.22KB	9.22KB	131ms	1.0ms	
IAP.LoadingViewControll...	ibooksidgettester	Script	—	No	2.80KB	2.80KB	132ms	0.8ms	
IAP.ExecuteJavaScriptAct...	ibooksidgettester	Script	—	No	981B	981B	132ms	0.7ms	
IAP.TransitionToPageAct...	ibooksidgettester	Script	—	No	1.44KB	1.44KB	133ms	0.6ms	
LanderGame.js	ibooksidgettester	Script	—	No	3.62KB	3.62KB	133ms	0.7ms	
LanderGame-physicsvie...	ibooksidgettester	Script	—	No	14.42KB	14.42KB	134ms	1.1ms	
LanderGame-ship.js	ibooksidgettester	Script	—	No	6.11KB	6.11KB	134ms	0.8ms	
LanderGame-playAgain.js	ibooksidgettester	Script	—	No	2.58KB	2.58KB	135ms	0.7ms	
LanderScores.js	ibooksidgettester	Script	—	No	2.93KB	2.93KB	135ms	0.7ms	
Global.js	ibooksidgettester	Script	—	No	2.66KB	2.66KB	136ms	12.6ms	
Default.png	ibooksidgettester	Image	—	Yes	400.52KB	0B	0.1ms	0.2ms	
lander-instructions.png	ibooksidgettester	Image	—	Yes	24.22KB	0B	0.1ms	0.2ms	
lander-menu-bg.jpg	ibooksidgettester	Image	—	Yes	26.45KB	0B	0.1ms	0.2ms	
lander.png	ibooksidgettester	Image	—	Yes	35.77KB	0B	0.1ms	0.2ms	
splash-smoke.png	ibooksidgettester	Image	—	Yes	17.85KB	0B	0.1ms	0.2ms	
LanderIntro.html	ibooksidgettester	XHR	—	No	1.75KB	1.75KB	10.3ms	1.3ms	
LanderIntro.css	ibooksidgettester	Stylesheet	—	No	6.38KB	6.38KB	7.2ms	0.7ms	
Loading.html	ibooksidgettester	XHR	—	No	510B	510B	7.2ms	1.1ms	
splash-loading.png	ibooksidgettester	Image	—	No	3.36KB	3.36KB	7.7ms	0.5ms	
Loading.css	ibooksidgettester	Stylesheet	—	No	1.64KB	1.64KB	7.3ms	0.5ms	

The iPad simulator displays a game widget titled "M-LANDER" featuring a rocket ship and a "PLAY! VIEW HIGH SCORES" button.

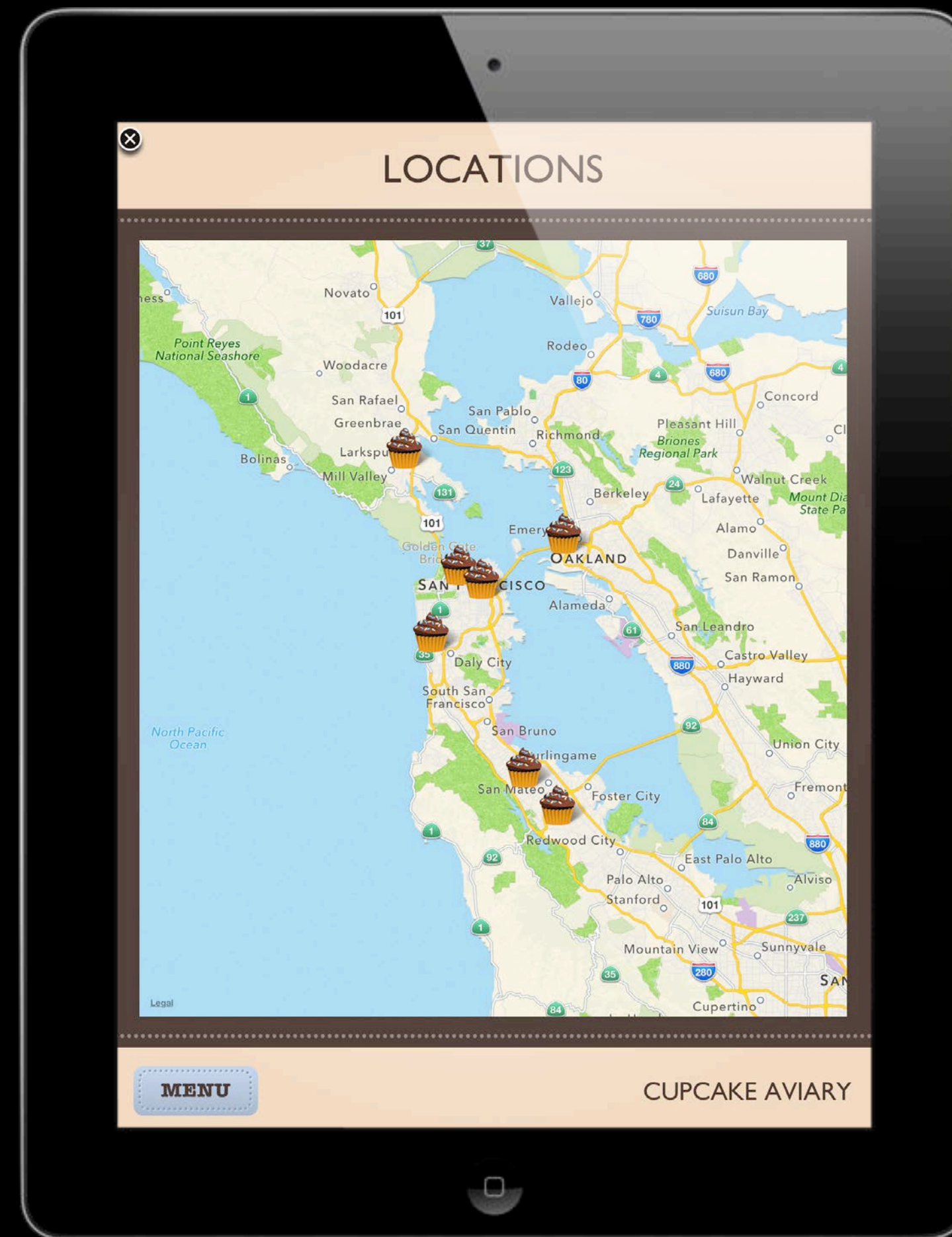
What You Will Learn

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- iBooks-specific features
- iAd-specific features

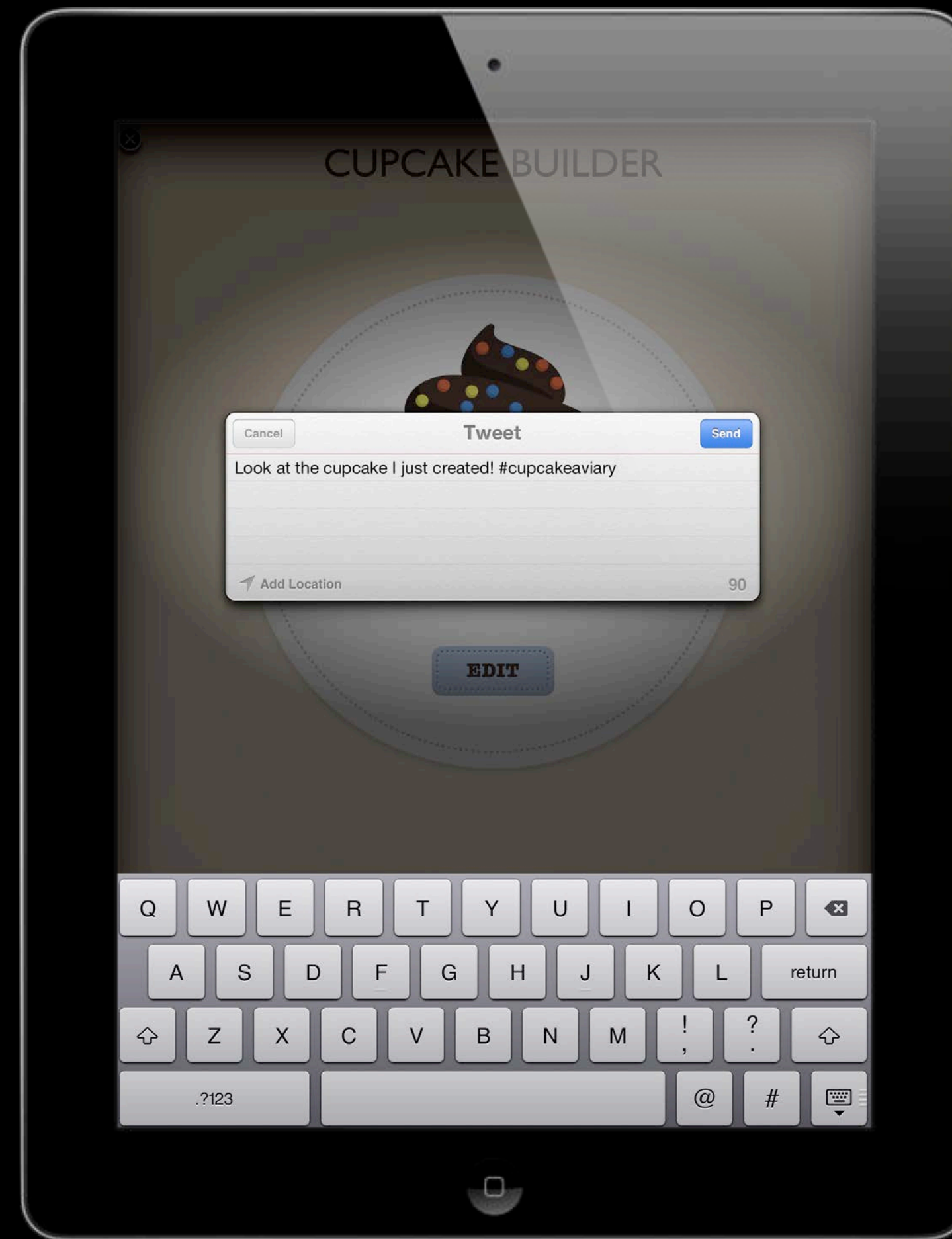
iAd-Specific Features



iAd-Specific Features



iAd-Specific Features



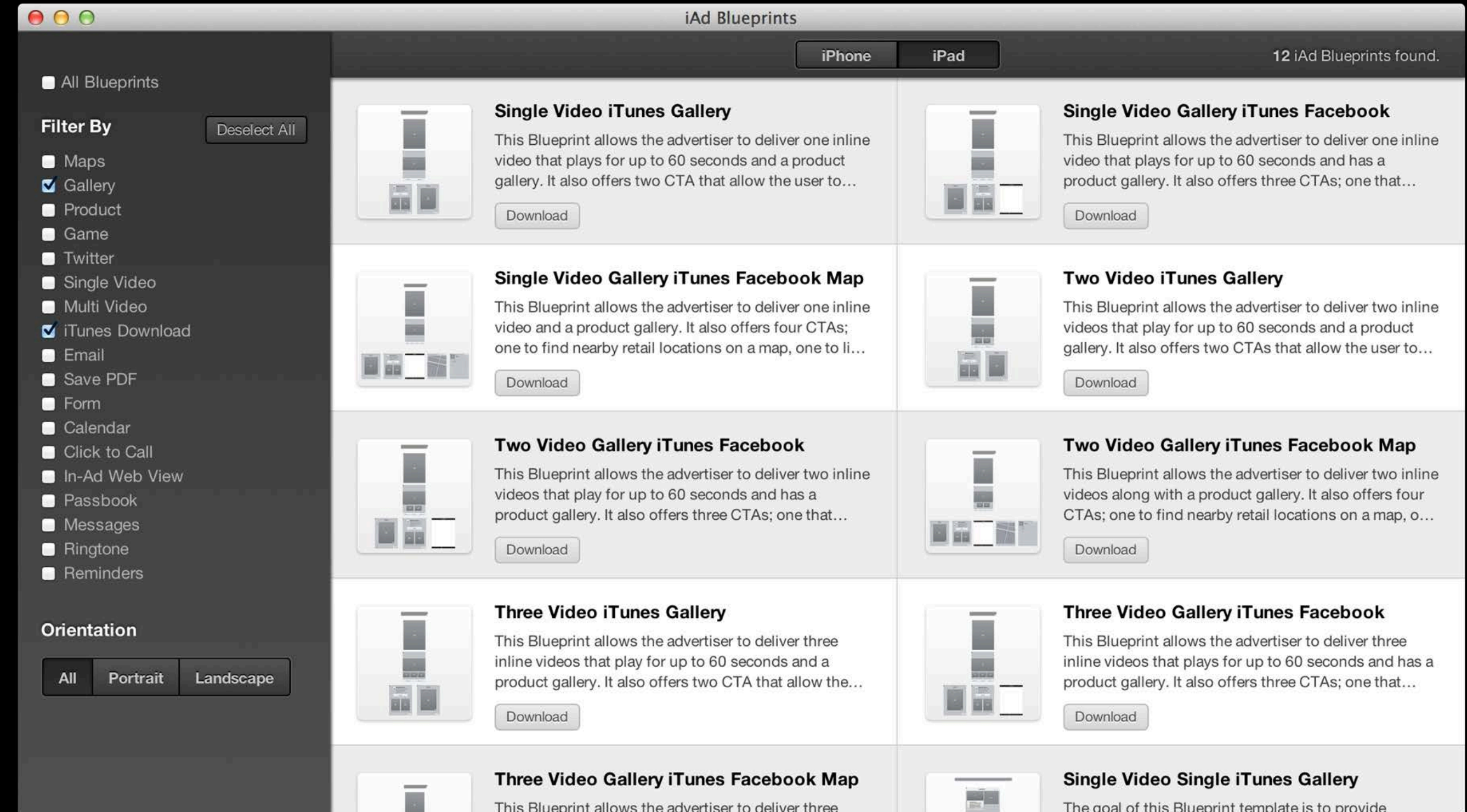
iAd Blueprints

The screenshot displays the 'iAd Blueprints' application window. At the top, it shows 'iPhone' and 'iPad' tabs, and a notification that '12 iAd Blueprints found.' The left sidebar contains a 'Filter By' section with a 'Deselect All' button and a list of categories: All Blueprints, Maps, Gallery (checked), Product, Game, Twitter, Single Video, Multi Video, iTunes Download (checked), Email, Save PDF, Form, Calendar, Click to Call, In-Ad Web View, Passbook, Messages, Ringtone, and Reminders. Below this is an 'Orientation' section with 'All', 'Portrait', and 'Landscape' buttons. The main content area is a grid of 12 ad blueprint cards, each with a thumbnail, a title, a description, and a 'Download' button. The cards are:

- Single Video iTunes Gallery**: This Blueprint allows the advertiser to deliver one inline video that plays for up to 60 seconds and a product gallery. It also offers two CTA that allow the user to...
- Single Video Gallery iTunes Facebook**: This Blueprint allows the advertiser to deliver one inline video that plays for up to 60 seconds and has a product gallery. It also offers three CTAs; one that...
- Single Video Gallery iTunes Facebook Map**: This Blueprint allows the advertiser to deliver one inline video and a product gallery. It also offers four CTAs; one to find nearby retail locations on a map, one to li...
- Two Video iTunes Gallery**: This Blueprint allows the advertiser to deliver two inline videos that play for up to 60 seconds and a product gallery. It also offers two CTAs that allow the user to...
- Two Video Gallery iTunes Facebook**: This Blueprint allows the advertiser to deliver two inline videos that play for up to 60 seconds and has a product gallery. It also offers three CTAs; one that...
- Two Video Gallery iTunes Facebook Map**: This Blueprint allows the advertiser to deliver two inline videos along with a product gallery. It also offers four CTAs; one to find nearby retail locations on a map, o...
- Three Video iTunes Gallery**: This Blueprint allows the advertiser to deliver three inline videos that play for up to 60 seconds and a product gallery. It also offers two CTA that allow the...
- Three Video Gallery iTunes Facebook**: This Blueprint allows the advertiser to deliver three inline videos that plays for up to 60 seconds and has a product gallery. It also offers three CTAs; one that...
- Three Video Gallery iTunes Facebook Map**: This Blueprint allows the advertiser to deliver three...
- Single Video Single iTunes Gallery**: The goal of this Blueprint template is to provide

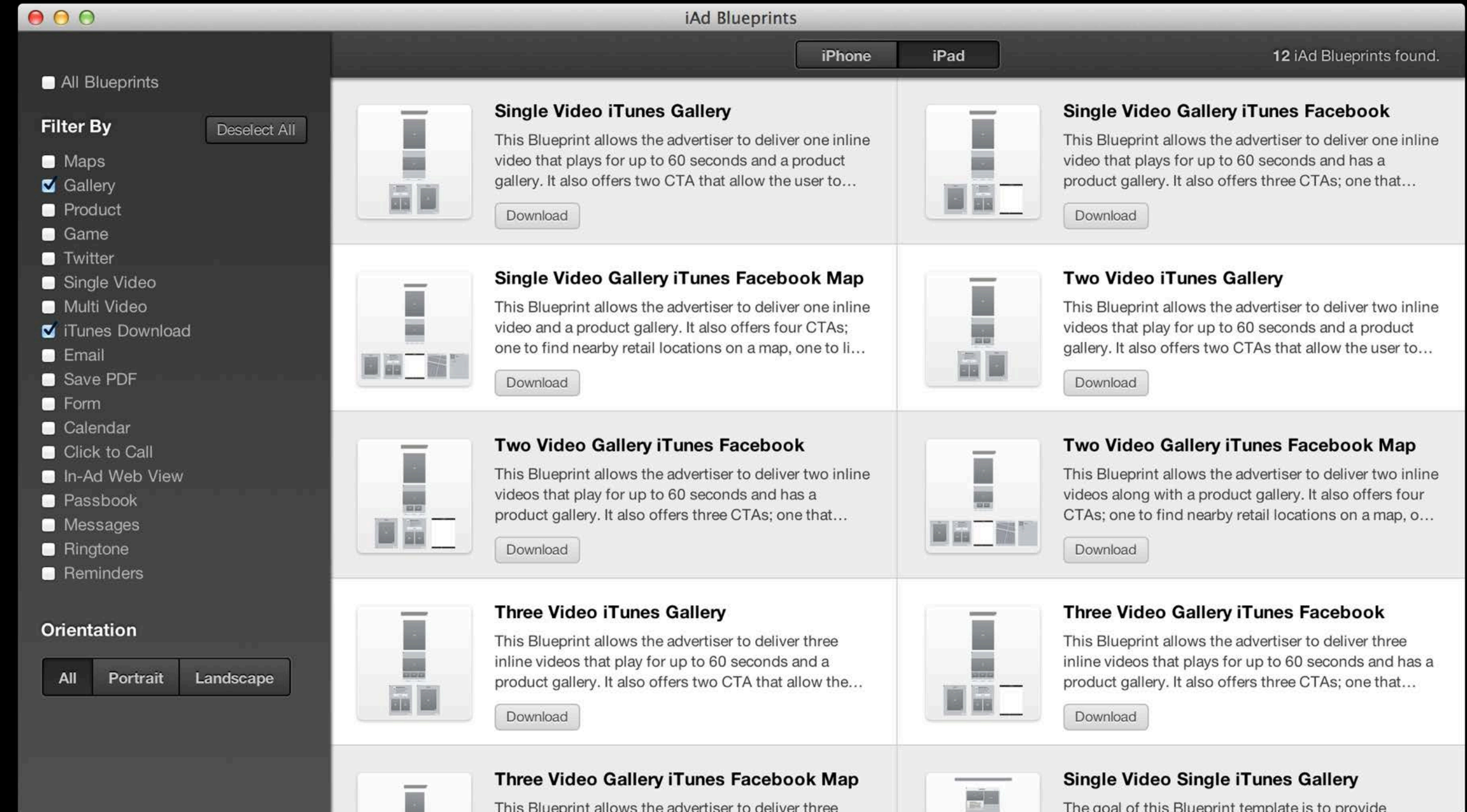
iAd Blueprints

- Pre-built layouts



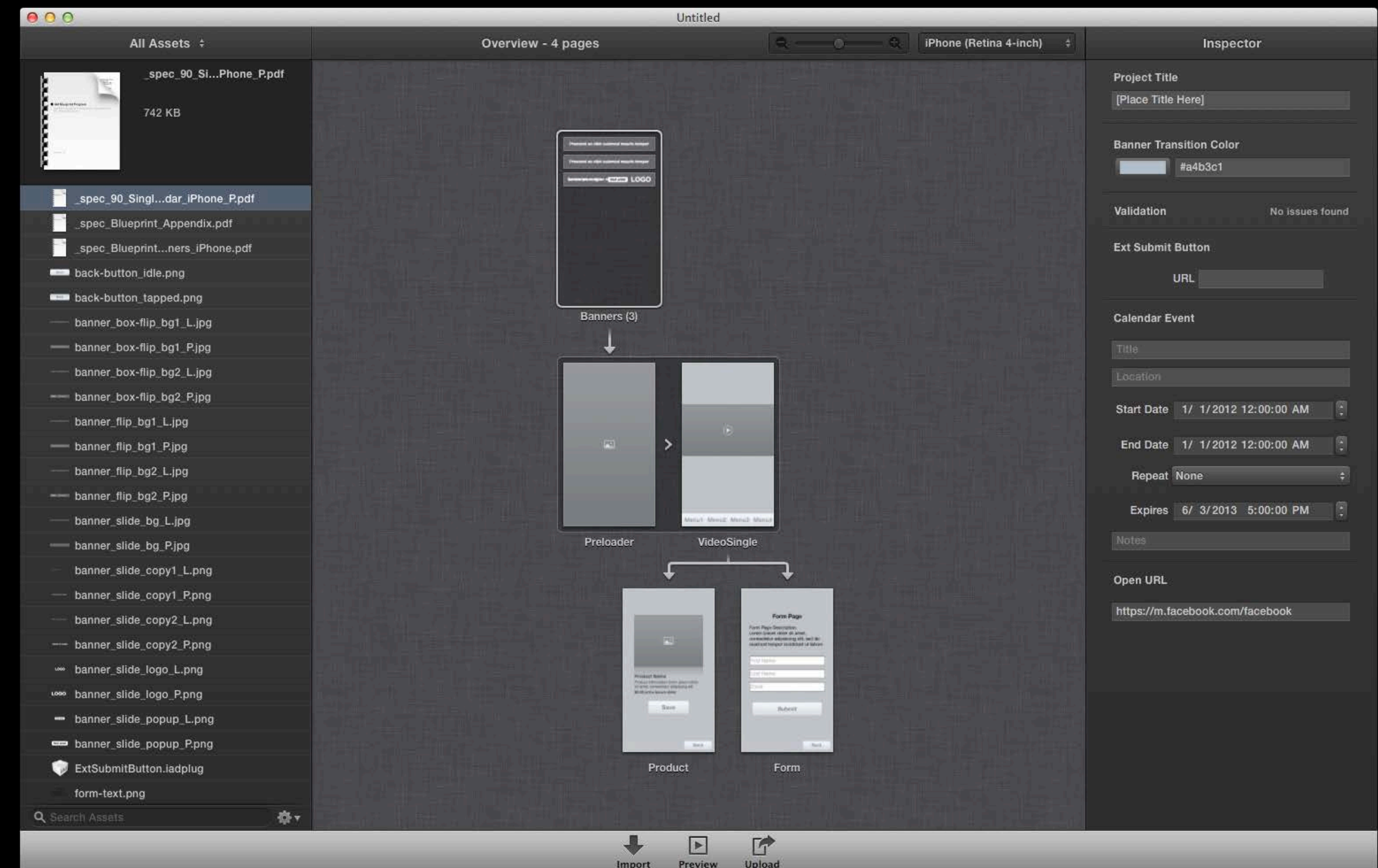
iAd Blueprints

- Pre-built layouts
- Fast-track certification



iAd Blueprints

- Pre-built layouts
- Fast-track certification
- Bring your own assets



Demo

iAd Blueprints

Chris Shull

Software Engineer

iAd Blueprints

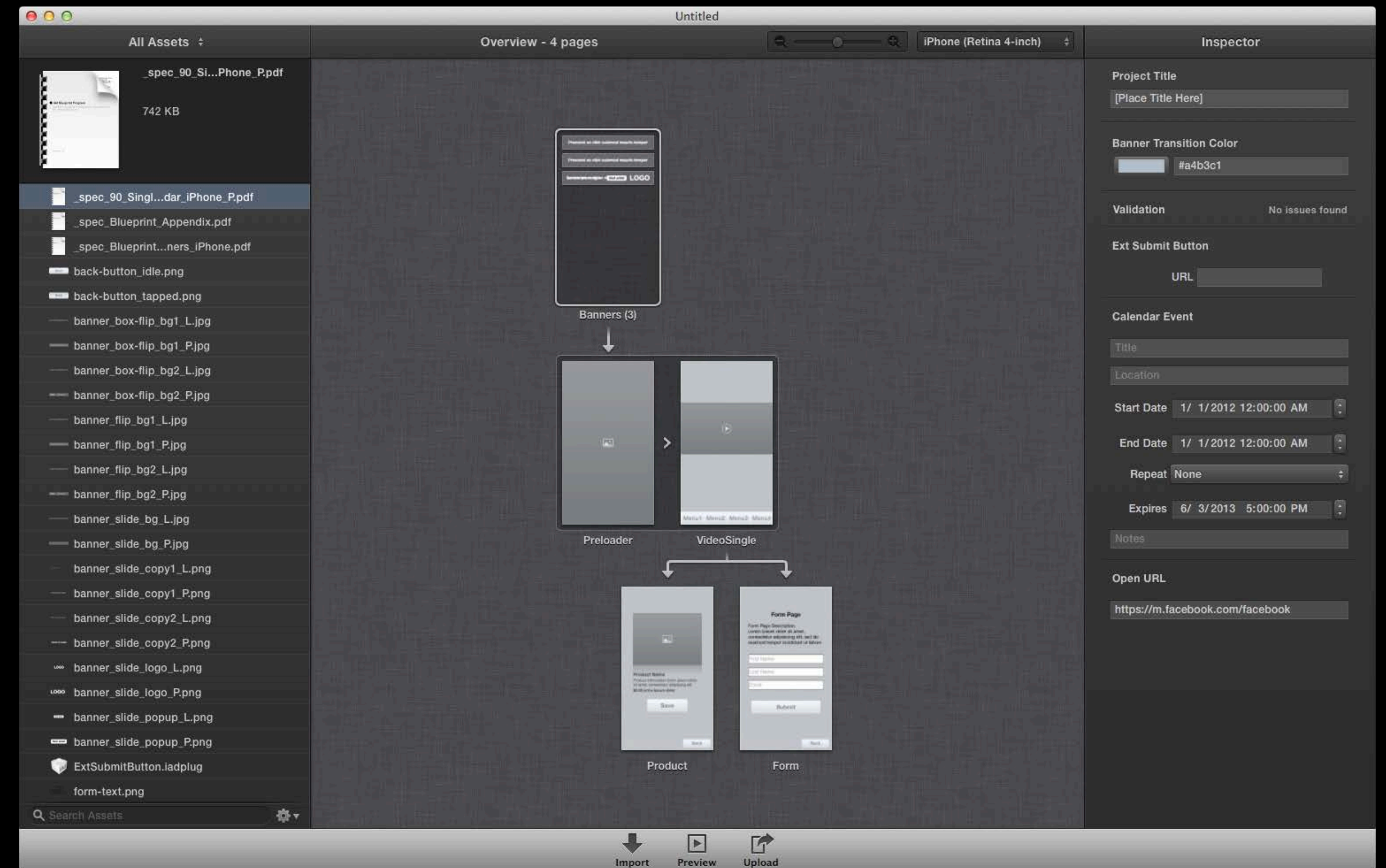
The screenshot displays the iAd Blueprinting tool interface, which is used for creating and managing mobile advertisements. The interface is divided into several sections:

- All Assets:** A list of assets on the left side, including PDF files (e.g., spec_90_Si...Phone_P.pdf, _spec_90_Singl...dar_iPhone_P.pdf) and image files (e.g., back-button_idle.png, banner_box-flip_bg1_L.jpg).
- Overview - 4 pages:** A central workspace showing a visual representation of the advertisement blueprint. It includes a "Banners (3)" section, a "Preloader" section, a "VideoSingle" section, and two final pages labeled "Product" and "Form".
- Inspector:** A panel on the right side that provides configuration options for the selected element. It includes fields for "Project Title", "Banner Transition Color" (set to #a4b3c1), "Validation" (No issues found), "Ext Submit Button" (URL), "Calendar Event" (Title, Location, Start Date, End Date, Repeat, Expires), "Notes", and "Open URL" (https://m.facebook.com/facebook).

At the bottom of the interface, there are three main action buttons: "Import", "Preview", and "Upload".

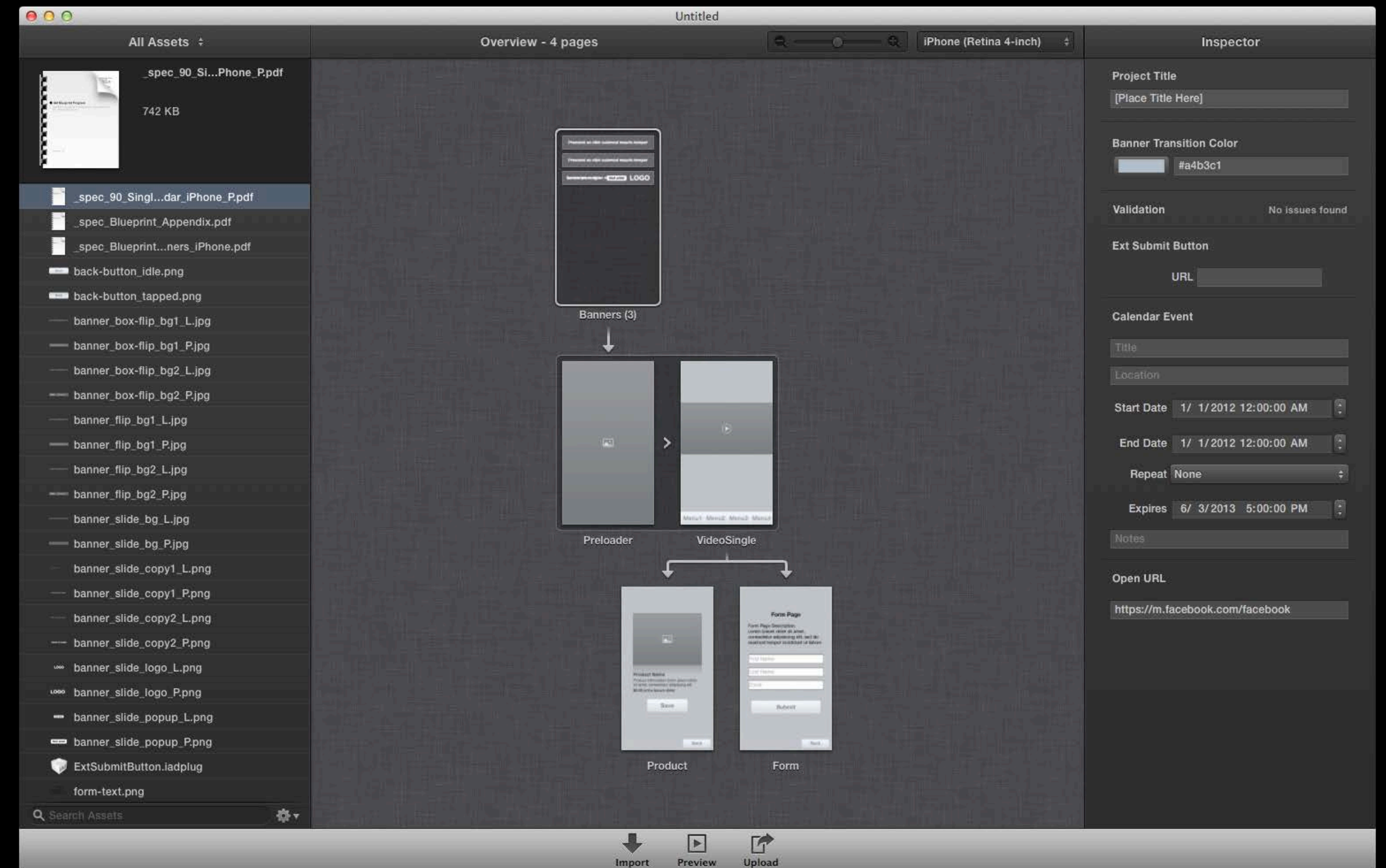
iAd Blueprints

- Pre-built layouts



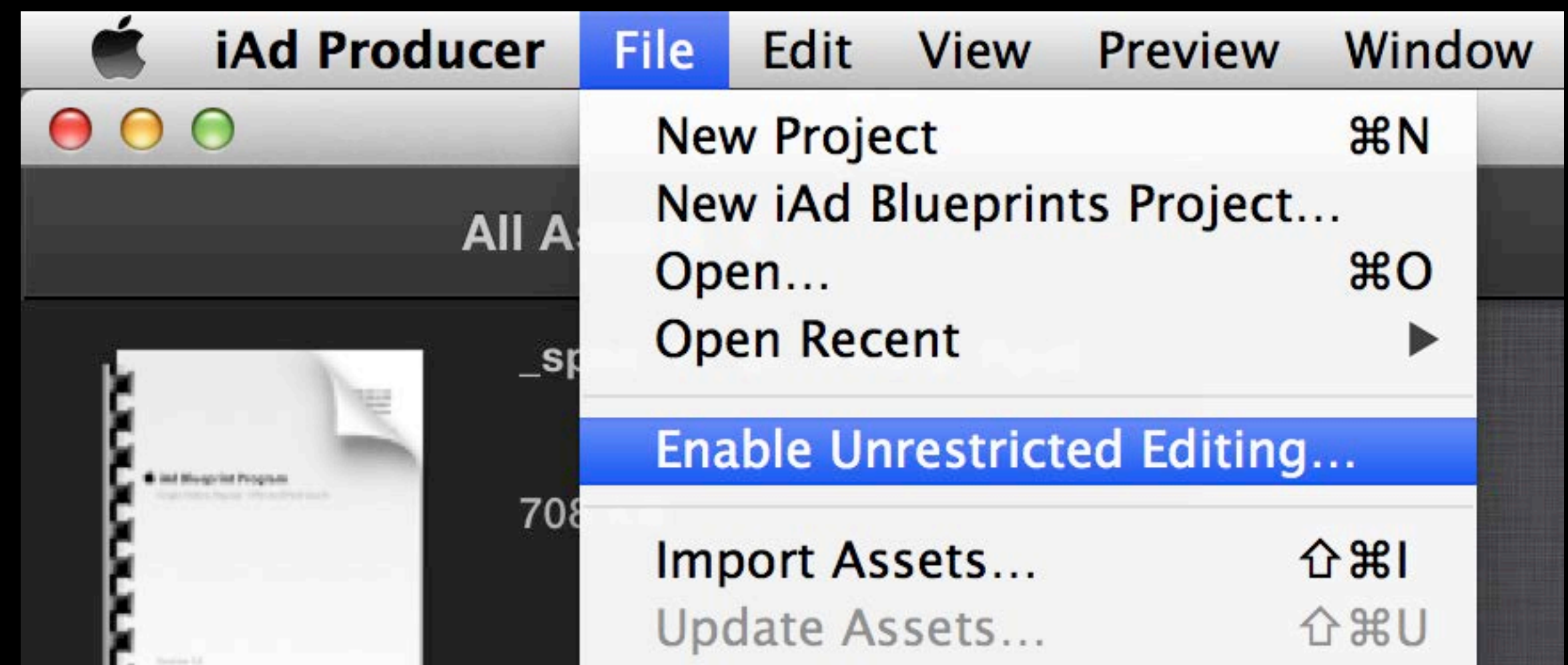
iAd Blueprints

- Pre-built layouts
- Enable unrestricted editing



iAd Blueprints

- Pre-built layouts
- Enable unrestricted editing

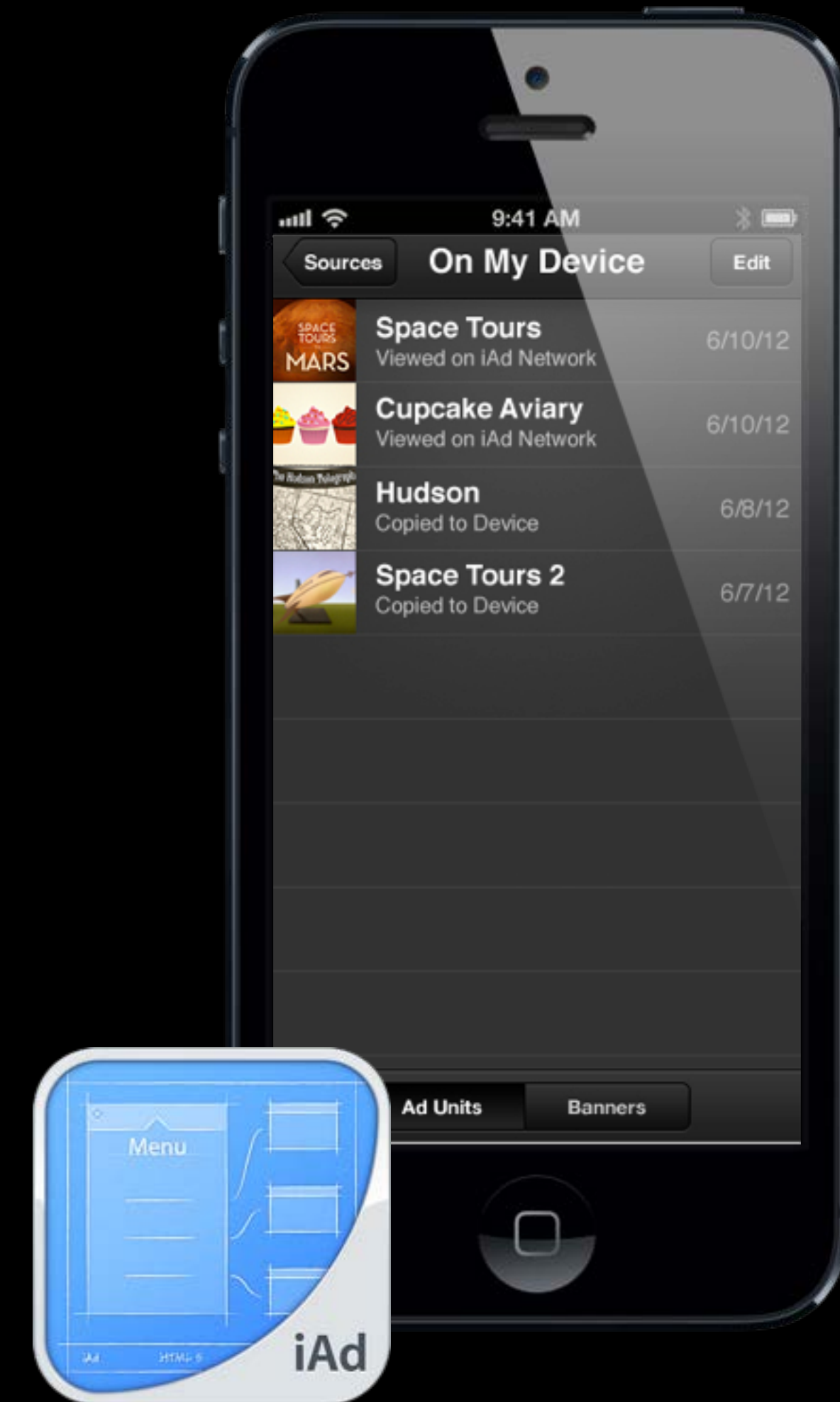


iAd Tester



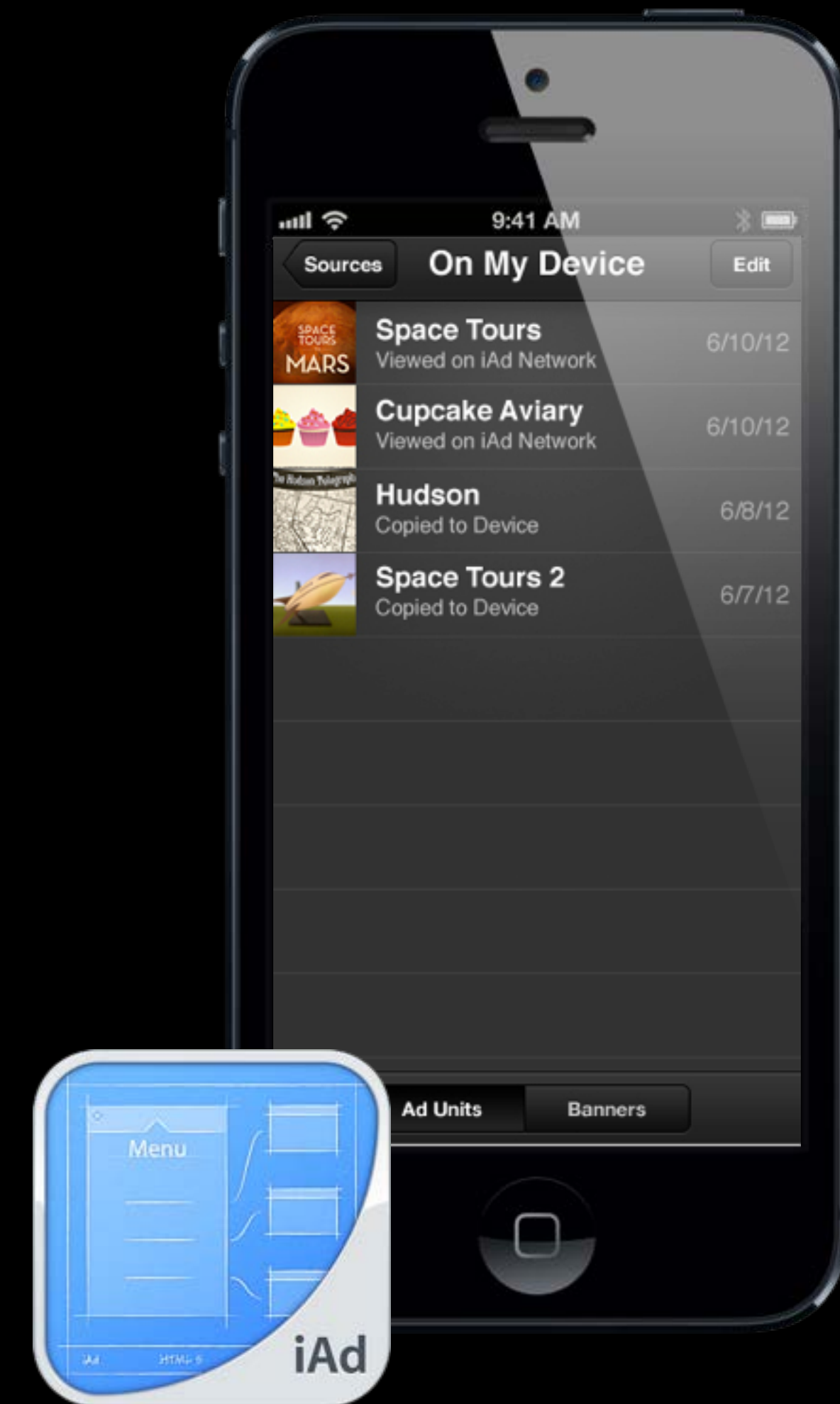
iAd Tester

- Test on an iOS device



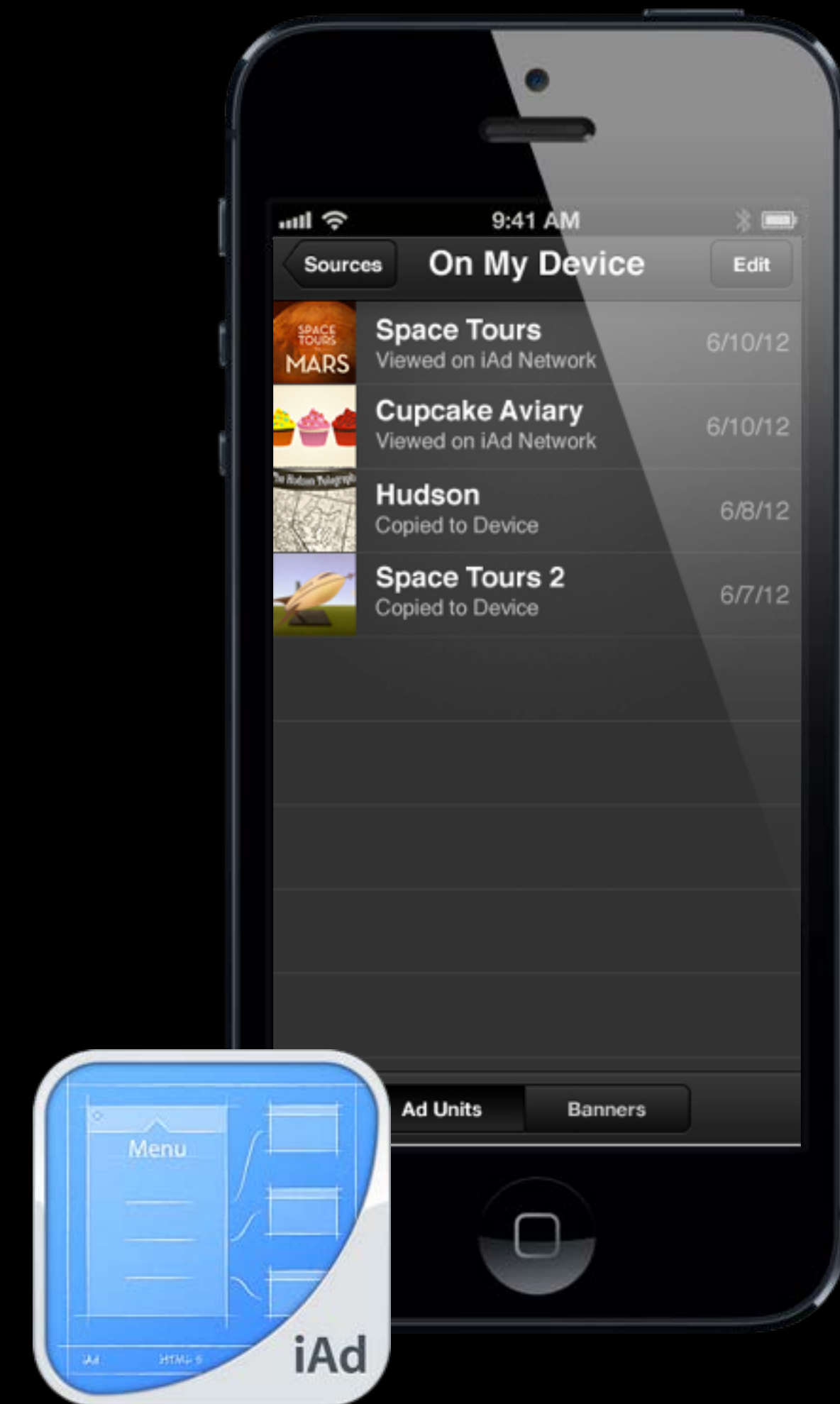
iAd Tester

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iAd Tester

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- Advanced debugging



Wrap-Up

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- iAd Producer isn't just for ads anymore

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- iAd Producer isn't just for ads anymore
- Events and actions let you do “code-free coding”

Wrap-Up

- iAd Producer isn't just for ads anymore
- Events and actions let you do “code-free coding”
- iAd Blueprints can streamline the ad creation process

More Information

Mark Malone

iAd Technologies Evangelist
mgm@apple.com

iAd Producer

<http://developer.apple.com/iad/iadproducer/>

Apple Developer Forums

<http://devforums.apple.com/community/safari/iad>

Related Sessions

Building Advanced iBook HTML 5 Widgets and iAd Rich Media Ads

Russian Hill
Wednesday 3:15PM

iAd Integration and Best Practices

Russian Hill
Thursday 2:00PM

Labs

iAd Technologies Lab

Media Lab A
Wednesday 12:45PM



iAd Technologies Lab

Media Lab A
Thursday 3:15PM



 WWDC2013