



RAD Studio XE4 in Action ***LIVE!***

14th May, 2013 – Taipei

Malcolm Groves

Embarcadero Technologies

A dark blue world map with glowing yellow and red dots indicating office locations. The dots are concentrated in North America, Europe, and Asia, with a few scattered in South America and Africa.

Founded 1993

3.2 Million Customers

500+ Employees in 29 Countries

5 R&D Centers of Excellence

World Wide Sales & Support

Announcing...

The first
**Multi-Device,
True Native App
Development
solution**

**Embarcadero,
Xcode**



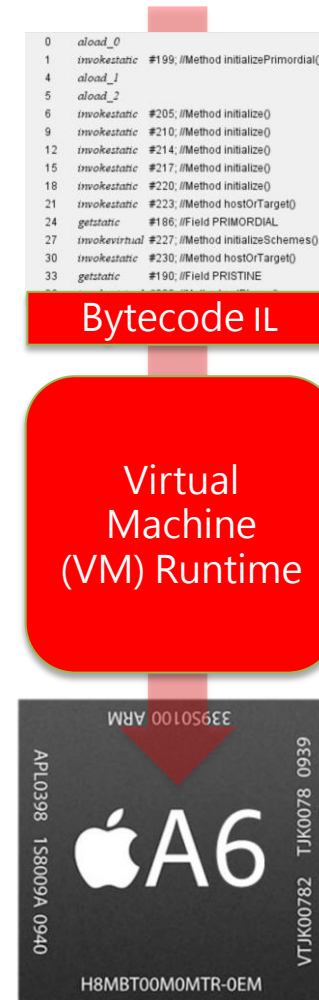
Native

**Appcelerator,
HTML5, Sencha,
Kendo, Edge,
PhoneGap,
Corona**



Scripted

**Xamarin,
Mono**



VM

True Native Code

High Performance: Ideal for number crunching

Low Latency: Highly responsive native user experience (UX)

Control Hardware: Talk directly to APIs, peripherals, and gadgets

Predictable: Developer is in control of App performance

Small Footprint: Ideal for small fixed size devices

Natively Secure: Low risk of 3rd party attacks

Native Apps Over HTML5



For years, Zuckerberg has championed the Mobile Web's ability to deliver a consistent user experience across multiple devices with a single development effort. But last summer Zuckerberg admitted defeat and publicly changed course on HTML5.

<http://readwrite.com/2013/04/01/the-facebook-phone-the-triumph-of-native-apps-over-html5>

Native Apps Over HTML5



We have definitely shifted from HTML5 to native. The primary reason for that is...the app is running out of memory.

The second reason we've gone native is trying to get some of the animations — the spinners and the way they work — getting that smoothness

<http://venturebeat.com/2013/04/17/linkedin-mobile-web-breakup/>

Proven Track Record

- Delphi and C++Builder on Windows:
 - Native performance
 - Highest productivity
 - Full access to the OS
 - Developer in control

Same is true on Mac OSX and Mobile

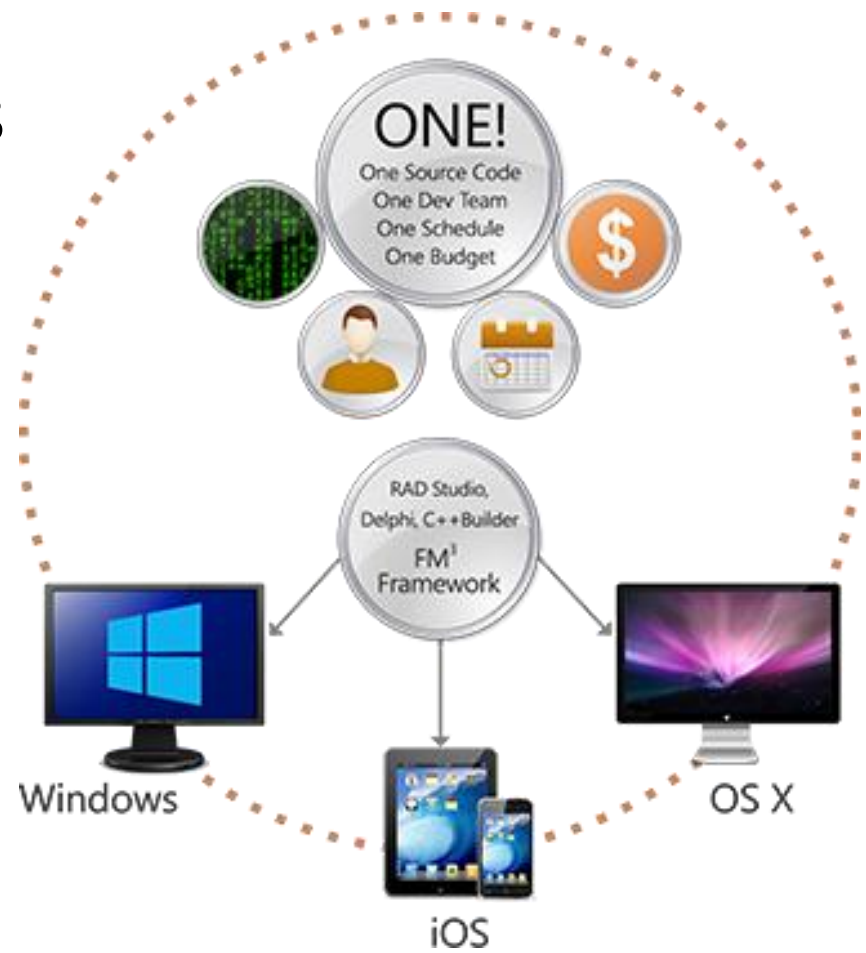
Multi Device, True Native

- Automatically optimized for multiple target platforms
- 100% native and script-free development for the best app performance and tighter security
- Take advantage of the full range of capabilities available on each device to build a better user experience



One Codebase, One Team

- One set of development resources to create apps for multiple platforms
 - one codebase
 - one team
 - one schedule
- Reduced budgets and complexity

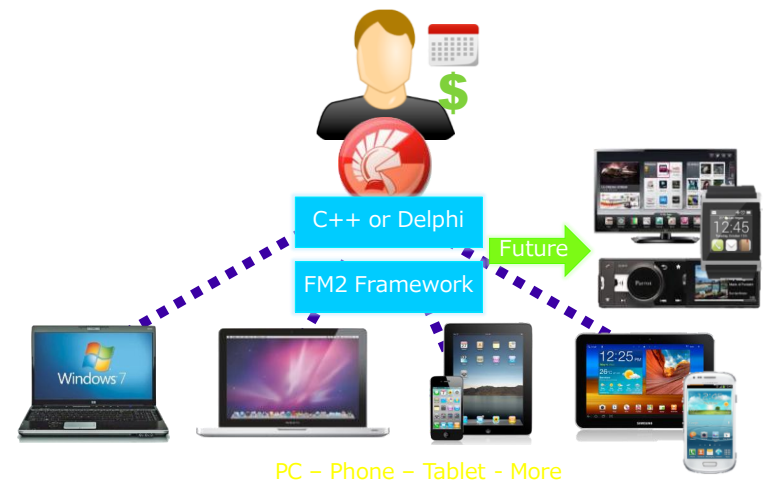


Embarcadero's Multi device strategy

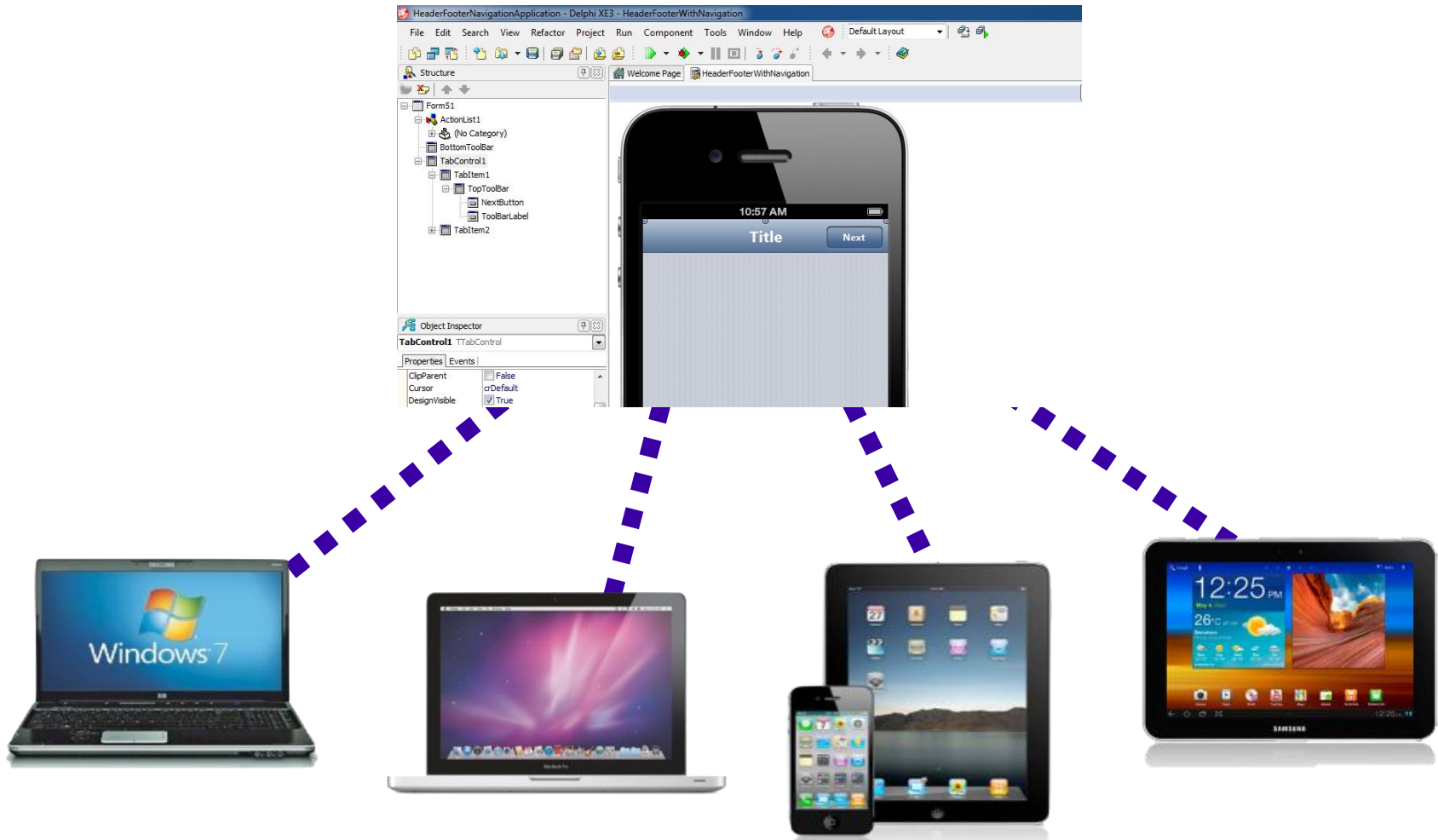
- Current Approach
 - Different languages, tools and frameworks
 - Different knowledge, skill, people
 - Limited choice for mobile development
 - HTML5 – performance disadvantage



- Embarcadero's Approach
 - One codebase for multiple devices
 - Native performance
 - Productivity with visual development
 - Take advantage of full device capability / OS API



Rapid Prototyping



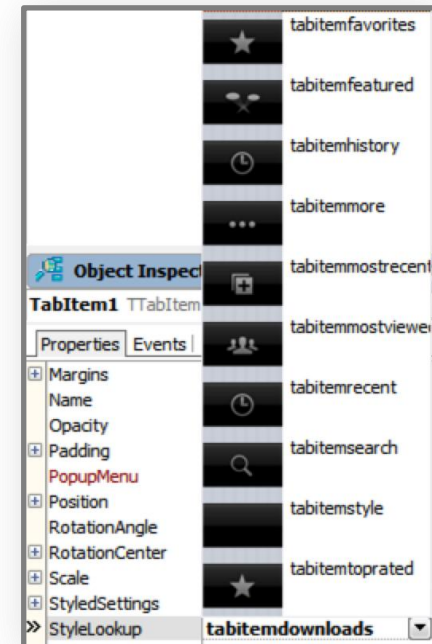
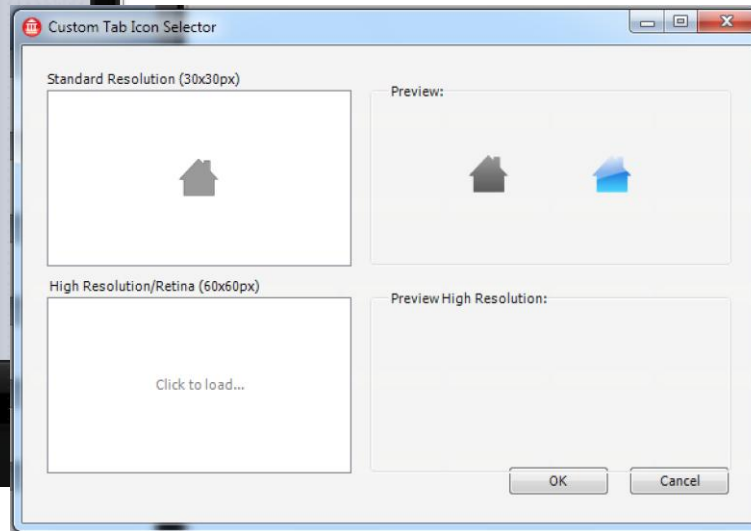
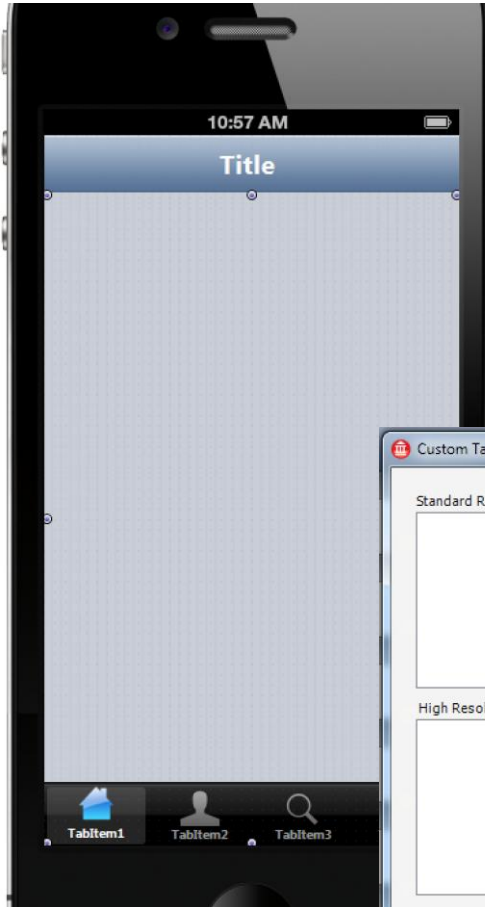
Delphi Multi-Device

- Replicate Delphi RAD experience in mobile / multi-device space
- “Single experience + one codebase”
 - One easy language across platform
 - Same IDE
 - Same file access, database access, sensors and device capabilities
 - Same user interface library and components

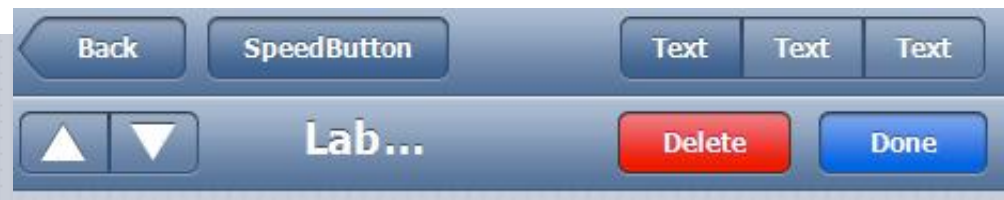
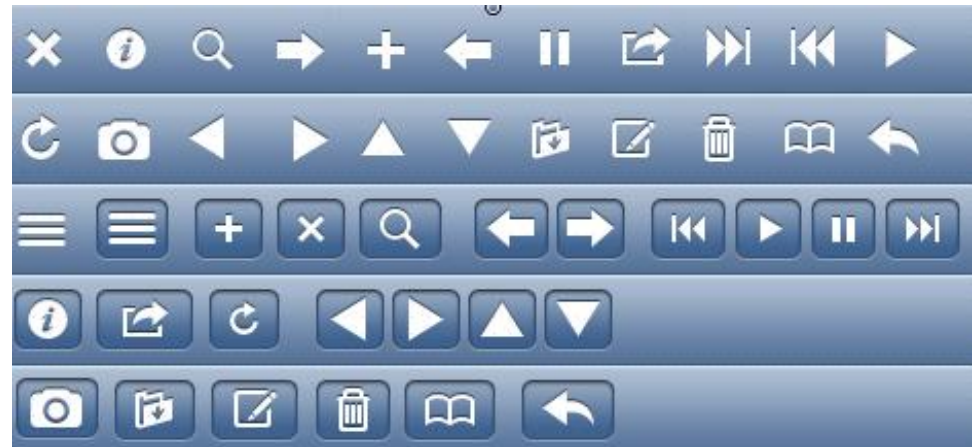
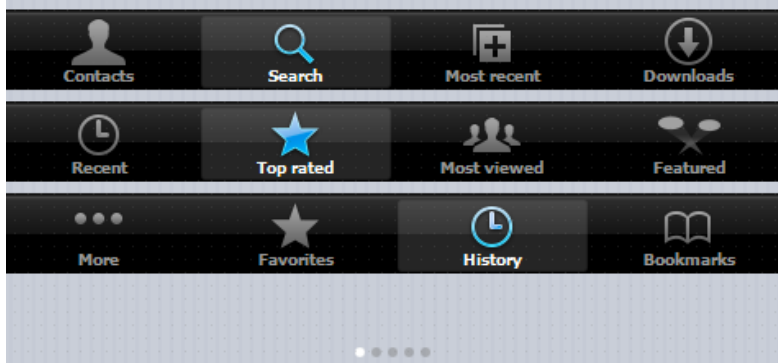
Demos

Native and Custom Styling

- Support for custom tab icons
- Support for Retina images
- “StyleLookup” property



Native iOS Look-and-Feel



Native iOS controls and support

- Message alerts
- Custom Pickers
- Date Picker
- Text Editing – Cut/Copy/Paste
- Virtual keyboard types



October	11	2009
November	12	2010
December	13	2011
January	14	2012
February	15	2013

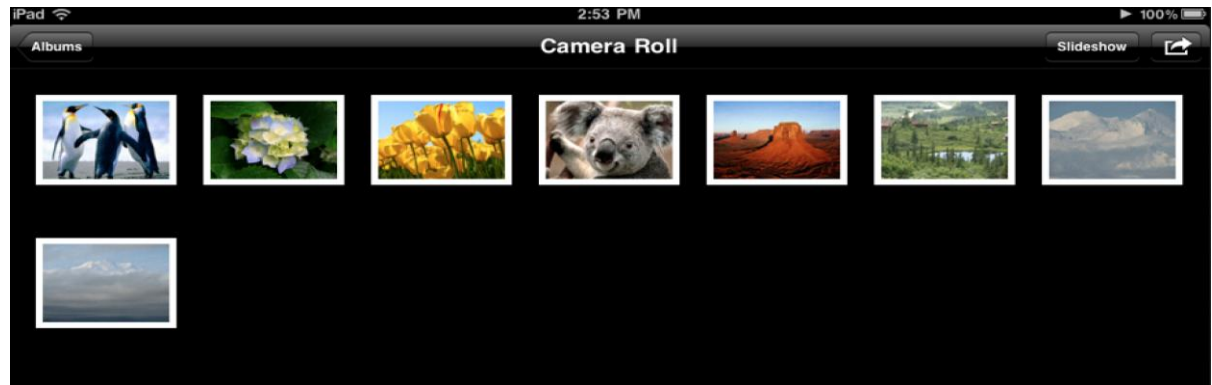
Mountain View
Sunnyvale
Cupertino
Santa Clara
San Jose

More iOS Components

- **TWebBrowser** for embedded web browsing
- **TMagnifier** used with text editing, but can be used with other components as well
- **TCamera** - access front/back camera, flash etc.
- **TListBox** for short lists with no or minimal scrolling, header/footer/group/search styling
- **TListView** for long, scrollable, data-bound lists
- **TSwitch** for on/off selections
- **TProgressBar** for flexible progress control visualization
- **TSpeedButton** with variety of iOS-like icon options
- ... and more!

Extended Actions Support

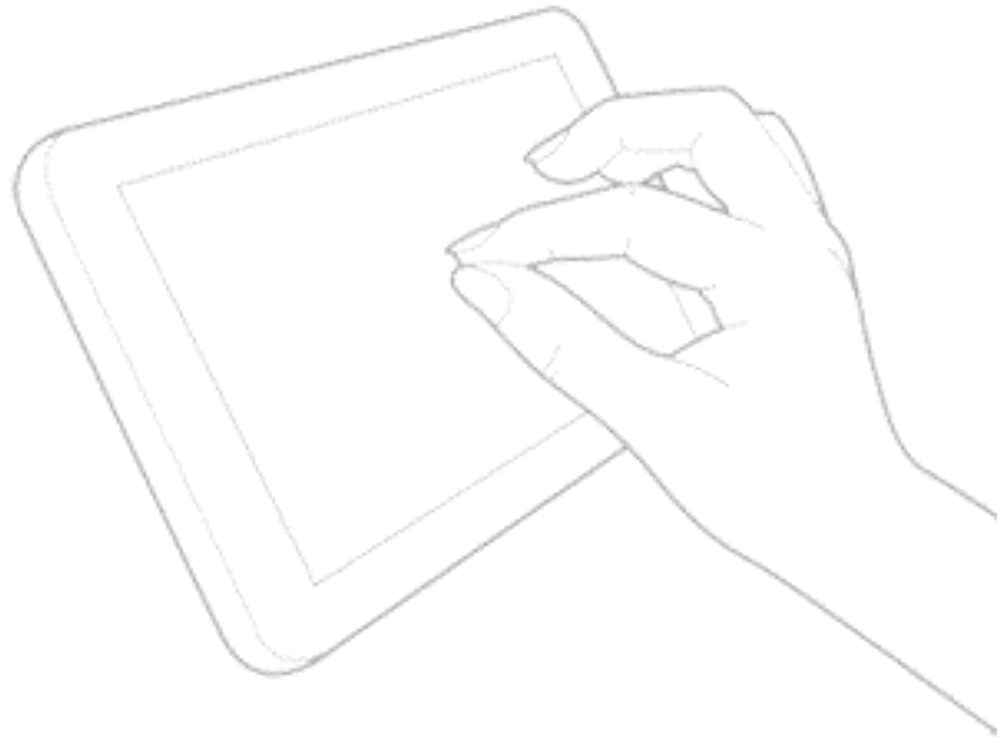
- Accessing the Camera App
- Accessing the Camera Roll
- Sharing content i.e. photos via Message (SMS), Mail, Facebook, Twitter etc.
- Slide Transitions for Tabs



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Edit	▶	
Window	▶	
File	▶	
Tab	▶	
View	▶	
Media Library	▶	TTakePhotoFromLibraryAction
LiveBindings	▶	TTakePhotoFromCameraAction
		TShowShareSheetAction

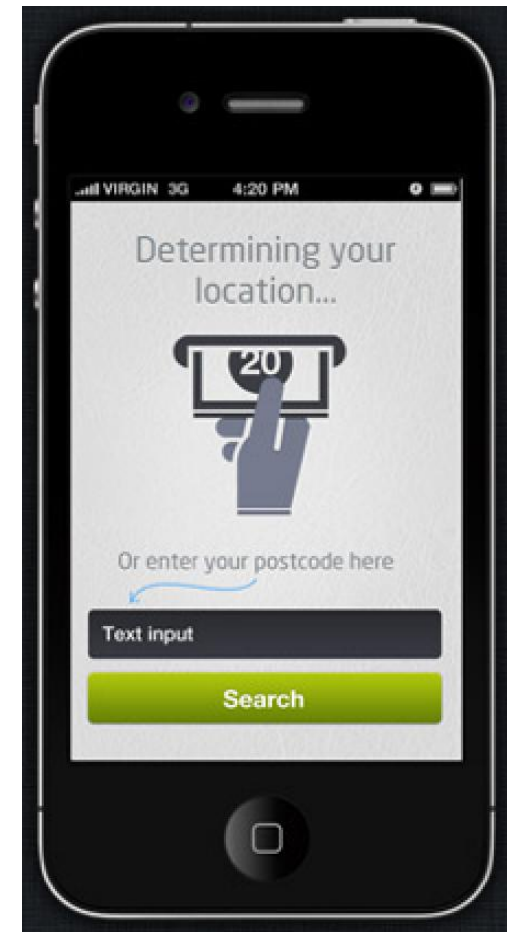
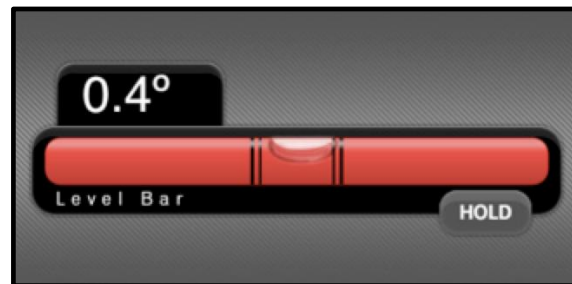
Gestures

- Swipe
- Tap
- Pinch & Zoom
- Tap & Hold



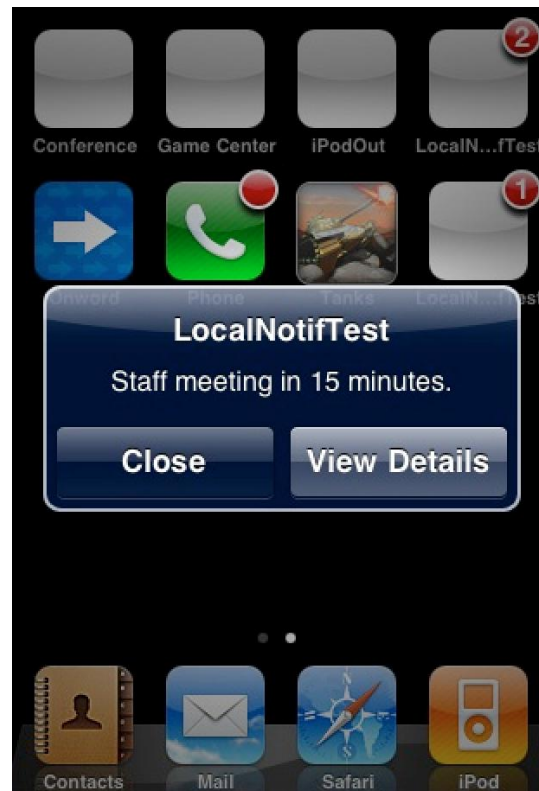
Sensor Components

- Location Sensor (GPS)
- Motion Sensor (Accelerometer)
- Orientation Sensor (Gyroscope)



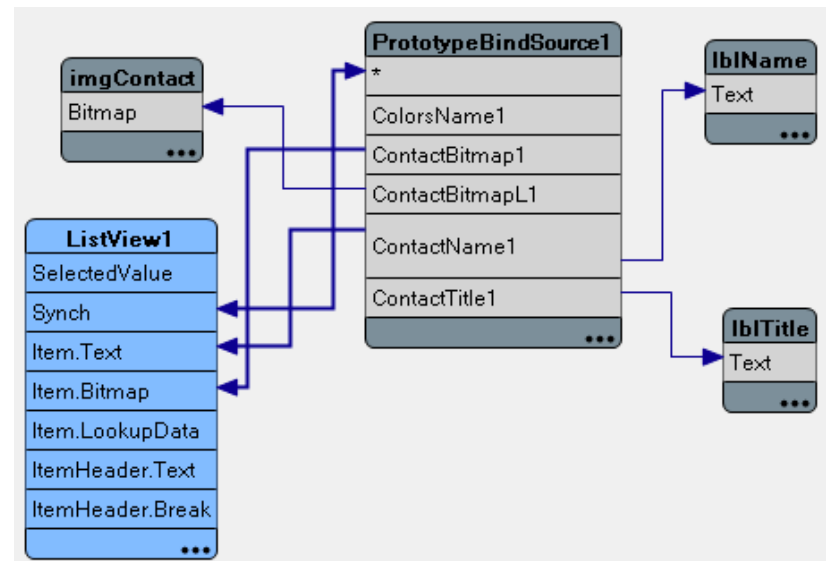
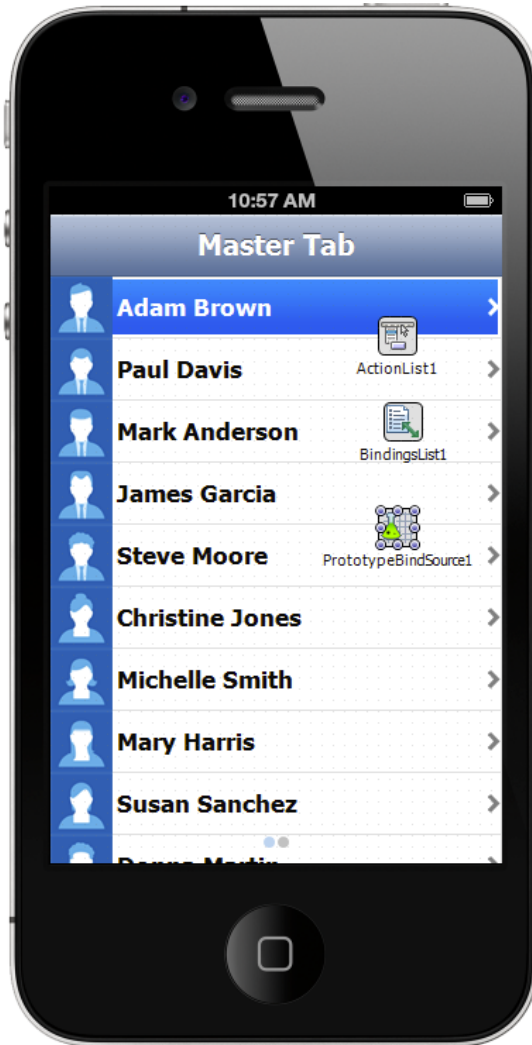
iOS Services

- Notification Center
- ... and more



Visual LiveBindings

- Bind controls to data
- Rapid Prototyping



Local Databases

SQLite	InterBase ToGo
Free	Commercial
Feature light	Fully featured
No security	Secure Encryption
Simple Data Storage	Full SQL-92 RDBMS
Single read/write	Fast multi read/write



Enterprise Database Connectivity

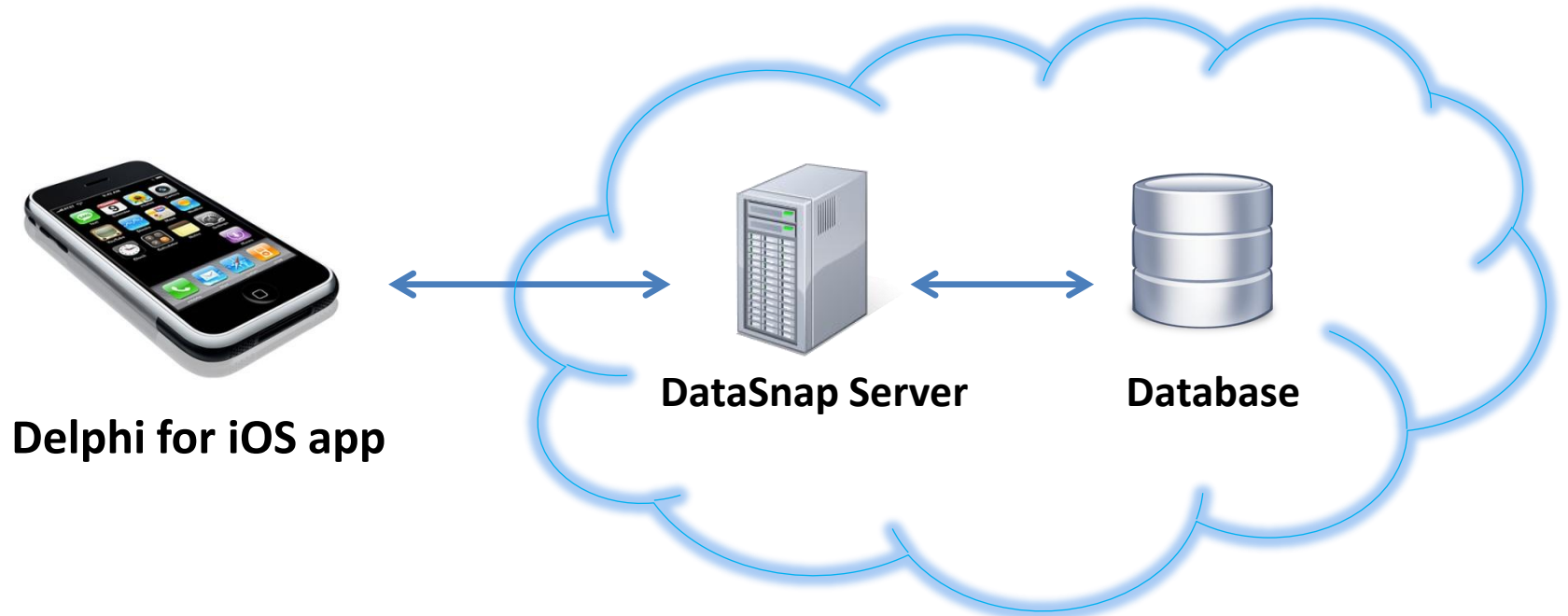


Multiple Devices

Multiple Data Sources

Multitier Development

- Accessing remote services
- Connecting to DataSnap servers from an iOS device



Demos

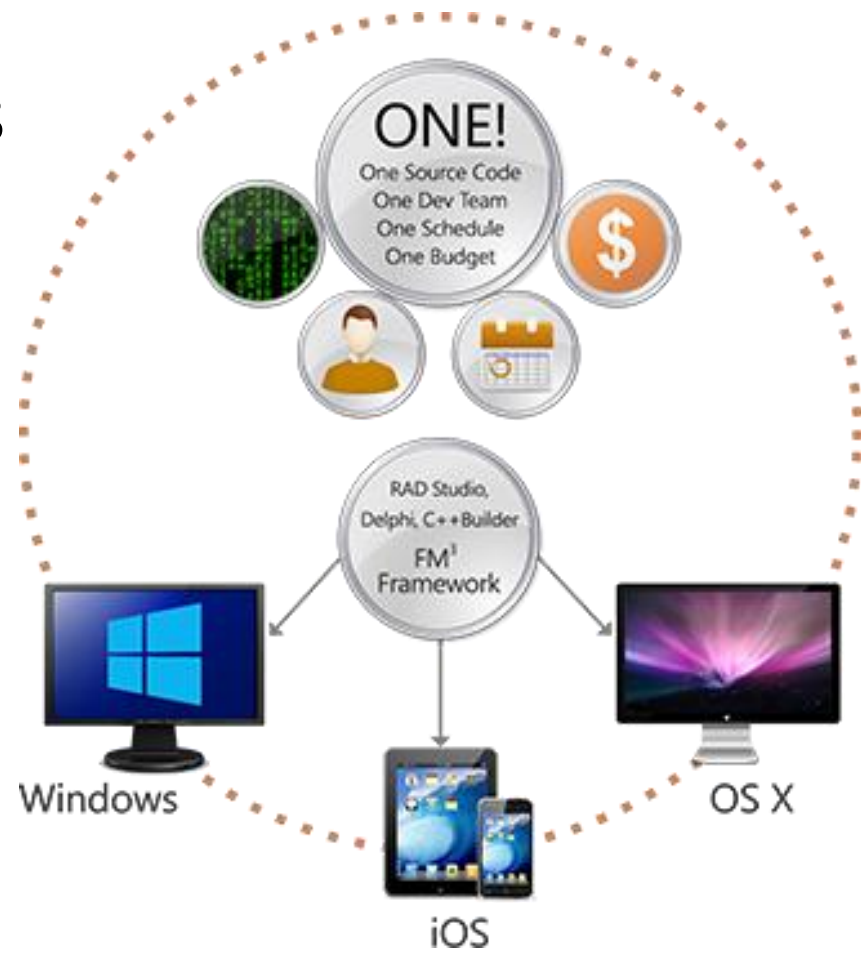
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"Delphi has really entered the world of mobile now, and has done so big time. Delphi XE4 generates true native Mach-O binaries. **Staying with my favorite IDE, and not having to switch to Xcode's Interface Builder, is a great boost to my productivity, and keeps me way ahead of the competition.**"

– Jennifer Kuiper, project manager, main() Development



"Native iOS support in Delphi enables me to leverage my existing skills for this fast-growing market. The door is now wide open for new software opportunities. It's an exciting time to be a developer!"

– Ian Krigsman, owner, Discovery Systems



The company's latest development suite, RAD Studio XE4, **eliminates any scripting or interpretive layers**, and allows developers to create native apps for multiple platforms at once, but it also means that businesses that have stuck by Delphi now have the advantage **of easily porting their trusted code to Android or iOS without issue.**

– Michael Lee, Journalist, ZDNet
@mukimu

<http://www.zdnet.com/pascal-still-an-advantage-for-some-ios-android-developers-7000014743/>

You all just became mobile developers!



Q & A