

iPhone Apps Development in Berne @ the University

Adrian Kosmaczewski

2010-03-30

Apple Switzerland just sent the following e-mail, which, I was informed, can be publicly disclosed. Steven Woolcock¹ (Apple Worldwide Developer Relations) will be in Switzerland that day; this unique event cannot be missed in any way!

iPhone Apps Development in Berne @ the University Date: Friday, 16.4.2010 Time: 9am – 3.30pm

Dear customers Dear partners

We are pleased to invite you for an exciting iPhone event on the 16th of April 2010 in Berne. This seminar is dedicated to the development of applications running on Apple's mobile devices (iPhone, iPod Touch, iPad). Emphasis will be given to learning applications developed by educational institutions and students. The seminar will include an overview of the development tools and techniques that allow the building of native as well as web-based applications followed by demos.

We will discuss what makes great mobile applications and how educational institutions can define new paradigms in mobile application development. Faculty members from european universities will demonstrate how universities are teaching iPhone application development to their students, and show what students are able to deliver when they are working for real projects from within the local industry.

Finally we will introduce the IT Innovation award of the Swiss Milton Ray Hartmann Foundation. Valued around CHF 30.000, the "Goldene Maus/Souris d'Or 2010" will be awarded to the developer(s) of the most innovative mobile app at Worlddidac in Basel in October 2010.

Attendees should be interested in:

- how to develop a successful app
- how to gain CHF 30,000 for the most innovative app
- meeting the community

¹<http://uk.linkedin.com/in/woolcock>

Registration links and more details: The event is open to registered guests only!

CHde: http://seminars.apple.com/goToEvent.html?id=96210&locs=ch_de

CHfr: http://seminars.apple.com/goToEvent.html?id=96210&locs=ch_fr

We are look forward to seeing you or any other interested people of your entourage in Berne.

Kind regards, Education Team Apple Switzerland