

WWDC 2010

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Folks, it's that time of the year once again: WWDC 2010 is around the corner!¹

This will be my third time in San Francisco to attend the ultimate conference for Mac, iPhone (and now iPad!) developers, and to learn the latest and greatest from Apple. I won't be giving any advice about it, since Jeff LaMarche², Mike Lee³ and Marco Arment⁴ and have done a great job at it. Be sure to check out their articles before going to SF.



Oh, well, maybe yes, I'll be giving one particular advice: don't forget a pullover or sweater, particularly if you are going to queue for the keynote early on Monday — weather in SF is particularly cold on nights and mornings, even during June! I can't stress how cool it is to be there, how many interesting people you get to meet, and how many things you get to learn. Every year the investment has paid off!

In any case, be sure to check out the session and labs calendar⁶ (login required) and don't miss the (un)official list of WWDC parties⁷ and evening events. I

¹<http://developer.apple.com/wwdc/>

²<http://iphonedevdevelopment.blogspot.com/2010/04/wwdc-first-time-guide-2010-edition.html>

³http://www.atomicwang.org/motherfucker/Index/Entries/2010/5/23_The_mean_streets_of_San_Francisco.html

⁴<http://www.marco.org/661870733>

⁵<http://developer.apple.com/wwdc/>

⁶<https://developer.apple.com/wwdc/sessions/>

⁷<http://wwdcparties.com/>

will be attending some of them too.

Also, on Sunday I'll be going to Cupertino in the field trip organized by Jeff⁸ and Scott Knaster⁹, probably taking the 11am bus from Moscone South. If you are around, be sure to stop me to say hi! I'd love to meet you in person.

PS: Ramin Firoozye has just published a visitor's guide to San Francisco¹⁰ which might also be of help.

PS2: More tips from Daniel Pasco¹¹ from Black Pixel¹² and from Brent Simmons¹³!

⁸<http://iphonedevdevelopment.blogspot.com/2010/05/pre-wwdc-pilgrimage-sign-up.html>

⁹<http://www.knaster.com/>

¹⁰<http://ramin.firoozye.com/2010/06/04/a-visitors-guide-to-wwdc-and-san-francisco/>

¹¹<http://softarts.tumblr.com/day/2010/06/05>

¹²<http://blackpixel.com/>

¹³http://inessential.com/2010/06/05/practical_wwdc_tips