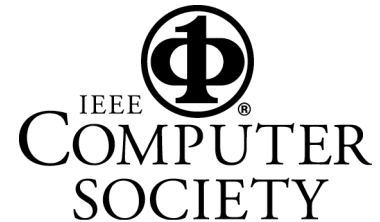


PRINCETON ACM / IEEE-CS CHAPTERS  
MAY 2010 DINNER MEETING



## Tapping Into Apps: Local and Cloud Services on the iPhone and Android

Doug Dixon

Smartphones are the new platform, and apps are the core. Apple reports that the App Store for iPhone has surpassed 140,000 applications, and users have downloaded over 3 billion apps – not bad for a new market that was created only a year and a half earlier. Meanwhile, Google’s Android Market doubled over the last quarter to around 20,000 apps.

This talk will explore the range of apps being developed for these new platforms, and the tools available for developers to explore this new platform.

In particular, beyond rude sound effects and popping bubbles, developers are leveraging both the intelligence of the handset and the power of back-end cloud computing to provide new kinds of timely services. For example, location-based services now go beyond displaying maps and finding a near-by Starbucks to reporting the lowest local prices for gas, and providing the pulse of the neighborhood from real-time Twitter feeds. And new “augmented reality” services can use a smartphone’s camera to provide information on what’s around you – to look up a product bar code, or an interesting landmark or painting, or to identify the buildings that you see in front of you.

So bring your favorite apps, and think about future possibilities. It’s not much of a stretch to imagine face recognition apps that can identify business colleagues – and perform instant background checks on potential dates.

**Douglas Dixon** is an independent technology consultant, author, and speaker specializing in digital media. A graduate of Brown University, and previously a product manager and software developer at Intel and Sarnoff, he is the author of four books and has published hundreds of feature articles.

Doug posts regularly on digital media on his Manifest Technology blog, and makes his articles and technical references freely available on his website ([www.manifest-tech.com](http://www.manifest-tech.com)).

Date:	Thursday, May 20, 2009, 7:00 pm (cash bar at 6:30 pm)
Place:	Charlie Brown’s Steakhouse, 4591 Rt. 27, Kingston, NJ (restaurant phone number (609) 924-7400)
Information:	Dennis Mancl (908) 582-7086, Jan Buzydlowski (610) 902-8343
On-line info:	<a href="http://www.acm.org/chapters/princetonacm">http://www.acm.org/chapters/princetonacm</a>

ADVANCE RESERVATIONS REQUIRED – please follow instructions below

---

To make reservations for the dinner meeting, contact

Dennis Mancl (phone (908) 582-7086, email [mancl@alcatel-lucent.com](mailto:mancl@alcatel-lucent.com)).

Please make your reservation by May 14. The dinner cost is \$25. Please indicate your menu choice: Prime Rib, Chicken Francaise, or Eggplant Parmesan.

Dinner includes salad, potato, vegetable, dessert, and coffee/tea

Please make your reservation by May 14.

Bring your check for \$25 to the meeting.