



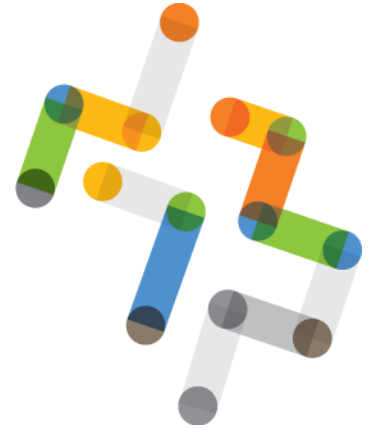
Agenda of Events- Friday, November 19

Track 1 - Introduction to HP webOS

Speakers: Josh Marinacci, Engineer, Developer Relations, HP
Ben Combee, Sr. Engineer, Developer Relations, HP

Description: If you can build a web page, you can build a webOS application. That's the beauty of HP's mobile platform, which is based entirely on the open web standards HTML5, CSS, and JavaScript—unlike other platforms, which make you learn a new language. This hands-on tutorial introduction covers the nuts and bolts of webOS and more. By the end of the session you will have learned the basics of the platform, built and run a simple app of your own, and received step-by-step instructions for getting your apps into the App Catalog and out to market. We'll answer questions along the way.

- 9:00-10:00 a.m. Attendee registration / Hosted breakfast at leisure
- 10:00-11:00 a.m. Getting Started / Emulator and debugging
- 11:00-11:15 a.m. Break
- 11:15-12:45 p.m. Device Services and APIs / Intro to the Plug-in Development Kit
- 12:45-1:45 p.m. Lunch
- 1:45-3:30 p.m. Ares Demo / Mojo / Intro to Frameworks and PhoneGap demo
- 3:30-4:00 p.m. Conclusion / Q & A
- 4:00-5:00 p.m. The Liar's Show
Experience a live 60-minute storytelling event—with a twist. Four professional storytellers each tell a 10-minute tech-related story. All the stories are surprising but only three are true. One story is pure fiction. After all the storytellers are done, the audience interrogates them to find the truth. At the very end, the liar is revealed. Seek truth, win prizes.
- 5:00-7:00 p.m. Onsite Networking Event
Network with your peers and the HP webOS Developer Relations team over delicious food and Brooklyn Brewery's seasonal beer on tap at 82 Mercer.



Agenda of Events- Friday, November 19

Track 2 - Community Forum

- 11:15-12:15 p.m. **Title: Copyright Law for Developers**
Speaker: Prof. Jonathan I. Ezor, Assist. Professor of Law and Technology at The Institute for Business, Law & Technology
Description: This session is an introduction to the business side of developing apps for the global market. It covers the issues surrounding intellectual property and copyright laws and the implications of the development and deployment tactics used. Learn the impact of decisions such as open source vs. closed, incorporating the work of others into your app, porting and cloning apps from other platforms, and controlling ownership of your end product.
- 1:45-2:45 p.m. **Title: Homebrew: Community and WebOS Internals**
Speaker: Rod Whitby
Description: In this session one of the most passionate and knowledgeable members of the homebrew community will provide an overview of the WebOS internals open source homebrew development organization. Rod Whitby takes us on a tour of the architecture, operation, and ecosystem to show how to develop third-party webOS patches, themes, and kernels. Learn how this innovative community develops after-market modifications and customizations in an ethical and collaborative way to achieve high-quality results. Q & A will follow the presentation.
- 3:00-4:00 p.m. **Title: Drive Your App To Success with Metrics**
Speaker: Greg Hrebek, Metrix
Description: How do you know what to develop and where to market it? How do you know if that change you made had an impact? App analytics is key to understanding your user base. With understanding, you can focus your efforts more effectively and efficiently. This session will cover key app performance indicators and how to interpret them. We will look at various tools and methods for collecting metrics that matter.



Agenda of Events- Saturday, November 20

8:00–9:00 a.m.

Attendee Registration
Breakfast at Leisure

9:00–10:10 a.m.

Title: **Welcome and Keynote**

Speakers: Ben Galbraith and Dion Almaer, Founders, Set Direction
Phil McKinney, CTO, Personal Systems Group, HP
Joe Hayashi, VP, webOS Tools and Platform, HP

10:20–11:20 a.m.

Track 1: **Cross-Platform Web Development with PhoneGap**

Speakers: Brian LeRoux, Nitobi

Description: PhoneGap is an open source, cross-platform tool for writing a single code that runs on multiple mobile platforms using just HTML, JavaScript, and CSS. It is not a full OS toolkit and does not provide GUI widgets or high-level features. It's simply a common API and set of build tools that give you uniform access to the browser and device services. JavaScript fans won't want to miss this brisk walk-through of Nitobi's popular PhoneGap project courtesy of lead architect Brian Leroux, creator of XUI and Lawnchair. Get tips on developing effective mobile web apps and learn how you can use your web programming skills to bridge mobile platform gaps.

Track 2: **Hybrid Apps and Cross-Platform Development Using the PDK**

Speakers: Ben Combee, Sr. Engineer, Developer Relations, HP

Jelte Liebrand, Sr. Engineer, Quickoffice

Sam Clegg, Lead Developer, Airplay SDK

Description: There are different ways to develop and deploy cross-platform apps. Hybrid apps allow the developer to unlock the best of both browser interfaces and native mobile components. Using HTML5 and JavaScript, browsers can access a phone's built-in features like contacts, camera, and calendar. The HP webOS PDK enables developers to use third-party engines and libraries to develop C/C++ apps for webOS and other mobile platforms. In this session, Ben Combee explains two options for cross-platform development and discusses the impacts and advantages of each. Engineers from Quickoffice and Airplay present case studies on how they leveraged their code and assets to bring rich immersive games and applications to webOS and other platforms.

11:30 a.m.–12:00 p.m.

Track 1: **Marketing Your Apps: The Business of webs Development**

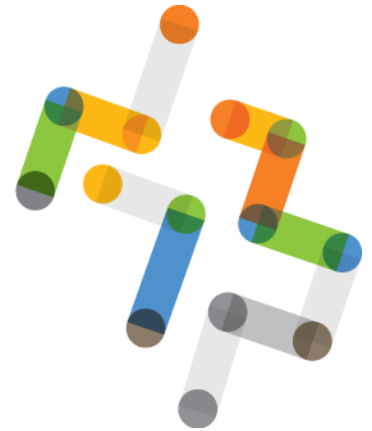
Speaker: Joe Hayashi, VP, webs Platform and Tools, HP

Description: You've developed a killer webOS app. Now what? Joe Hayashi reviews some guidelines, best practices, and recommendations for successfully taking your app to market. Joe also discusses some upcoming enhancements to the webOS App Catalog and how you can take advantage of them.

Track 2 : **webOS Under the Hood: Optimizing Performance**

Speaker: Greg Simon, Sr. Director, webOS Platform, HP

Description: Ever wonder what makes webOS tick? Find out in this session as we review the browser and JavaScript engines that power webOS. Learn how those engines are configured on the device and how to optimize performance on webOS. Get tips for developing directly on our web platform.



Agenda of Events- Saturday, November 20

12:00-1:00 p.m.

Group Lunch

1:00-1:30 p.m.

Track 2: Lightning Rounds

A handful of our talented developers each showcase an app and talk about the experience of developing for webOS in five-minute lightning-round presentations.

- [Jeremy Thomas](#): Creator of the exquisitely crafted Twitter client [Bad Kitty](#)
- [Geoff Gauchet](#): Father of the webOS [Foursquare](#) app and a little idea he calls [neato!](#), which allows users to send text from a desktop browser directly to many popular webOS apps
- [James Harris](#): Quiz master extraordinaire of [FlashCards](#)
- [Brian Haeffner](#): Master of productivity with [Done!](#), [Noted!](#), and [Myles](#)
- [NiteOwl](#), winners of our [Amped hack day cross-platform challenge](#) in Atlanta last month. This mix of student developers and designers created a beautiful location-based app that solves the problem of finding late-night after-hours bars full of folks that just aren't ready to go home yet.

1:40-2:40 p.m.

Track 1: Cross-Platform Webs Apps Panel

Moderators: Ben Galbraith, Founder, Set Direction
Dion Almaer, Founder, Set Direction

Panelists: Brian LeRoux, PhoneGap
Charles Jolly, Strobe
Dave Balmer, Jo Project
Greg Avola, Untappd LLC

Description: Building a mobile app usually involves using one proprietary SDK that targets one platform. This ensures a native look and feel as well as full access to features specific to that device or operating system. Sometimes, however, you don't need full device access. Sometimes you might want to code at a very high level using just web standards and be able to run the application on multiple operating systems. This is similar to coding a mobile website, except that as a local application your app can launch faster, work offline, and have access to local resources. This session presents unique insights into solutions to cross-platform fragmentation.

2:50-3:50 p.m.

Track 1: webOS 2.0 Features and Implementation for Facebook

Speakers: Gray Norton, Sr. Product Manager, SW Platform & Tools, HP
Kevin Decker, Engineer, Developer Relations, HP

Description: Get an inside look at webOS 2.0 using our Facebook apps as the case study on how they can be employed. Kevin and Gray take turns introducing some great new 2.0 platform features and discuss when and how innovations such as Just Type, Card Stacks and Exhibition can be easily implemented to improve the experience of any application.

Track 2: Frameworks Landscape Survey

Speaker: Dave Balmer, Sr. Software Engineer, Developer Relations, HP
Josh Marinacci, Engineer, Developer Relations, HP

Description: Though webOS ships with its own excellent Mojo UI toolkit, developers have the option to use any JavaScript toolkit they wish to develop rich cross-platform web and mobile applications. Some do it with no tool kit at all. This session takes you on a tour of three of our favorite Javascript toolkits including PhoneGap, JQuery Mobile and Jo and provides a landscape perspective on how to decide which one is right for you.



Agenda of Events- Saturday, November 20

4:00-5:00 p.m.

Track 1: **Rockstar Apps with HTML5**

Description: The next installment in the Rockstar series picks up where Rockstar graphics left off. Learn some of the most practical ways to create more engaging, robust apps by incorporating animation, sound, and trickery. The techniques demonstrated show how a little bit of JavaScript and some clever CSS3 can add some sizzle and make your apps more appealing to the end user.

Track 2: **Introduction to node.js and JavaScript Services on webOS**

Speaker: Kevin Hague, Engineer, Developer Relations, HP

Description: Third-party services are an important new tool within webOS 2.0. This session covers basics of JavaScript services, including service interfaces, service lifecycle and a basic service example. Advanced topics include debugging, application packaging, and more node.js topics such as web services and file I/O. Learn how and when services should be used with their application, how services are packaged and distributed, and how node.js runs on webOS.

5:10-5:45 p.m.

Track 1: **A First Look at Enyo, Next Generation webOS App Framework**

Speaker: Matthew McNulty, Director, webOS Tools and Frameworks, HP

Description: This session offers a sneak peek of what's next for JavaScript development on webOS. Learn about the benefits of the next-generation framework and its impact on webOS developers. In addition to giving an overview of the framework and supporting tools, Matt will demonstrate applications built using this new technology.

6:00-10:00 p.m.

Offsite Networking Event
Lucky Strike Lanes and Lounge
42nd Street at 12th Avenue
New York, NY