



# iPhone Boot Camp

For Immediate Release

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## **In Recessional Times One Industry is Booming**

### **iPhone developers reporting record sales in the apple app store and increasing employment opportunities**

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Despite a deepening recession the only industry nowadays that seems recession proof are sales of apple iPhone and apps in the apple store.

The most recent figures put the number of iPhones worldwide at 45 million and increasing exponentially. With the introduction of the iPhone in Russia and after finally China the number could double by the end of 2009

And with the iPhones come the apps small downloadable software programs that go from free to as much as ten dollars, with most selling for less than a cup of coffee, something affordable even in a recession.

To keep pace with the growing demand iPhone developers are turning out apps in record numbers since July far when the app store was started. So far there are over 10,000 apps and some developers are becoming very rich very quickly.

Working on his own on weekends and in his spare time Steve Demeter, developer of the vastly popular \$5 iPhone game [Trism, made \\$250,000 in profit in just two months](#) If his profits continue at this rate, Demeter will earn nearly \$2 million by July 2009.

Gavi Narra and Kiichi Takeuchi, two college friends, formed a company in August 2008 to create the application iRetroPhone and sold 15,000 copies in the first few days in the store at \$2.99, netting revenue over \$30,000. The iRetroPhone app took 1 day to build and months later is still in the top ten applications in several major markets, including Japan.

Never before have software developers had the opportunity to create a product and sell it at such a low price into such a huge market and realize direct income so rapidly. Royalty checks from Apple are sent out monthly and stats are on a daily basis so the developers have the opportunity to change the prices in over forty markets on the fly to adjust to market conditions.

With such a market flourishing and a shortage of developer that understand how to develop for the Macs companies have had to pay a premium to hire skilled developers. Hourly rates for iPhone developers are going through the roof, with some companies paying as much as \$250 an hour.

To fill the need for apps in the stores and for developers by companies the iPhone Boot Camp was created in New York City, with lead developer and guru Alex Cone, CEO of codefab and a recognized expert in the Mac OS, going back to the early days of the development of NeXT.

The boot camp is part seminar with not only instruction but also networking opportunities to meet with top iPhone development companies like ObjectGraph and recruiters and also intense hackathons, with exercise involving the creating of dozens of apps, fueled by a steady supply of coffee and red bull.

Workshops have been ongoing since November, limited to fifteen developers, and with the instruction in the three day intensive workshop training developers in all the features of iPhone development, from basic to pro, including the elegant core and Open GL animation you see in the most popular iPhone games.

The next workshop is January 16-18, 2009 in New York City and early bird discounts are still available at \$1,499 and discount rates for a limited number of students at \$1,299

To register: <http://iphonebootcamp3day.eventbrite.com/>