

Ubuntu



Touch, The Super Smartphone Convergence

ubuntu®



the human touch

Who the heck is this guy

Ahmed Sghaier



الثقافة الرقمية الحرة
CULTURE DU LIBRE





Convergence

Defining the Future of Computing

Convergence



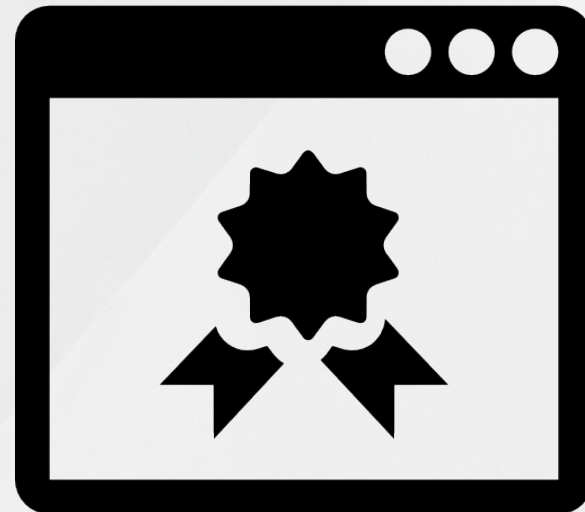
Fast



Beautiful



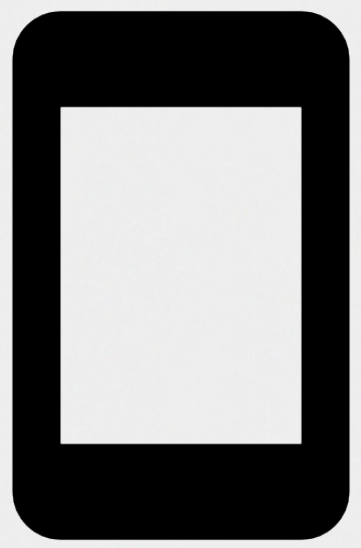
User Experience



Quality Core Apps

Defining the Future of Computing

Convergence



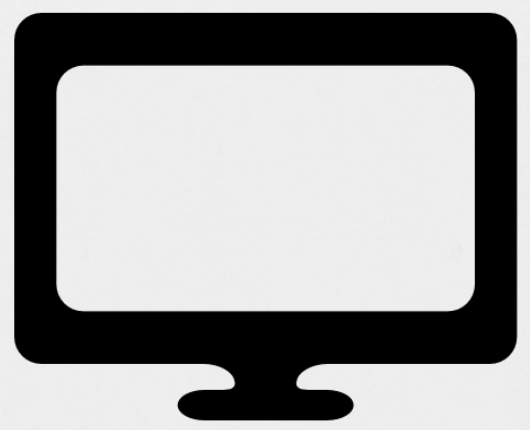
Smartphones



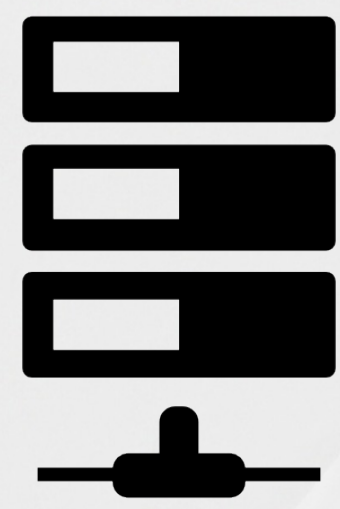
Laptop



Desktop PC



TV



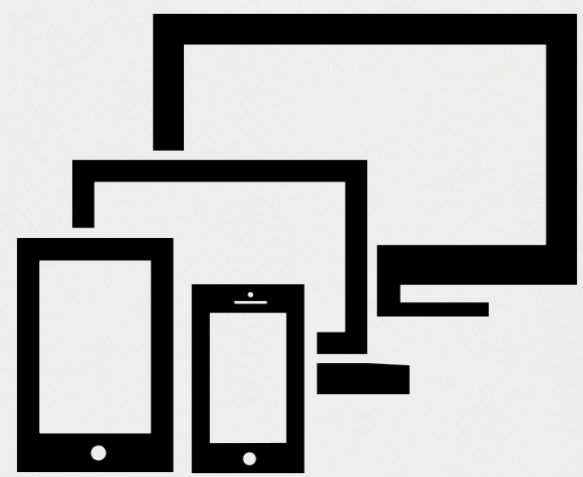
Servers



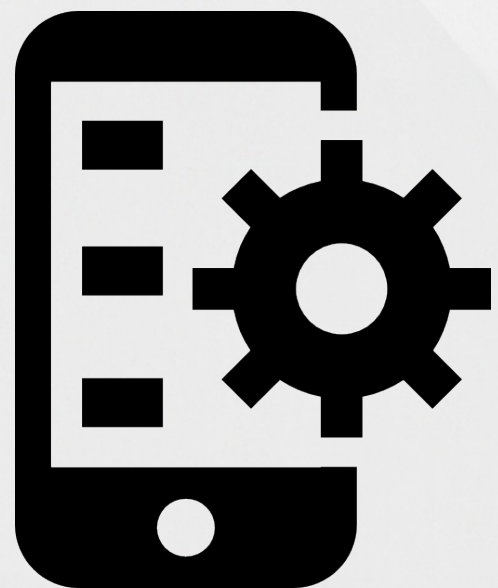
Cloud

Ubuntu Convergence

Convergence



Different screen sizes



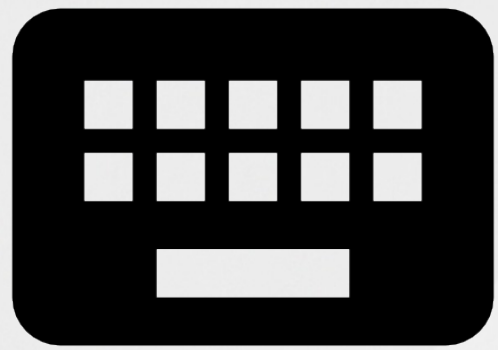
Powerful Gadgets



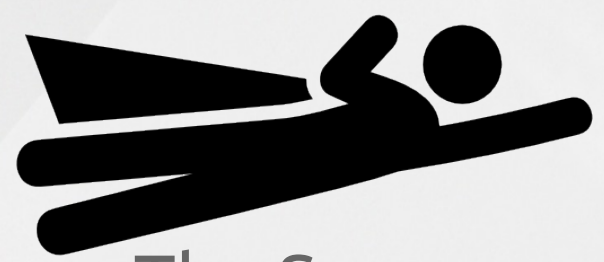
Hand Held PCs



Dock to Monitor



Dock to Keyboard



The Super Smartphone

Demonstration

Convergence



Demonstration

Convergence



Demonstration

Convergence



Demonstration

Convergence



Demonstration

Convergence



We are changing the world!

Quote

“The people who are crazy enough to think they can **change the world**, are the ones who do”, *Rob Siltanen, Lee Clow*

Demonstration

Convergence



User Experience

Design Vision

User Experience

- Content
- Natural Interactions
- Sophisticated Style



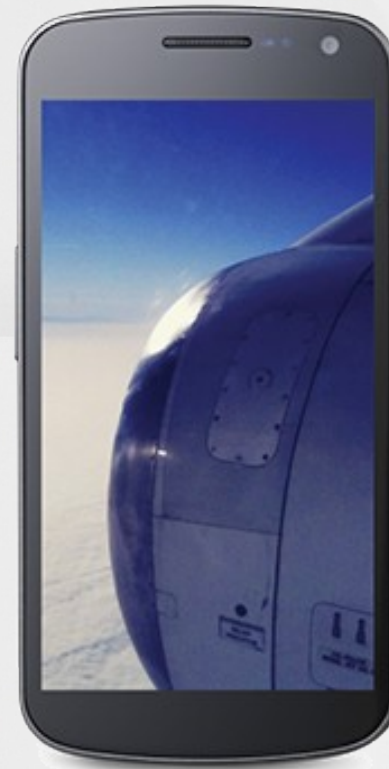
Content > not controls

User Experience

Single tap on a photo

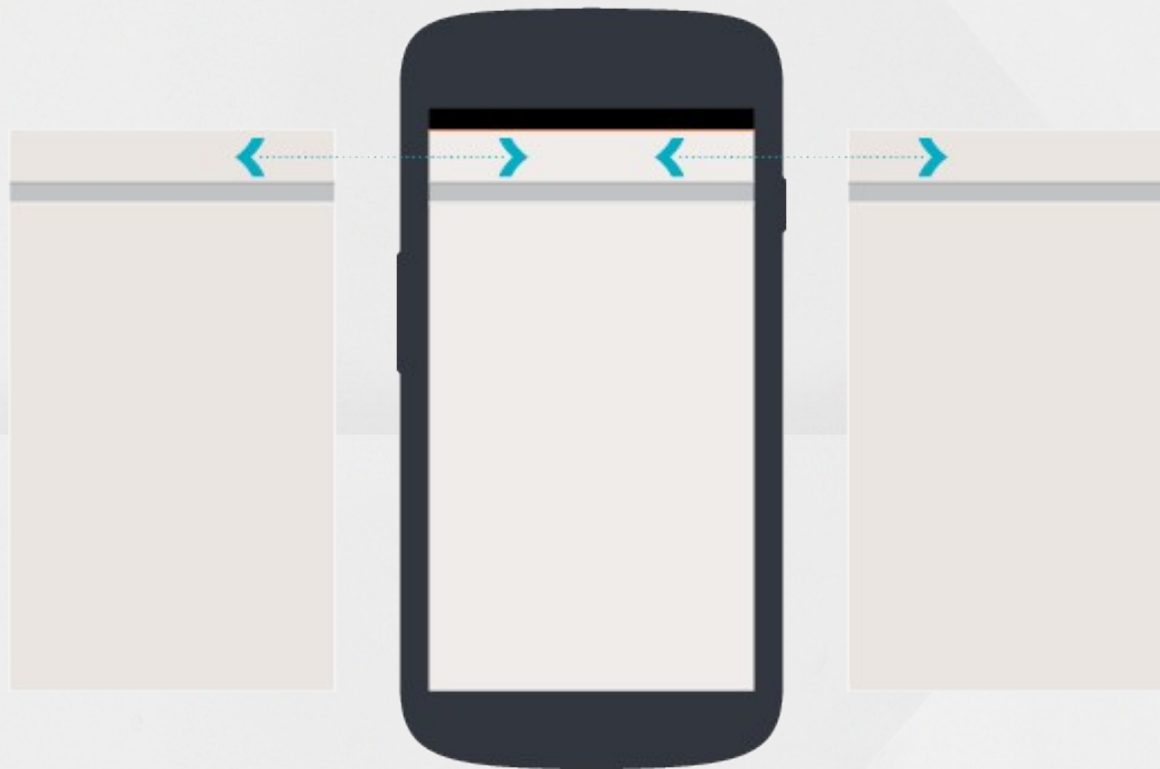


Full screen view of photo



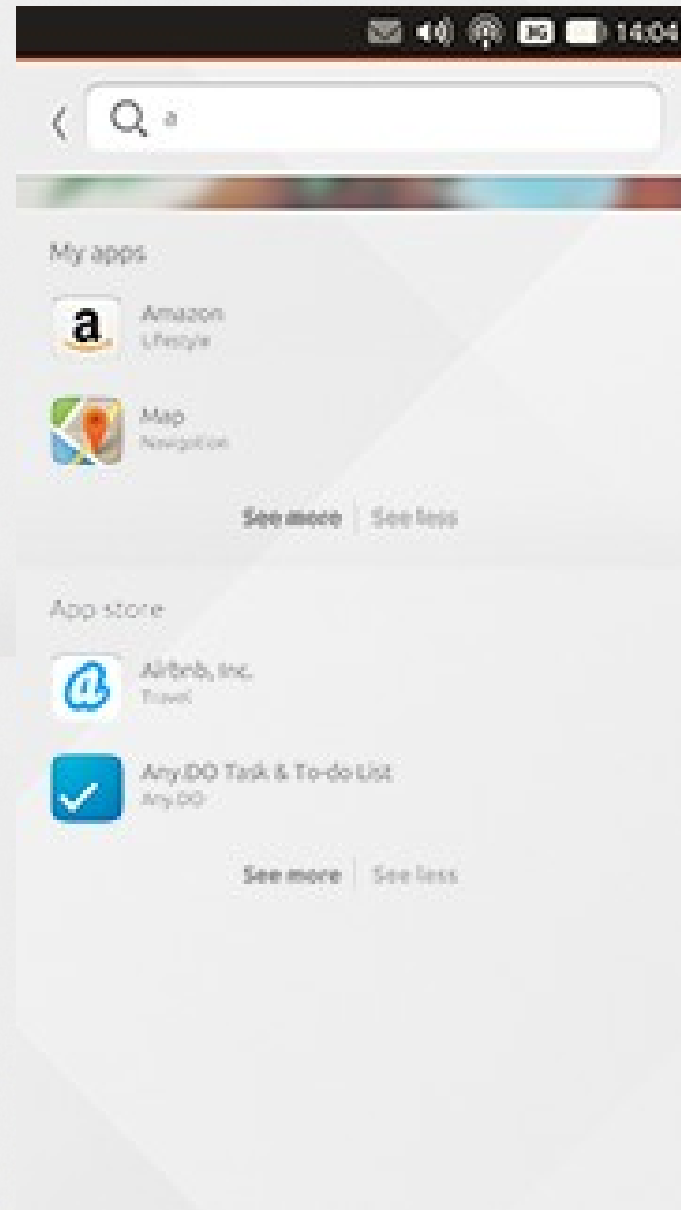
Content > navigation

User Experience



Content > search

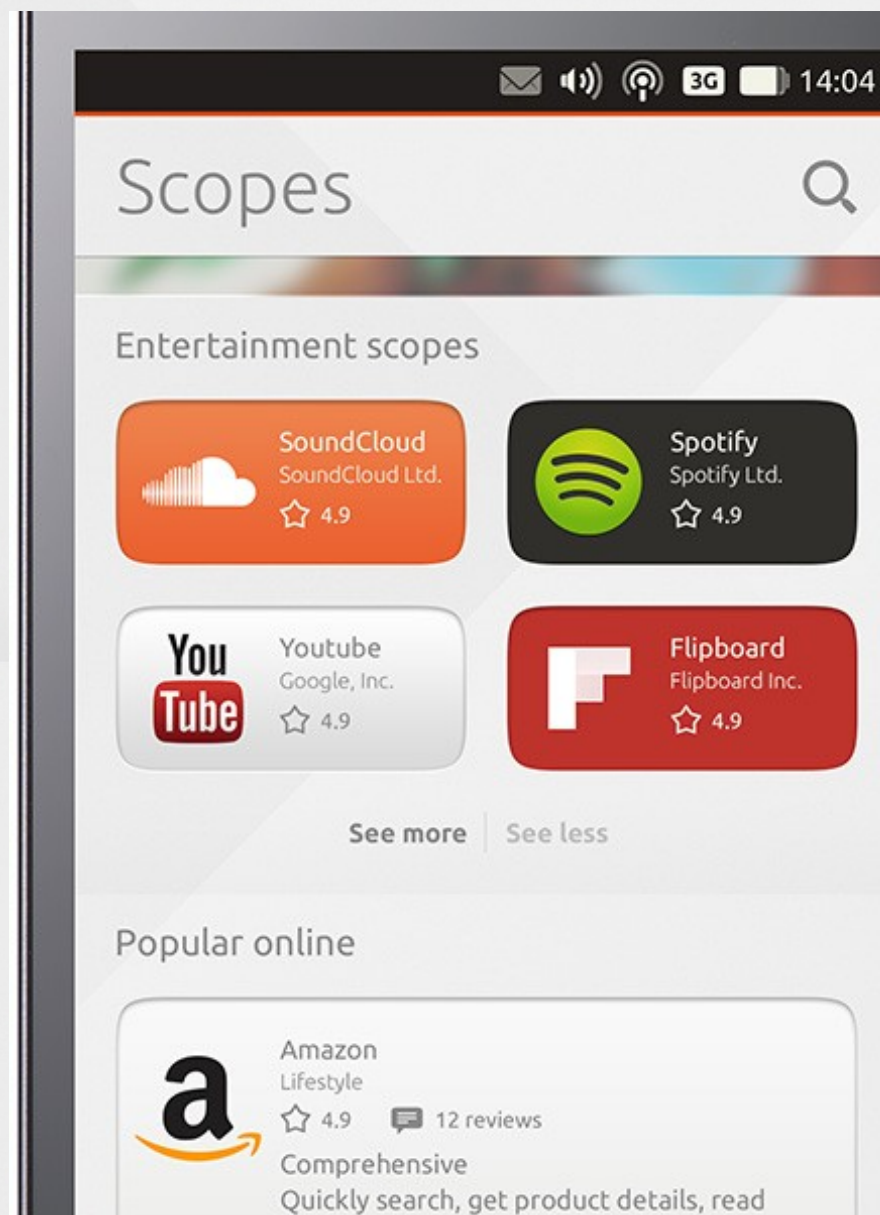
User Experience



Content > scopes

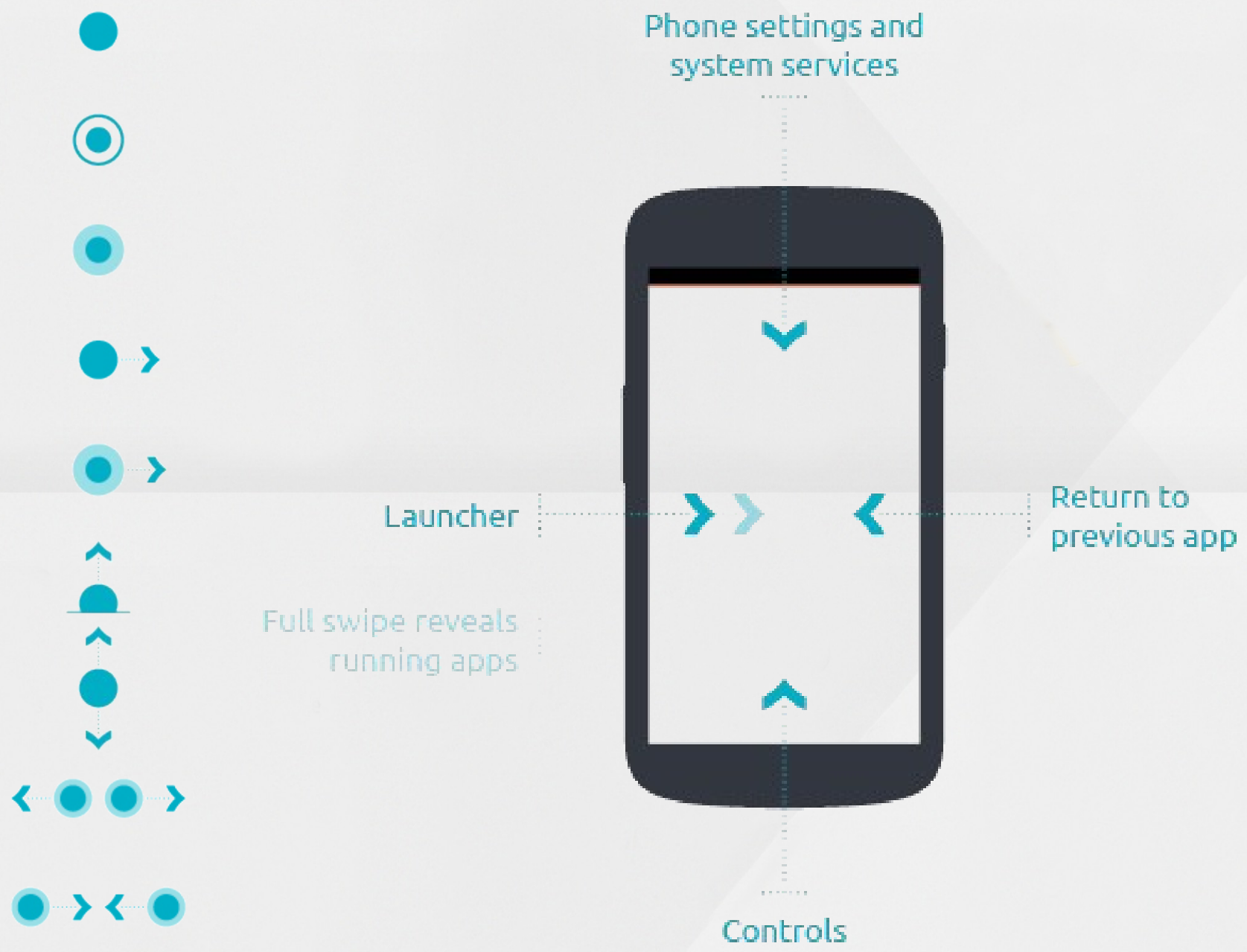
User Experience

- Relevant content
- Search plugin
- Modular
- Customizable
- Management Screen



User Experience

User Experience



User Experience

User Experience

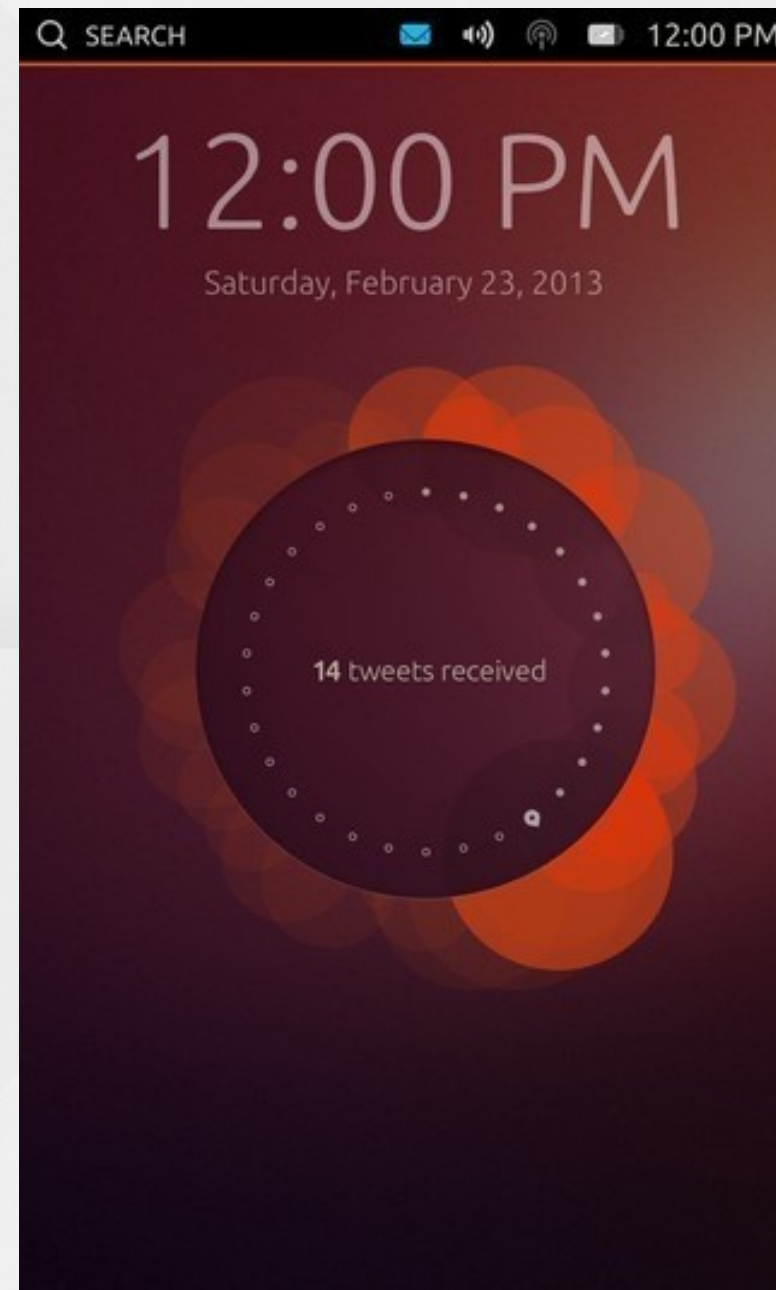
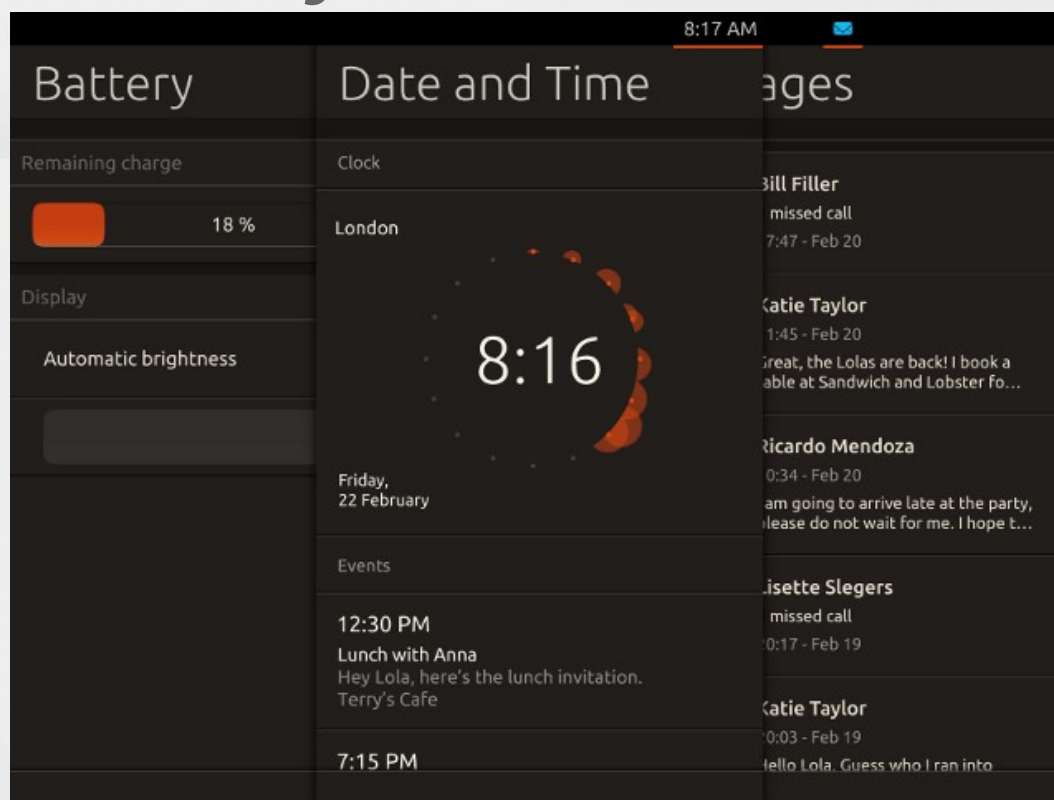
- Quick access
- Favorites
- Active Apps
- Rearrange
- Pin
- Count
- Progress
- Urgency



Indicator

User Experience

- System functions
- Notifications
- Message counts
- Activity notifications



- Users
 - Simple
- Developers
 - Technologies
 - Integration



Get started

Design vision

UI model

Gestures

Screen sizes

Responding to orientation

Make it Ubuntu

Frequently asked questions

Style

Global patterns

Building blocks

App Design Guides

We want everyone to be able to design and build beautiful and usable apps for Ubuntu on the phone. That's why we made these guides.



Get started

Familiarise yourself with the essentials before designing an app.

[Design vision](#)



Style

Make your app look beautiful using our Ubuntu font.

[Typography](#)



Global patterns

Follow these patterns to ensure all apps behave consistently.

[Layout](#)



Building blocks

Use these components to build your apps.

[Header](#)



Ecosystem

Developers are key

Ecosystem

- Comprehensive developer site
- App design guides
- Community developers
- Seamless app distribution



Quality Core Apps

Ecosystem

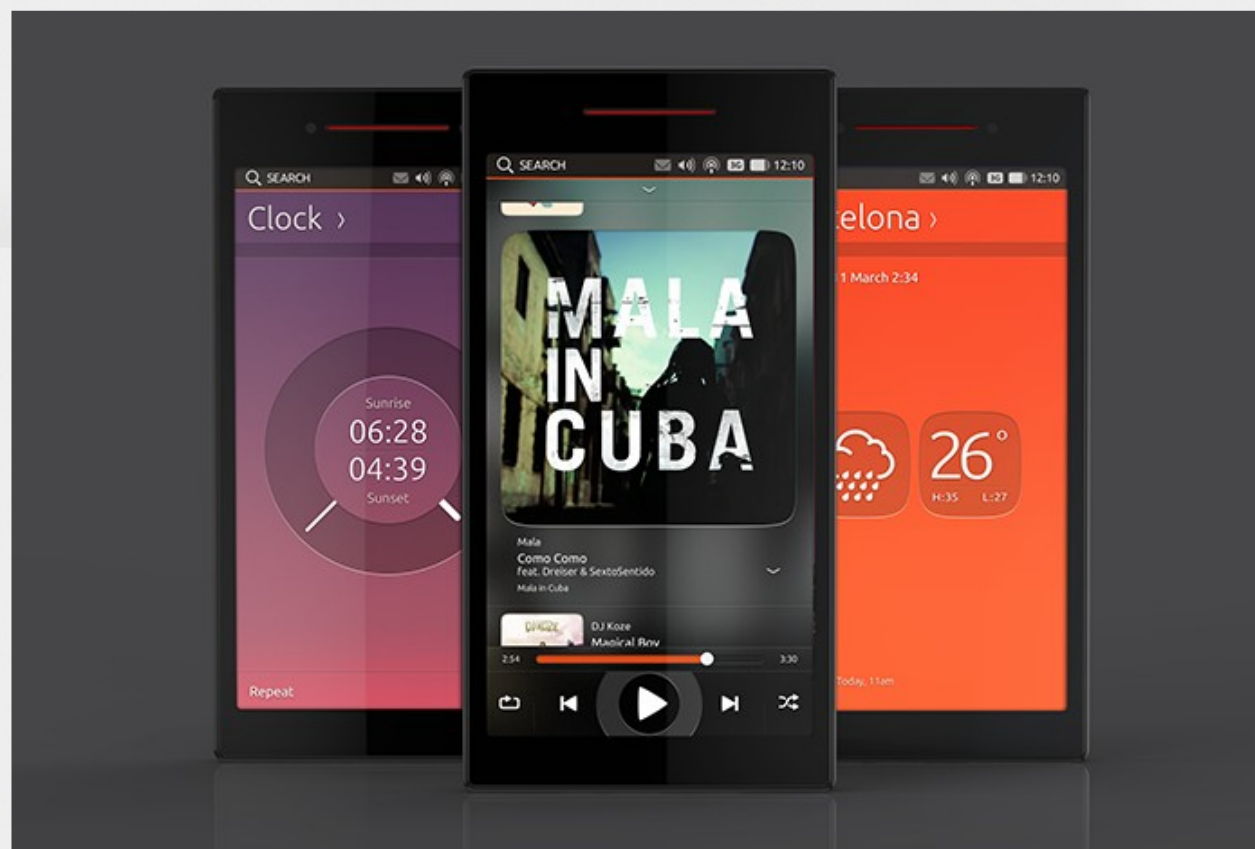
- > 20 Core Apps
 - Browser → ... → Camera
 - Essential everyday use
- Community driven
- Canonical design team
- 3rd party apps → additional needs



Ubuntu is Community

Ecosystem

- Planned & Developed in the Open
- You can influence it
- > 12 core apps by community teams



Application Model

Ecosystem

- Optimized
- Secured
- Isolated
- Protected
- Permissions for user data
- Battery life
- Memory Usage
- Suspend if not required
- Package with own dependencies

Updates

Ecosystem

- Secure
- Reliable
- Single base image
- OTA in Delta form
- Multiple update channels
- Base OS not alterable once booted
- Apps independent from base OS

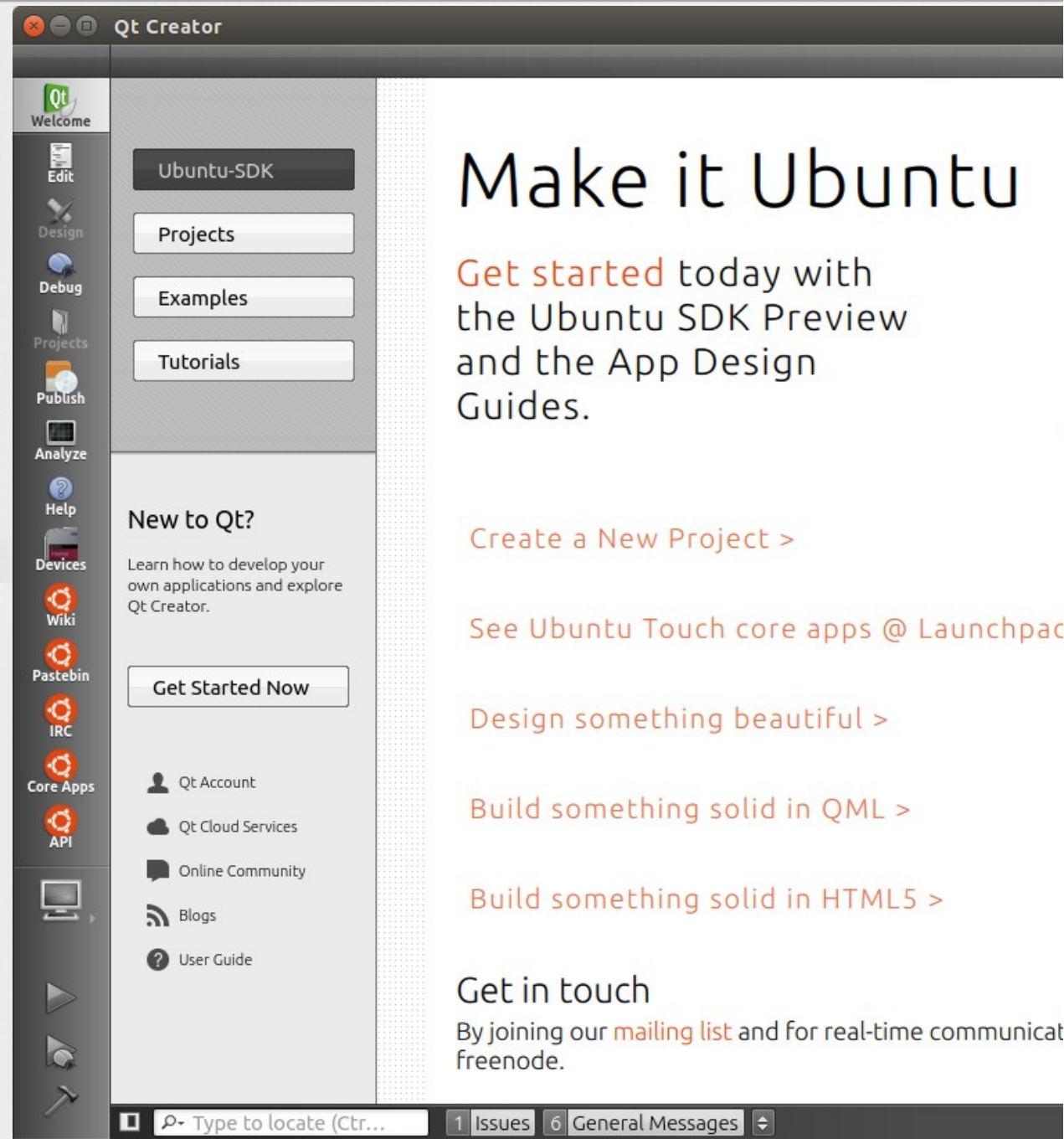


Developers

Ubuntu SDK

Developers

- Full blown SDK
- Full life cycle
- Device access
- GUI Toolkit
- Documentations



The screenshot shows the Qt Creator IDE interface. The title bar reads "Qt Creator". The left sidebar contains a "Welcome" section with icons for Edit, Design, Debug, Projects, Publish, Analyze, Help, Devices, Wiki, Pastebin, IRC, Core Apps, and API. The main workspace is divided into two panes. The left pane is titled "Ubuntu-SDK" and contains buttons for "Projects", "Examples", and "Tutorials". Below this is a "New to Qt?" section with the text "Learn how to develop your own applications and explore Qt Creator." and a "Get Started Now" button. The right pane displays a large heading "Make it Ubuntu" followed by the text "Get started today with the Ubuntu SDK Preview and the App Design Guides." Below this are several links: "Create a New Project >", "See Ubuntu Touch core apps @ Launchpad", "Design something beautiful >", "Build something solid in QML >", and "Build something solid in HTML5 >". At the bottom, there is a "Get in touch" section with the text "By joining our mailing list and for real-time communication on freenode." The status bar at the bottom shows a search field "Type to locate (Ctrl...)", a "1 Issues" indicator, and a "6 General Messages" indicator.

QT Creator

Developers

- Feature-rich IDE
- Click app packager
- **Run apps on the phone during development**
- Emulator integration



Native & Web

Developers

- **Native** → Resource demanding
- **Web** → Internet technologies or porting existing HTML5
 - Hosted apps for site integration
 - Local HTML5 Foundations for most needs
 - Local HTML5 platform access (Camera, sensors...)

Programming Languages

Developers

- **UI → Logic**
- HTML5 → Javascript (Foundations)
- HTML5 → Javascript + Cordova (platform)
- QML → Javascript
- QML → Javascript + QT Framework/C++
- QML → QT Framework/C++
- Or just **hack** your own thing (the limit is your own imagination)

HTML



JS



UI Toolkit

Developers

- Widgets
- Building blocks
- Crafted by designers
- Implemented by developers
- Visual and behavioral integration
- Strongly recommended
- QML & HTML5 Theme
- `/usr/lib/ubuntu-ui-toolkit/examples/ubuntu-ui-toolkit-gallery/gallery`

UI Toolkit

Developers

Ubuntu Shape

Navigation >	Ubuntu Shape	API Documentation
Toggles >	Color	
Buttons >	Image	
Slider >	Radius	
Text Field >	Sizes	
Option Selector >		
Pickers >		
Progress and activity >		
Ubuntu Shape >		

Software Store

[Developers](#)

- Effortless Click package upload
- System integration
- Upgrades
- myapps.developer.ubuntu.com

The screenshot shows the Ubuntu Software Store developer interface. At the top, there is a navigation bar with links for Ubuntu, Community, Ask!, Developer, Design, Discourse, Hardware, Shop, and More. Below this is a secondary navigation bar with links for ubuntu[®] app developer, Apps, Scopes, Cloud, Web, Publish, Community, and My Apps. The My Apps link is highlighted in orange. Below the navigation bar, there are two tabs: Ubuntu Touch and Ubuntu Desktop. The main content area features the heading "Your click applications" and a paragraph: "The Ubuntu Software Store beta will help you submit your apps to Ubuntu devices and it will give you an overview of their status. After approval they are available within seconds." At the bottom, there is a prominent orange button labeled "New application".

Ubuntu Community Ask! Developer Design Discourse Hardware Shop More ▾

ubuntu[®] app developer Apps Scopes Cloud Web Publish Community My Apps

Ubuntu Touch Ubuntu Desktop

Your click applications

The Ubuntu Software Store beta will help you submit your apps to Ubuntu devices and it will give you an overview of their status. After approval they are available within seconds.

[New application](#)

Ubuntu 14.04 is here

Developers' favourite free OS is now available on desktop, server and smartphones. Celebrate and write an Ubuntu app today

Get started now



Applications

Write gorgeous apps with stunning animated and fluid UIs. Choose native or HTML5 and get started with the Ubuntu SDK.



Scopes

Scopes open a window to a world of content to users. Learn how to make your own content stand out by writing scopes to customize the user experience.



Web

Blurry the boundaries between native and web with Ubuntu webapps. Learn how to integrate your sites into the system as if they were local apps.

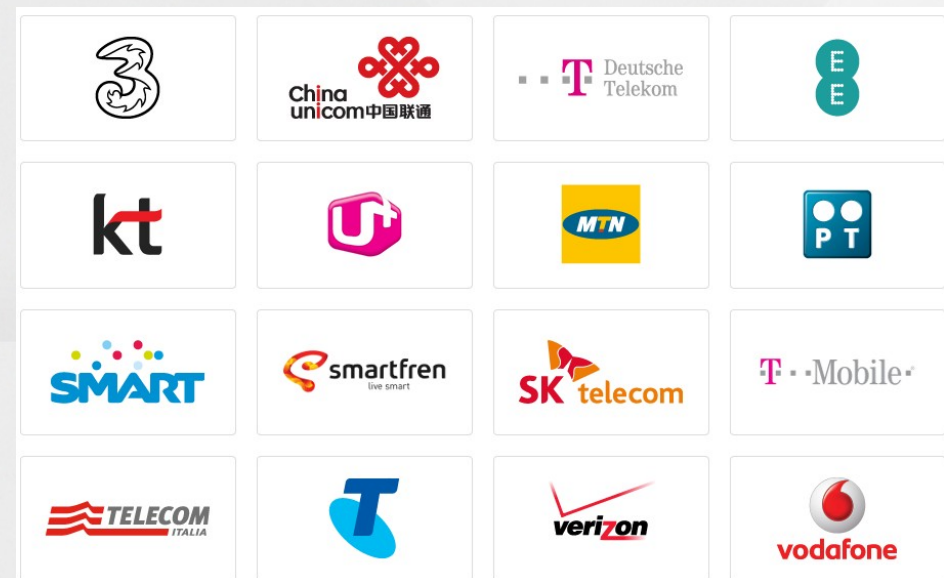


Manufacturers

Canonical Partners

Manufacturers

- Daily engagement with OEMs, ODM, mobile operators
- Hardware top brands
- Experts in linux on arm since 2008
- Custom engineering



Cadence to Rely Upon

Manufacturers

- New release every 6 months
- First Ubuntu Touch 13.10
- Regular vs Long Term Support (5 years)
- 14.10 Utopic Unicorn
 - year.month (version)
 - Awesome Animal (code name)
- 9 years = 19 releases in time
- First commercial full convergence in 2016

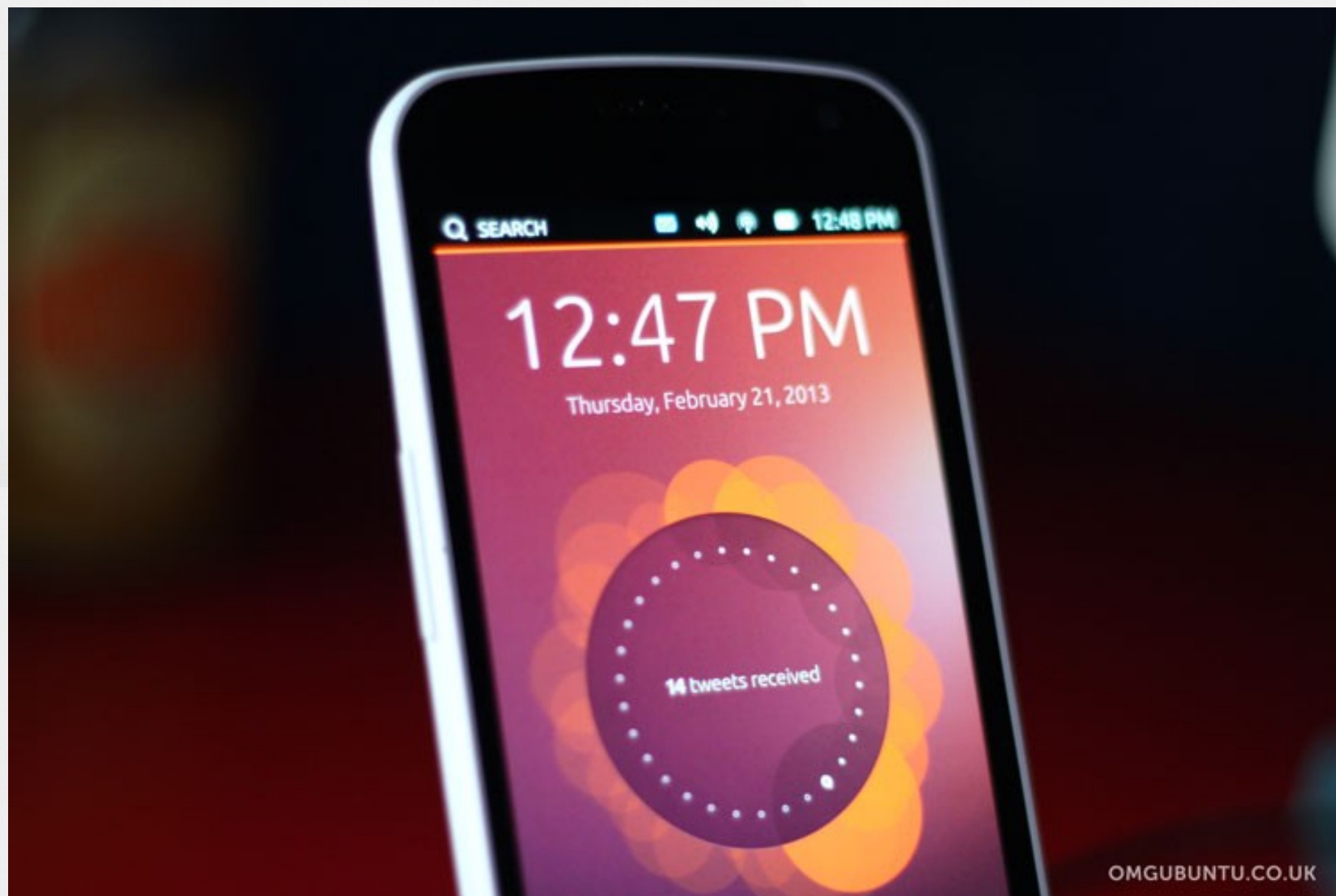
Hardware

Manufacturers

- Entry-level vs **Superphone-convergence**
 - Dual-core vs Quad-core
 - 512MB vs 1GB
 - 4GB vs 32GB
- Fast beautiful inexpensive
- Full native speeds, no JVM overhead
- Even mid-range deliver fast content results
- **High end docks for full PC experience**
- <https://wiki.ubuntu.com/Touch/Devices>

Hardware

Manufacturers



Hardware

Manufacturers



Hardware

Manufacturers



Hardware

Manufacturers



Customize to Your Needs

Manufacturers

- Built-in branding
- True service-layer for OEMs with scopes
- Search to highlight your content
- App + Music Store with online payment

Ubuntu CAG

Manufacturers

- Shaping mobile strategy
- Members receive advance confidential briefings and industry insights
- Launch partner

Join us for the Win

Convergence

“First they ignore you, then they laugh at you, then they **fight** you, then you **win**”,
Mahatma Gandhi

Thank you stay in touch!



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- > [gplus.to/ubuntuappdev](https://plus.google.com/+ubuntuappdev)
- > facebook.com/ubuntuappdev