



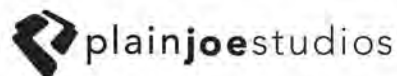
Mobile and Social Media Applications

- Ralf Brockhaus
  - CEO and Founder of Smilefish
- Agenda
  - Quickly introduce Smilefish
  - Classes we teach at UCI Extension
  - Internet of Things
    - Lot's of opportunities
  - Some of our development projects
    - Honestly and openly share experience!
  - A fresh approach to cross-platform development
  - Examples with beacons

- Profile
  - Founded in Jan 2011
  - Dedicated to Mobile and Social Media Applications
- Background
  - 20+ years of professional software development



- Trusted Relationships and Dedication to Client's Success
  - Hands-on experience in large variety of client and server technologies
  - 10+ years teaching at UCI extension – mobile and agile development
- Partnerships



AIRSTIP™

 **MGM RESORTS**  
INTERNATIONAL™



 **ENGLISH** Talk Shop  
Accent Improvement Software & Services



**Apptico**  
TECHNOLOGY GROUP

 **UCIRVINE**  
EXTENSION



  
RESORT & CASINO

  
saddleback church

  
IHSS

**TutorGroup**

THE  
**PEACE**  
PLAN

 plainjoe studios

**Microsoft**®

 **Qayars**  
animation



**trolion** inc.

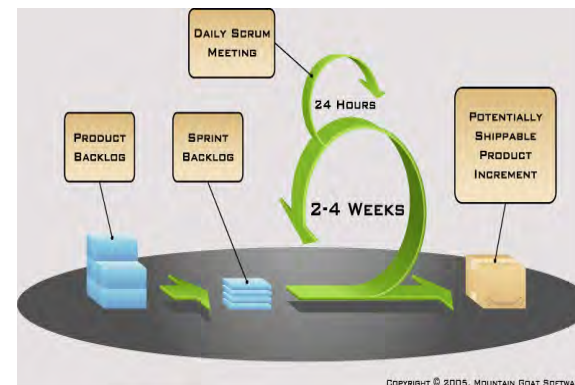
**David & Goliath**

 **ARIDAN BOOKS**

- UCI partnership
  - Curriculum Development
  - Strong local resource pipeline
  - Bidirectional path to proficiency in emerging technologies



- Agile Development
  - Engage stakeholders
  - Design features that can actually be implemented
  - Early risk mitigation
  - Focus on quality and customer satisfaction
  - Deliver on time – every time



- EO
  - Like-minded network
  - Access to resources
  - Accountability







1

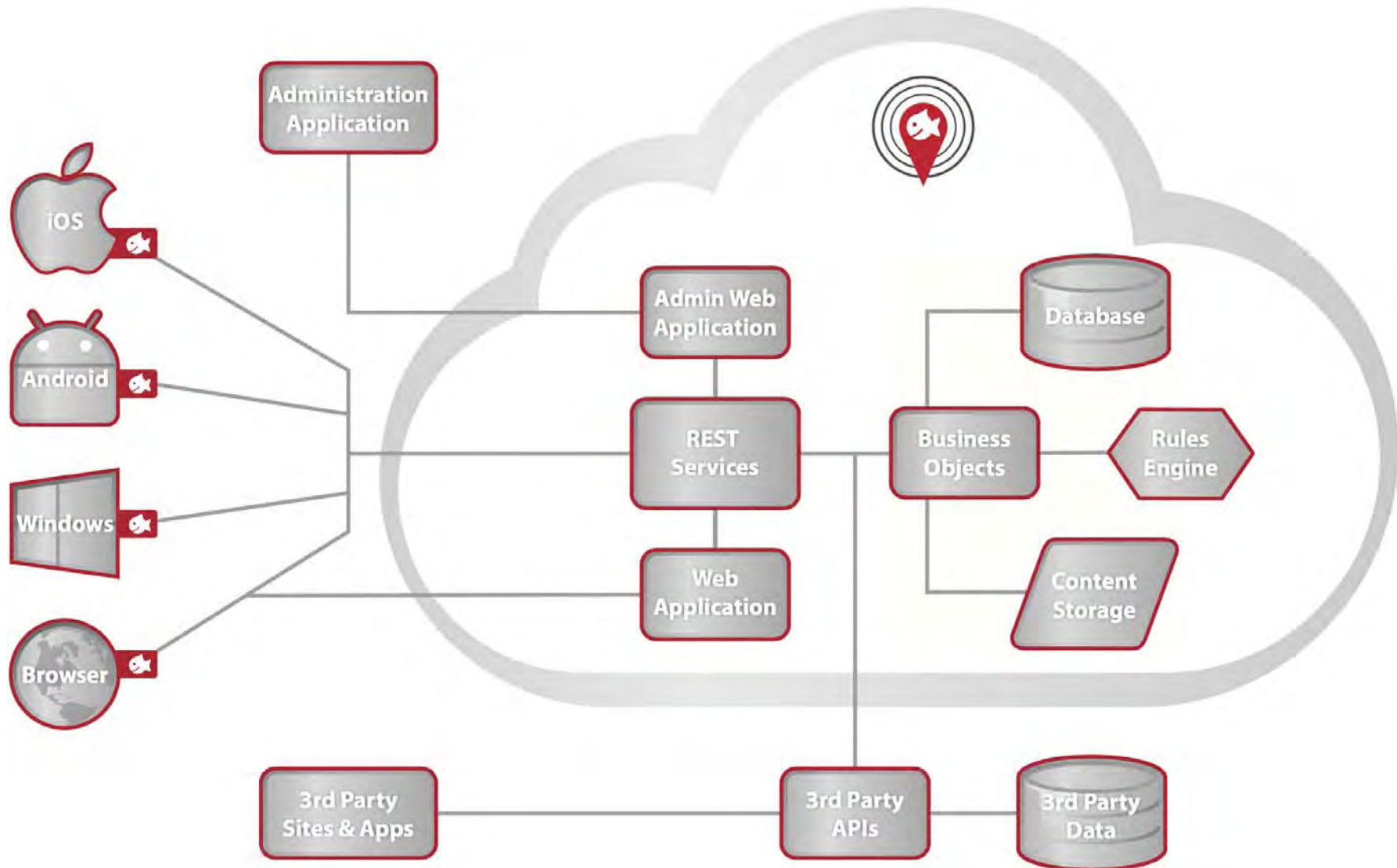
2

3

- **Wikipedia:** The Internet of Things (IoT) is the network of physical objects or "things" embedded with electronics, software, sensors and connectivity to enable it to achieve greater value and service by exchanging data with the manufacturer, operator and/or other connected devices. Each thing is uniquely identifiable through its embedded computing system but is able to interoperate within the existing [Internet](#) infrastructure.
- **Great Opportunity – Perfect Storm**
  - Global Broadband and other affordable infrastructure
  - Miniaturization and commoditization of electronics
  - Technology hungry population (Internet Age)
  - Good economy and “cheap money”
- **Numbers are big**
  - More mobile devices than people on the planet
  - 7-13 trillion \$ spending in IoT by 2020
  - “it will rain money – but where to place the bucket?”
- **IOT 2015 (Internet, Web 2.0, SAS, Cloud, IoT) ;-(**

- Predictable Results
  - Formal Agile Development Process
  - Formal concept phase - MVP
- Maintainable Growth
  - Cutting edge cloud deployment
  - Maintainable cross-platform development approach
- Meaningful Innovation
  - Study and teach emerging technologies
  - Implement features that provide business value
- Creative Solutions
  - Partner with design experts like Plain Joe Studios
  - We collaborate with our client's design teams.





- SFUserProfile:
  - high user conversion, flexible secure authentication, efficient profile extensions, device tracking, account validation and fraud prevention
- SFNotification:
  - high retention, effective connection via APNS, GCM, email and text messaging, close-loop architecture.
- SFAnalytics:
  - effective combination of Google Analytics and custom client and server side data tracking, analysis, and visualization.
- SFSocial:
  - functional integration of social media (FB, Twitter, LinkedIn etc.) – more than just a marketing extension.
- SFLocal:
  - relevance - consistent user, device, and event location tracking for mobile and web. Rich features including iBeacon
- SFGamification:
  - High retention, loyalty, improved results from frequent and prolonged usage
- SFCollaboration:
  - Simplified Approach to complex usage scenarios via messaging, alerts, inboxes, and calendars
- SFeCommerce:
  - Direct revenue streams consistently across mobile and web. Integration with standard tools like PayPal, FirstData, Authorize



**Stadium!**  
By Aptico Technology Group  
Open iTunes to buy and download apps.

[View In iTunes](#)

**Free**  
Category: [Sports](#)  
Updated: Mar 01, 2012  
Version: 1.6.3  
Size: 2.8 MB  
Language: English  
Seller: Aptico Technology Group, LLC  
© 2011 - Aptico Technology Group  
[Rated 12+ for the following:](#)  
Infrequent/Mild Alcohol, Tobacco, or Drug Use or References

**Requirements:** Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.2 or later

**Customer Ratings**  
We have not received enough ratings to display an average for the current version of this app.

[View More By This Developer](#)

**Description**  
Stadium! allows fans to order food, beverages and merchandise from their mobile devices and have the items delivered directly to their seat. No more waiting in long lines or missing any part of the action because Stadium! offers video replays, news updates and scores within the same app.


[Aptico Technology Group Web Site](#) ▶ [Stadium! Support](#) ▶

**iPhone Screenshots**

**Stadium! Menu Venues / Events**  
Search for Venues / Events  
**Active Events**  
**Stadium! Demo** 05/26/2011 08:00 AM - 11:59 PM  
**Venues**  
**Orleans Arena** 4500 W. Tropicana Ave. Las Vegas, NV 89103  
**Stadium! Demo** P.O. Box 2009 Laguna Hills, CA 92656  
**Static Banner Ad Sample** YOUR AD HERE • CALL 877-521-2777

**Burgers an... Deluxe Arena Burger**  
**Deluxe Arena Burger**  
Arena Burger topped w/ carmelized onions & 3 strips of jalapeno bacon w/ garlic fries  
**Price:** \$0.00  
2 Condiments  
**Cart Total:** \$0.00  
**Checkout**  
**Dynamic Banner Ad Sample** CALL 877-521-2777 [Click Here](#)






## Rush49

By Trolion Inc.

Open iTunes to buy and download apps.



**Description**

Rush49- The Elixir for Your Urban Life

Want to discover exclusive deals and rewards at great local businesses? Now, with Rush49 you can do the very best

[Trolion Inc. Web Site](#) ▶ [Rush49 Support](#) ▶ [Application License Agreement](#) ▶ ...More

[View in iTunes](#)

**Free**

Category: [Lifestyle](#)

Released: Nov 10, 2011

Version: 1.0

Size: 9.5 MB

Language: English

Seller: trolion inc.

© 2011 Trolion Inc.

**Rated 12+ for the following:**  
Infrequent/Mild Alcohol, Tobacco, or Drug Use or References

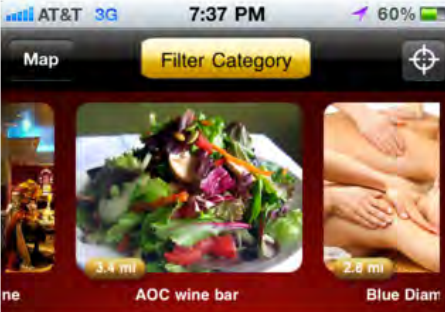
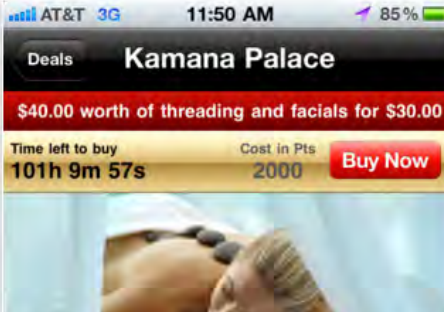
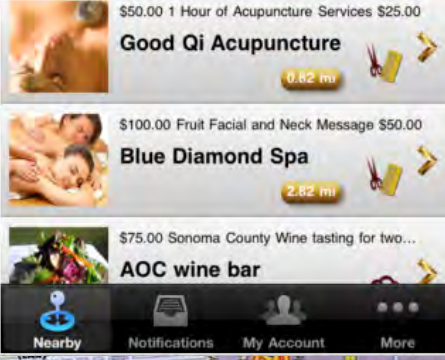
**Requirements:** Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.2 or later.

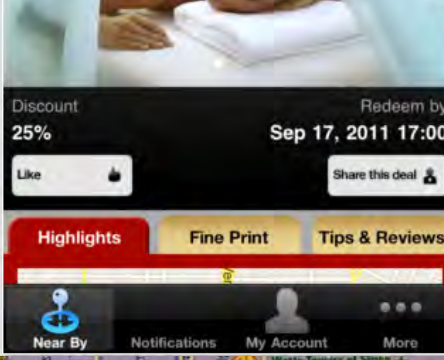
**Customer Ratings**

We have not received enough ratings to display an average for the current version of this application.

[View More By This Developer](#)

**iPhone Screenshots**










×

Aaron Kim

⚙️

5



Rank

Joined: **May, 2008**

Location: **Anaheim, CA**

13 Alerts

Buy/Sell History

My Listings

3 Messages

Sell


Watching

×

Aaron Kim





⚙️

5



Rank

• EDDI CERTIFICATES •

73%

**Socialstar.**

This badge will be earned by writing reviews, ranking social items, and interacting with specific eddi functions.


Unlocked by **Aaron Kim**  
12:06 PM on May 6, 2013

×






Aaron Kim

⚙️

5



Rank

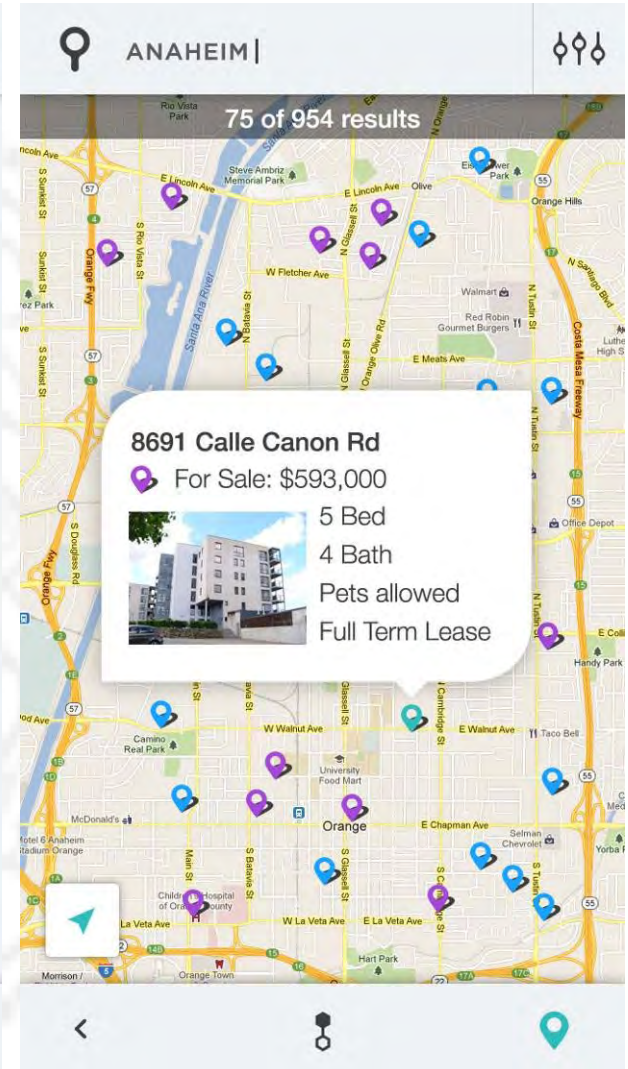
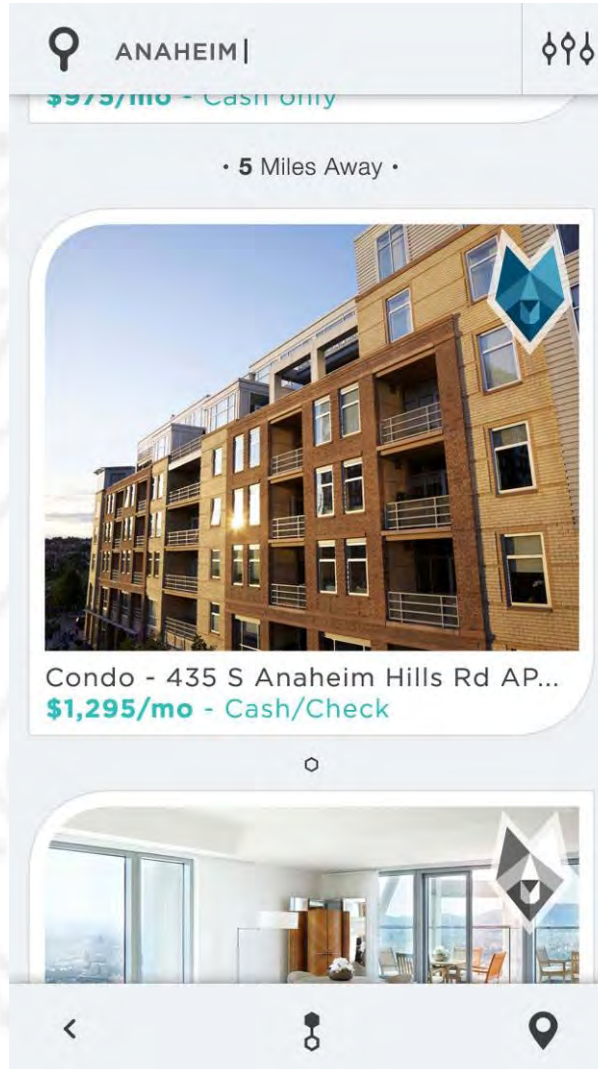






★★★★★ ★★★★★ ★★★★★ ★★★★★ ★★★★★


**“Canon 5D Mark2”**

“Recieved payment quickley, no problems whatsoever. Would love to do business again.”

Reviewed by **Nelson Romero**  
12:06 PM on May 6, 2013








*Highest caliber. So is the metal.™*


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## Duramold™ Plate Products


Vista Metals Corp. is committed to meeting the diverse needs of its customers by providing **DURAMOLD-2™** and **DURAMOLD-5™** aluminum mold plate products. Designed and tailored to meet a wide



Vista Metals' 23" 7050 is forged and machined into...





BEFORE



AFTER

wheels for the Mars rover Curiosity









## MK PRODUCTS INC. - TIG WELDING. ORBITAL PRODUCT LINE



The **CobraTig 150** is a portable, light weight orbital welding power source with digital controller that is the perfect solution for construction or rugged environments.

## RELATED LINKS

Orbital Tube Welding Equipment: TIG tube welders, Orbital power supplies, CopperHeads and DiamondBack weldheads.

## PRODUCT APPLICATION



## COBRATig 150



## COBRACooler



## ACL

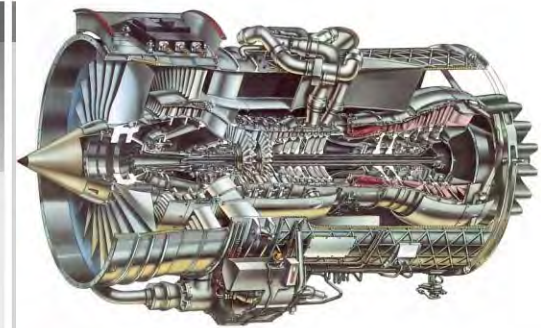


## Orbital Tube

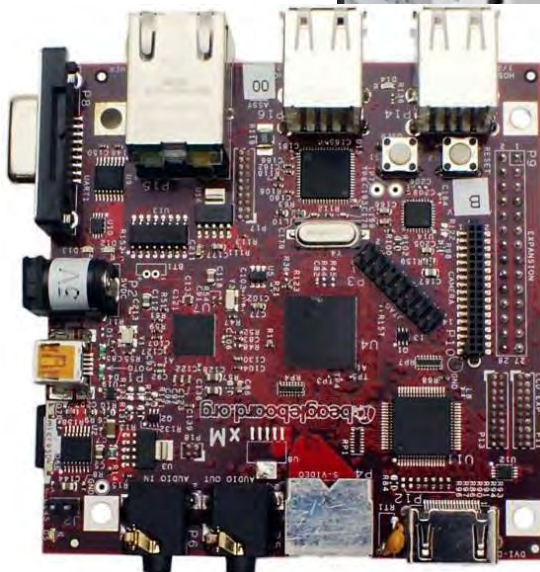
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**Portable Coolant Recirculator**  
a separate stand-alone unit that conveniently attaches - Read More

**Advanced Color Logic®**  
GTAW Orbital Power Supply / Controller delivers controlled welding current needed - Read More



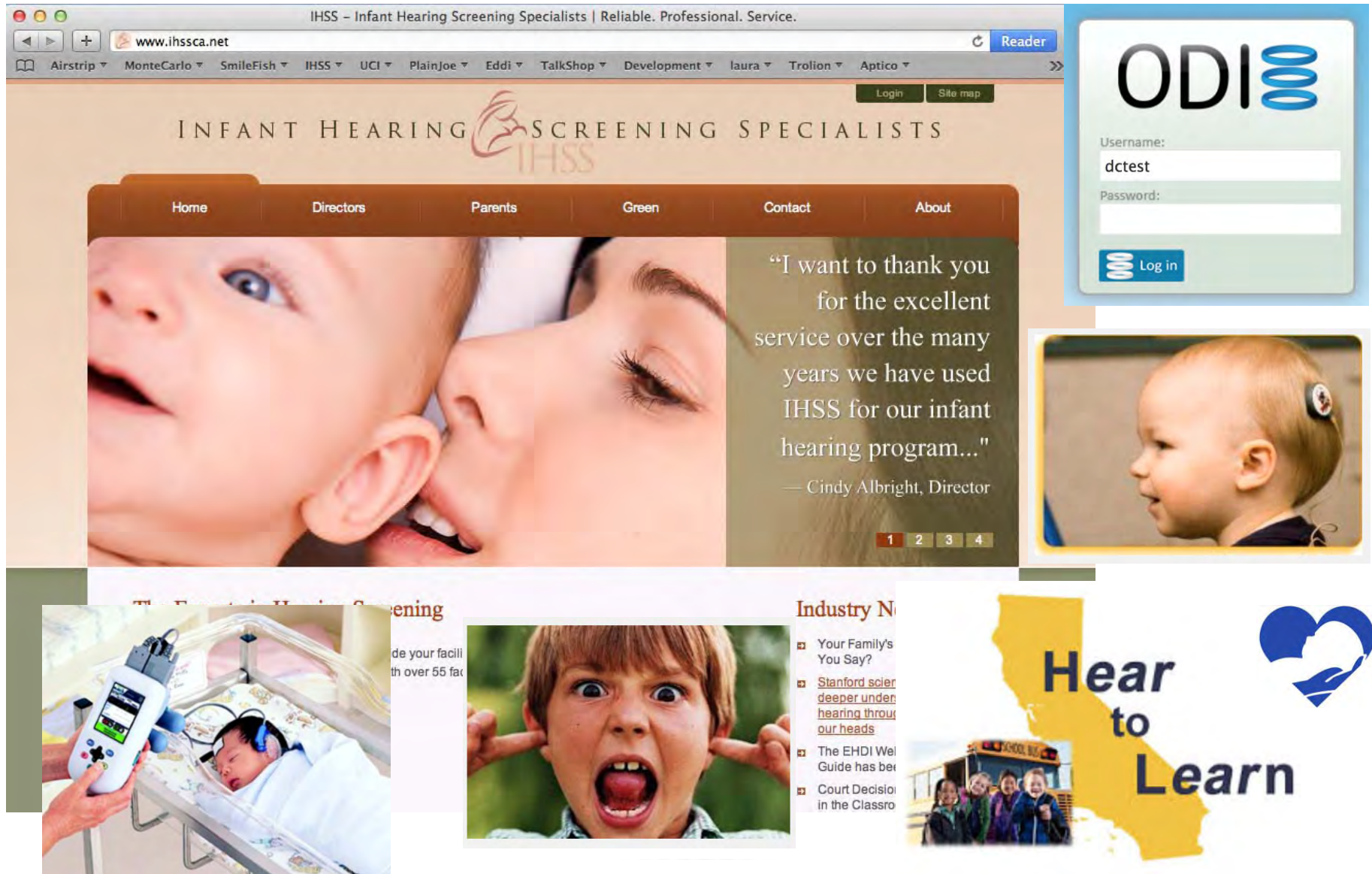
## ORBITAL SYSTEMS



nds  
t cost  
ital







The screenshot shows the website for Infant Hearing Screening Specialists (IHSS). The browser address bar displays "www.ihssca.net". The website header includes the IHSS logo and navigation links: Home, Directors, Parents, Green, Contact, and About. A large testimonial from Cindy Albright, Director, is featured, along with a photo of a baby. A login overlay for ODI is visible on the right, with fields for Username (dctest) and Password, and a Log in button. Below the main content, there are several smaller images and text blocks: a baby in a hospital bed with a hearing device, a boy covering his ears, a list of industry news items, and a "Hear to Learn" logo with a map of California.

**Industry News**

- Your Family's You Say?
- [Stanford sceler deeper under hearing throu our heads](#)
- The EHDI Wel Guide has been
- Court Decision in the Classro

**Hear to Learn**



