

Consumer Software

Realmac Software

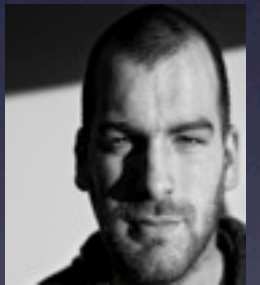
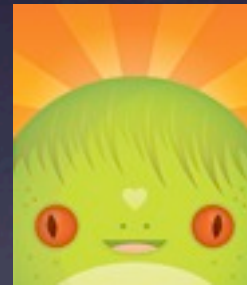
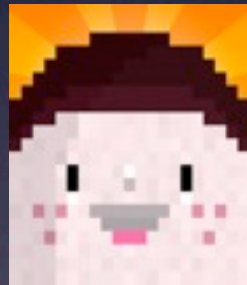
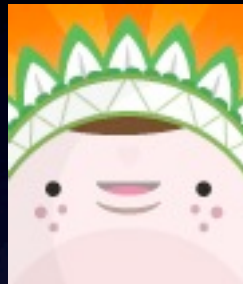
Milen D.

Realmac Software

- “We make nice things for Apple Macs.”
- Focused on Providing Great Experiences
- Based in Brighton, England
- The Coolest Bunch of People

The Realmac Team

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Realmac Products

Realmac Products



Realmac Products



Realmac Products



Realmac Products



Socialite

- Social Network Aggregator
- Major Internal Rewrite For v2.0
- Interface Overhaul
- Quality / Quantity

Large Data Sets

- Major Problem in v1.0
- Used CoreData in a Non-Optimal Way
- Rewritten Storage Handles Massive Data Sets
 - Storage Work in Background
 - Multiple Contexts
- Memory Usage



You can't keep the whole data model in memory nowadays.

Concurrency

- Internal v2.0 APIs Highly Concurrent
- No Work Done on the Main Thread
- Async Operations Lead to Race Conditions
- Additional Complexity Insignificant
- “If it can ever take more than 20ms, move to background”

Interface

- Large Data Sets Require Fast Display
- WebKit
 - Representation Caching
 - Async Data Fetch
- CoreAnimation for “Pretty” Things
- Trickery

Text height calculation

Trickery employed for complex transition. Usually, snapshotting begin / end stages and using CA to animate.

Web APIs

- Dependency on External Data Providers
- Problems
 - Documentation
 - Outages
 - Format Changes
- You Get Blamed
- Conservative Response Parsing

Adobe Flash

- On iOS
- General Dislike on Unix-like systems
 - Performance Issues
- Caused Over 90% of Crashes for Socialite

OAuth

- Standard for Authorisation
- Browser Trust Context
- Terrible User Experience
 - iOS
 - Desktop
- xAuth

Plugin Architecture

- Push (Interface + Data Provider)
 - More Control
 - More Work
- Pull (Data Provider)
 - Faster Development
 - Less Flexibility

Lambdas & GCD

- Objective-C Block Support
- GCD
- Incredible Programmer Friendliness

RapidWeaver 5

- Little bit of work
 - Welcome Screen
- Cross-OS Knowledge (iOS)
- Legacy Codebase
- Missing APIs

Finally

- Writing “Good” Software is Hard
- Knowing Your Platform is Highly Important
- WWDC

Q&A

Thanks