

Attend the FIRST

Android Developer Conference!

AnDevCon is the technical conference for software developers building or selling Android apps

AnDevCon

The Android Developer Conference

March 7-9, 2011, San Francisco

San Mateo Marriott

Choose from **55+** technical classes and workshops!

- Learn to build apps for Android, the fastest-growing mobile platform
- Learn to use the official Google tools, APIs and more
- Improve your skills for a competitive advantage
- ISV entrepreneurs: Learn how to market your Android apps using its specific channels

Register Early and SAVE!

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Welcome!

Dear Colleague,

Android is the mobile platform of today — and tomorrow. Supported by Google, embraced by many leading handset makers, supported on every broadband network, Android handsets are taking the world by storm. And because it's an open platform, Android is finding its way into tablets, set-top boxes and just about everything you can imagine.

That means opportunities — and with Android and the Android Market, if you can imagine it, you can build it. If you can build it, you can market it. And if you can market it, you can sell it.



Alan Zeichick

Come to AnDevCon: The Android Developer Conference to learn how to succeed with your mobile apps development, deployment and marketing.

AnDevCon is focused 100% on you. It's all about what you need to thrive in the hot and exciting world of Android apps. Produced by BZ Media — publishers of SD Times, the newspaper for the software development industry — this is the most

info-packed, most practical Android conference ever.

At AnDevCon, you'll be able to choose from dozens of workshops and technical classes to customize your educational experience. Come and learn what fits your needs, as our sessions are organized into four tracks suitable for you and everyone on your team:

Android Developer Essentials: These technical classes/workshops are for all Android developers, and cover all programming topics.

Android Enterprise Essentials: These technical sessions cover topics specific to developing apps for employees, business customers and partners, such as back-end integration, corporate data center communications, ERP or CRM systems.

Android Business Essentials: These classes and workshops are for entrepreneurial developers who want to learn the most effective ways of distributing and selling Android apps, including how to maximize profit through the Android Market.

But wait — there's more, lots more. In the AnDevCon exhibit hall, you'll learn about the best tools, services and resources for Android developers and marketers. Mingle and network during coffee breaks and at our big evening reception. There's more, much more... This is the conference you won't want to miss.

Join us for three days in San Mateo, Calif. — right near San Francisco International Airport — and learn from the brightest minds in the Android universe.

See you there!

Alan Zeichick, Conference Chairman

Event Schedule

AnDevCon At-A-Glance

Sunday, March 6

4:00 pm – 7:00 pm Registration Open

Monday, March 7

7:30 am – 7:00 pm Registration Open

7:30 am – 8:30 am Continental Breakfast

8:30 am – 10:00 am Morning Workshops

10:00 am – 10:15 am Coffee Break

10:15 am – 12:00 pm Morning Workshops (continued)

12:00 pm – 1:30 pm Lunch Break

1:30 pm – 3:00 pm Afternoon Workshops

3:00 pm – 3:15 pm Coffee Break

3:15 pm – 5:00 pm Afternoon Workshops (continued)

5:15 pm – 6:30 pm Lightning Talks and Pizza

7:00 pm Fireside Chat

Tuesday, March 8

7:30 am – 7:00 pm Registration Open

7:30 am – 8:30 am Continental Breakfast

8:30 am – 9:45 am Technical Classes 100

10:00 am – 11:00 am Keynote: Christy Wyatt, Motorola

11:00 am – 11:15 am Coffee Break

11:15 am – 12:30 pm Technical Classes 200

12:30 pm – 2:00 pm Lunch Break – Tabletop Exhibits Open

2:00 pm – 3:15 pm Technical Classes 300

3:15 pm – 3:45 pm Coffee, Ice Cream – Tabletop Exhibits Open

3:45 pm – 5:00 pm Technical Classes 400

5:15 pm – 6:45 pm Attendee Reception – Tabletop Exhibits Open

7:00 pm Fireside Chat

Wednesday, March 9

7:30 am – 4:00 pm Registration Open

7:30 am – 8:30 am Continental Breakfast

8:30 am – 9:45 am Technical Classes 500

10:00 am – 11:00 am Keynote: Chet Haase and Romain Guy

11:00 am – 11:15 am Coffee Break

11:15 am – 12:30 pm Technical Classes 600

12:30 pm – 1:30 pm Lunch Break

1:30 pm – 2:45 pm Technical Classes 700

2:45 pm – 3:00 pm Coffee Break

3:00 pm – 4:15 pm Technical Classes 800

4:15 pm Conference Closes

Special Events

Monday, March 7

5:15 pm – 6:30 pm



Sponsor Lightning Talks and Pizza

Learn in these lightning-fast five-minute presentations.

7:00 pm Android Community Leaders Fireside Chat



Tuesday, March 8

10:00 am – 11:00 am



Keynote: The View From Motorola Mobility

Christy Wyatt,
Vice President of Software
Services Product

Management, Motorola

12:30 pm – 6:45 pm

Exhibit Hall

Come explore the latest in Android developer resources in our Exhibit Hall.

5:15 pm – 6:45 pm

Attendee Reception

At our AnDevCon networking mixer, make new friends while enjoying delicious food and beverages.



7:00 pm Android Development Tooling Fireside Chat



Wednesday, March 9

10:00 am – 11:00 am

Keynote: **Honeycomb, the Future, and Beyond!** Chet Haase and Romain Guy



Gotta Get Approval?

Try These Time-Tested Tactics!

1. STUDY. Note the classes and workshops at the Android Developer Conference focused in three main areas: development essentials, enterprise essentials and business essentials. Find the sessions that are best for you.

2. PREPARE. Download the course catalog and circle the classes you want to take, and explain why the topics relate to your Android technical efforts.

3. CHOOSE. There are many sessions offered in each time slot. That means that you'll always find something that fits your needs and is at just the right level for your own Android development and management

needs.

4. JUSTIFY. Go in armed with all the necessary materials to make a good case for how your attending AnDevCon will help your company make money, save money or improve productivity.

5. EXPLAIN. The Android market is RED HOT, and your company will be rewarded for not waiting around. Get going on building and managing mobile apps at AnDevCon.

6. SHARE. Promise to come back from AnDevCon and hold a brown-bag lunch session to share what you've learned with your colleagues — or even conduct formal training within your department.

7. SAVE. The sooner you register, the more your company saves, so explain the benefit of signing up early, both for the conference and for the hotel.

8. TEAM. Save even more with group discounts. Send three or more employees from your company, and save \$100 per person. Each person can take different classes and bring back even more valuable tips and techniques. (Sending 10 or more? Contact us for special arrangements.)

9. GROUP. User groups, government employees, non-profits and professionals employed by or attending educational institutions can also receive special savings.

10. DECIDE. While you can sign up anytime, your company will save the most if you beat the Super Early Bird, Early Bird and Pre-Bird deadlines. Help your company's bottom line by signing up today!

Monday, March 7 8:30 am – 5:00 pm	W-1 Android 101 Barry Burd	W-2 Android for Java Developers Marko Gargenta	W-3 Fighting the Fragmentation Mark Murphy
Tuesday, March 8 8:30 am – 9:45 am	101 Running a Successful Android Apps Business, Part 1: Publishing Bradley D. Brown	102 Speed Up Android Dev with Model-Driven-Development Leigh Williamson and Martin Bakal	103 Coding for the Motorola XOOM Tablet Anna Schaller and Peter van der Linden
Technical Classes 200 11:15 am – 12:30 pm	201 Running a Successful Android Apps Business, Part 2: Advertising Bradley D. Brown	202 Using HTML5 to Target Android Wallace McClure	203 Android Internals: From SDK to NDK to APIs Marko Gargenta
Technical Classes 300 2:00 pm – 3:15 pm	301 Running a Successful Android Apps Business, Part 3: Analytics Bradley D. Brown	302 SCM for Android Developers using Git Tony Hillerson	303 Leveraging Tools for Full Lifecycle Management of Android Applications Leigh Williamson
Technical Classes 400 3:45 pm – 5:00 pm	401 Refactoring Web Apps for Mobile using CSS3 and HTML5 Joseph R. Lewis	402 Accessing Enterprise Remote Services in MonoDroid Wallace McClure	403 Managing the Licenses of Android's Components and Sub-Components Bill McQuaide
Wednesday, March 9 Technical Classes 500 8:30 am – 9:45 am	501 Writing Reusable Android Components Mark Murphy	502 Android for Recovering Mobile Engineers Chris Haseman	503 Mastering C2DM – the Android Cloud to Device Messaging Framework Aleksandar (Sasa) Gargenta
Technical Classes 600 11:15 am – 12:30 pm	601 Avoiding Android Anti-Patterns Mark Murphy	602 Background and Offline Processing with MonoDroid Wallace McClure	603 Building and Enhancing Complex Android Applications Bradley D. Brown
Technical Classes 700 1:30 pm – 2:45 pm	701 RESTful Android: Leveraging Publicly Available Services Bradley D. Brown	702 Building Location-Based Services (LBS) Apps in Android (Part 1) Pranil Kanderi	703 Don't Drain the Battery! Managing Background Services on Android Michael Galpin
Technical Classes 800 3:00 pm – 4:15 pm	801 Beyond English: Make Your Android App a Global Success Eric Cloninger	802 Building Location-Based Services (LBS) Apps in Android (Part 2) Pranil Kanderi	803 Creating and Using Secure and RESTful Enterprise Services Bradley D. Brown

<p>W-4 Android for .NET/C# Developers Using MonoDroid Wallace McClure</p>	<p>W-5 Developing Media Applications on Android Shawn Van Every</p>		
<p>104 Using and Leveraging Android's Sensors (Part 1) James Steele</p>	<p>105 Overview of Mobile Development Platforms Mike Wolfson</p>	<p>106 Building Rich Mobile Apps with HTML5, CSS3 and JavaScript James Pearce</p>	
<p>204 Using and Leveraging Android's Sensors (Part 2) James Steele</p>	<p>205 Top Tips for Android UIs Suzanne Alexandra</p>	<p>206 Hybrid Android Development with PhoneGap Dave Johnson</p>	
<p>304 Open Source in Android Apps Kim Weins</p>	<p>305 Test and Debug with Android Dev Tools Mike Wolfson</p>	<p>306 Taking Advantage of Apache Maven for Android Development Manfred Moser</p>	
<p>404 Unit Testing, Integration Testing and Continuous Builds Manfred Moser</p>	<p>405 Your First Flash Application for Android Suzanne Alexandra</p>	<p>406 Monetizing with PayPal's In-App and Mobile Web Payment Solutions Kent Griffin and Praveen Alavilli</p>	
<p>504 Mobile Data Synchronization with Any Database Lee Barney</p>	<p>505 Android for Embedded Linux Developers Karim Yaghmour</p>	<p>506 Designing for the Mobile Form Factor Kirill Grouchnikov</p>	
<p>604 Simplified XML with Ssx – The Super Simple XML API Stephen Williams</p>	<p>605 Understanding the Android System Server Karim Yaghmour</p>	<p>606 Create Effective Smartphone Apps for the Enterprise Adam Blum</p>	<p>607 Androidimation: Animation in Android Chet Haase</p>
<p>704 Java to C++ Integration with JavaGlue Stephen Williams</p>	<p>705 Creating an Easy-To-Use Modular Framework Lee Barney</p>	<p>706 Porting Android to New Hardware Karim Yaghmour</p>	
<p>804 High Definition Haptics for Android Devices Steve Kingsley-Jones</p>	<p>805 Hello CouchDB: Building Android Apps on Top of CouchDB Aaron Miller</p>	<p>806 Writing Android Applications in Ruby Adam Blum</p>	