



【G3】ジェネラルセッション

「さらに進化を遂げるエンバカデロの マルチデバイス開発環境」

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RAD Studio XE6

- The Completion of Our Vision for Multi-device Development
- Serves Our Windows Developers, Yet With Path to the Multi-device Future
- Truly Unique: Single code base, natively compiled apps, multiple platforms and devices
- Fully Ready for the Cloud-based Future: BaaS
- Even Greater Productivity Due to Multi-device: Up to 20X!



Dramatically Changing IT Landscape Will Only Accelerate

- In 2007, the iPhone Up-ended The Entire IT Industry
- The Multi-Touch Smartphone Became the True Personal Computer
 - Always With You, Always Connected
- Mobile Carriers Super-charged the Computing Value Chain
 - Massive Retail Distribution, Marketing and Promotion of These Devices
- App Stores Completed the Picture
 - Easy, Global Software Distribution with Payments



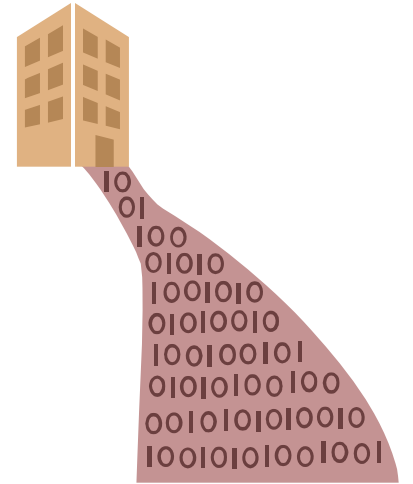
The Result: A New Market Scale

- A New Dynamic Has Entered the Scene: Unprecedented Market Scale
- Device Manufacturers and Mobile Carriers are Fueling a 3 Billion User Market That Will Easily Double in 10 Years
 - Compare to “only” 1.5B PCs (with Slowing Growth)
- No One Has Seen A Software Market of This Scale Before
- The Excitement and Opportunities are Extremely High



What Does This Mean For Developers?

- The World is Your Oyster
- More Software Than Ever Will Be Written, Distributed and Sold
- All Verticals and Market Segments are Up for Grabs
 - Enterprise, Consumer, Line of Business, Etc.
- The Incumbents are Vulnerable
 - New Players Will Enter Old Markets and Win
- Times Have Never Been Better for Software Developers!

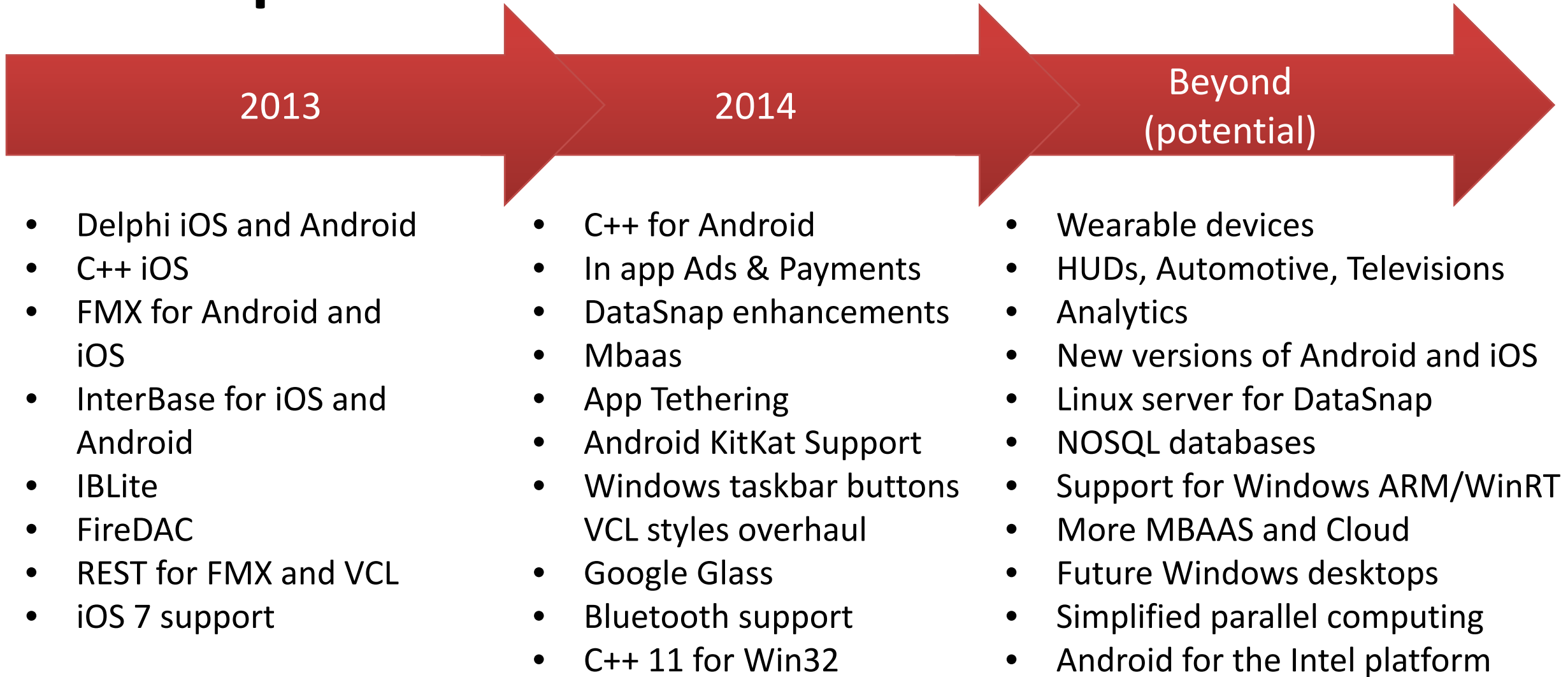


What Does This Mean for RAD Studio?

- RAD Studio XE6 Delivers This Future to Developers
 - Modernize and Migrate Your Windows Apps from XP
 - Easily extend existing Windows applications to mobile with “app tethering”
 - Fully Exploit Cloud Computing in Multi-device Apps
 - Develop for Google Glass NOW!
- It is *The* Tool Developers Need to Exploit The New Market Scale
- And We Are Committed to Continued Innovation and Investment in RAD Studio
 - More Platforms & Devices: Wearables, SmartTVs, Autos
 - More Capabilities
- We Are Just Getting Started!



Roadmap



**Disclaimers: Future capabilities and features outlined here can and may change.*

Another New Approach

Complete, End to End Application Development Platform
Designed for Mobile First, Multi-Device Developers
Free, Subscription, & Enterprise Options
Mobile and Desktop Multi-Device Client App Development
Enterprise Mobility Backend Services



Two Product Lines Serving Two Customers

	RAD Studio	Appmethod
Concept	<i>Desktop First</i>	<i>Mobile First</i>
Target Demographic	Windows Developers	The New Generation of Developers
Frameworks	- Robust VCL Framework for Windows Development - FMX for Multiple Platforms & Devices	FMX for Multiple Platforms & Devices
License	- Permanent License - Purchase upgrade license or recharge to get newer version - Need initial investment for purchasing full set of license	- Annual Subscription - Always can use latest version - Free version is available for personal use - Can start with small investment
Enterprise Backend Support	Included	Charged deployment fee as Enterprise Mobility Services

Appmethod Pricing Model

	Personal Free* Per platform / Per Developer	Individual ¥ 34,000/yr Per platform / Per Developer	Business ¥ 110,000/yr Per platform / Per Developer	Enterprise Mobility Services Up to 5 devices Free, up to 50 devices ¥ 550,000/yr
Perpetual License & Maint Option	n/a	n/a	\$1499/yr + \$449 required maint Per platform Per Developer	- Enterprise Data Access - Custom API Hosting - Data Storage - On-premise or Private Cloud
Use	Personal	Individual (up to 5 devs / employees)	Organization	
Platform Options	Android Phone only	iOS, Android, Mac, Windows	iOS, Android, Mac, Windows	
Incl Languages	C++*	C++*, Object Pascal	C++, Object Pascal	

* C++ and Personal Edition will be available in June/2014

THANK YOU!

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RAD Studio XE6

従来のWindows アプリケーションをモダンに

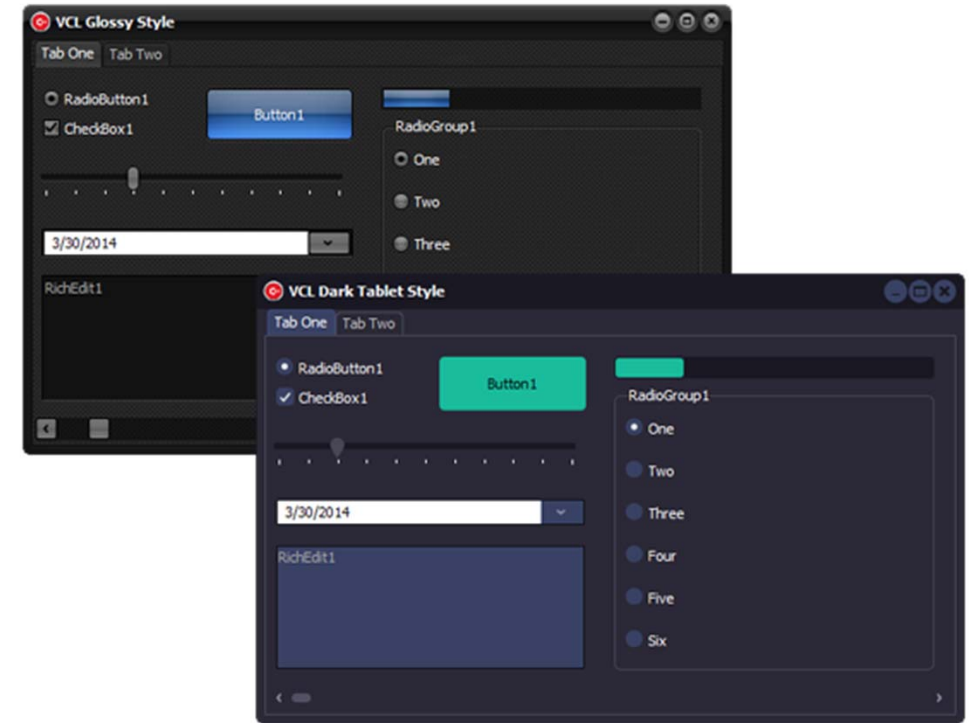
新しい環境に既存のWindows アプリケーションを適合

- UIの外観
- タブレットPC向けアプリでのセンサーの利用
- 新しいタスクバー機能
- スマートデバイスとの通信



VCL スタイル

- Windows アプリケーションの外見をスタイルで更新
 - Windows タブレット スタイルを包含し Windows 7 & 8.1 をサポート
 - 従来のアプリケーションで使用しているコンポーネントを置き換えることなく、モダンな外観に



アプリケーション テザリング

- 既存のアプリケーションをモバイル、ウェアラブルデバイスと連携
 - デスクトップ、モバイル相互の連携を容易に実現
 - 従来のWindowsアプリケーションにモバイル連携機能を付加可能





RAD Studio XE6における マルチデバイス開発の 進化

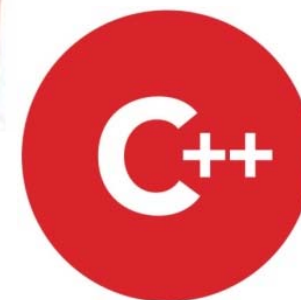


C++で新たにAndroidアプリ開発をサポート

- C++でiOS / Androidのネイティブクロス開発が可能に
 - 業界標準のC++言語によりモバイル開発を実現
 - Windows、Mac、iOS、Androidの4プラットフォームをサポート
 - 従来のPC向けアプリケーション開発資産をモバイル開発にも転用可能

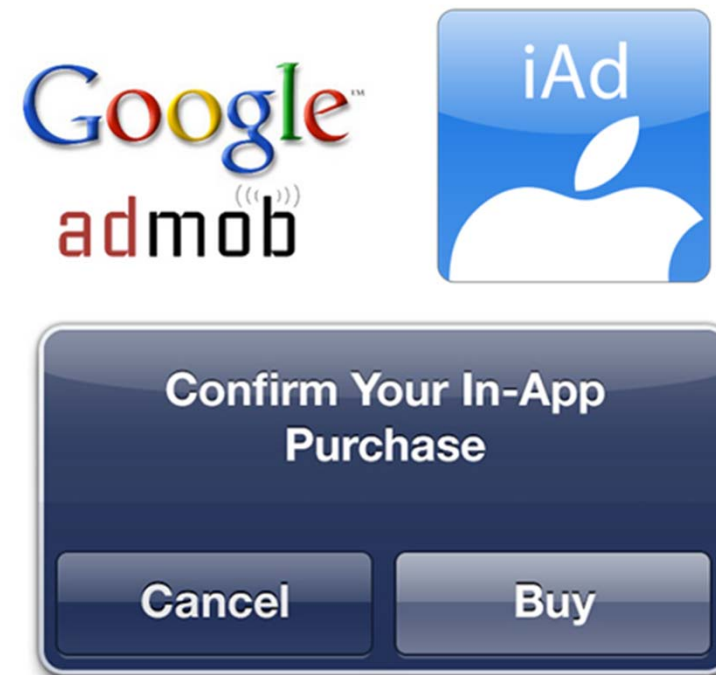
マルチデバイス対応が完成

	Win32	Win64	Mac	iOS	Android
Delphi	■	■	■	NEW in XE4!	NEW in XE5!
C++Builder	■	■	■	NEW in XE5!	NEW in XE6!



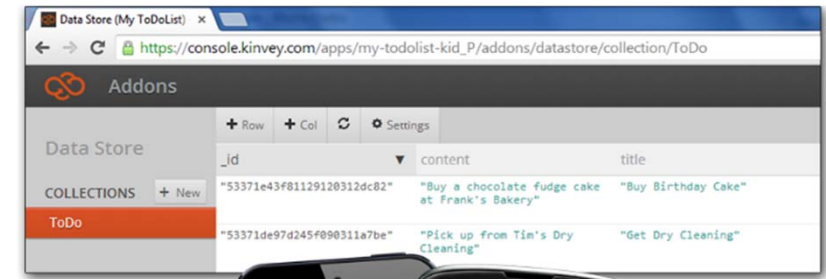
アプリ内決済と広告

- アプリ内決済機能と広告機能でアプリケーションを収益化
- コンテンツ、機能、サービス、サブスクリプションを販売
- 上位広告ネットワークとアプリケーションストアをサポート



クラウド サービス (BaaS) との統合

- 「プッシュ通知」を使用して
休止中のアプリにもメッセージを送信
- クラウド内のデータや
オブジェクト ストレージにアクセス
- ユーザー認証
- 複数の BaaS プロバイダを共通の
API コンポーネントでサポート



The screenshot shows a web browser window with the URL https://console.kinvey.com/apps/my-todolist-kid_P/addons/datastore/collection/ToDo. The page displays a table of data items under the heading 'Data Store' and 'COLLECTIONS + New'. The table has columns for '_id', 'content', and 'title'. There are two rows of data:

_id	content	title
"53371e43f81129120312dc82"	"Buy a chocolate fudge cake at Frank's Bakery"	"Buy Birthday Cake"
"53371de97d245f090311a7be"	"Pick up from Tim's Dry Cleaning"	"Get Dry Cleaning"



Google Glass 向けのアプリケーションを開発

- Google Glass に最適化されたスタイル
- ビジュアルなデザインテンプレート
- マルチデバイス開発が現在、スマートフォン、タブレット、ウェアラブルに対応

