Mobile Publishing:

Web Apps
vs.
Native Apps
vs.
Hybrid Apps
vs.
iBook Author
Web Apps

website optimized for mobile devices

+ fast development
  html5, css3 & javascript
  geolocation (limited)
  “progressive” design
  local storage (limited)

- limited UI effects
  no device hardware
  no access to app stores
  not as fast as native
Responsive Design

website design for mobile devices (and everything else)

+ same + as for web app
  mobile first
  progressive enhancement
  media queries (device detection)

- limited UI effects
  no device hardware
  no access to app stores
  not as fast as native
Native Apps

developed with specific device SDK (software development kit)

+ local storage
  geolocation
  device hardware
  beautiful UI effects
  access to app stores
  fast

- slow development
  limited to single device os
  expensive
Hybrid Apps
developed with web tools, wrapped as native app

- fast development
  html5, css3 & javascript
  geolocation (limited)
  device hardware
  local storage (limited)
  access to app stores

- limited UI effects
  (getting better)
  not as fast as native
iBooks Author

Apple’s free software for making multimedia books

+ easy to learn
+ beautiful UI effects
+ access to app store
+ html5, css3 & javascript

- limited to single device
- no geolocation
- no device hardware
- limited to single app store
http://dtc-wsuv.org/wp/dhsi/resources/