

# Mobile Publishing:

Web Apps

vs.

Native Apps

vs.

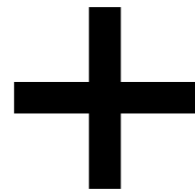
Hybrid Apps

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

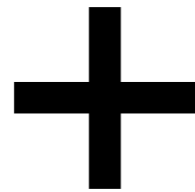
no device hardware

no access to app stores

not as fast as native

# Responsive Design

website design  
for mobile devices (and everything else)



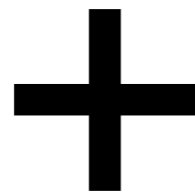
same + as for web app  
mobile first  
progressive enhancement  
media queries (device  
detection)



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)



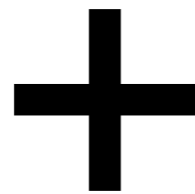
local storage  
geolocation  
device hardware  
beautiful UI effects  
access to app stores  
fast



slow development  
limited to single device os  
expensive

# Hybrid Apps

developed with web tools,  
wrapped as native app



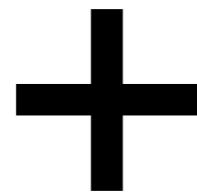
fast development  
html5, css3 & javascript  
geolocation (limited)  
device hardware  
local storage (limited)  
access to app stores



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/>