The BlackBerry Developer Program Guide

Welcome to the BlackBerry® Developer Program! This document is your guide to the exciting world of BlackBerry development. It's designed to help you quickly find the information you need to build innovative consumer and enterprise applications.

Here's what's inside:

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Thank you!

BlackBerry®
Developer Program

Online Resources

From the <u>BlackBerry® Developer Zone</u> you will be able to find the following key online resources and more:

» BlackBerry Developer Video Library

Get started with BlackBerry development the easy way with this comprehensive set of videos.

» BlackBerry Developer Labs

Walk step-by-step through the developer labs to build your knowledge of the BlackBerry development process, core APIs, and browser development.

» BlackBerry Developer Newsletter

Bringing you the latest in BlackBerry application developer news, information and updates. <u>Sign up here</u> or <u>browse the archives</u> to view past issues.

» BlackBerry Discussion Forums

Public discussion forums are available for:
• BlackBerry® App World™ Development
• Java® Development
• Browser Development
• BlackBerry® MDS Runtime Development
• Product Management: The BlackBerry Application Platform

The developer discussion forums are a great place to seek advice from other like-minded developers, share tips, and discuss developing for the BlackBerry platform from start to finish. Be sure to <u>read the FAQ</u> to ensure you understand the unique "Kudos" system, to search for answers, to subscribe to threads, and more.

» Technical Documentation

• Developer Knowledge Base
A key technical resource containing tips, best practices, and known issues.

• Whitepapers
A wide variety of whitepapers are available.

For Java developers, the following whitepapers are recommended reading:
• Three memory management whitepapers entitled <u>Memory Best Practices, Low Memory Management</u> and <u>Garbage Collection</u>
• <u>Deploying Java Applications</u> which describes ways in which Java applications for the BlackBerry solution can be deployed to users using both wireless and desktop download

For Browser developers, the following whitepapers are recommended reading:
• <u>Introduction to the BlackBerry® Browser</u> provides a practical overview of using the BlackBerry Browser in the enterprise
• <u>Optimizing Content for the BlackBerry Browser</u> provides tips for optimizing web-based content for BlackBerry
• <u>Developing Browser Push Applications</u> provides a practical overview of developing server-side applications for an enterprise deployment to push web content to BlackBerry smartphones

Online Resources

» Documentation for Developers

The BlackBerry Technical Solution Center is your main resource for documentation covering everything from Java application development to detailed information about the BlackBerry App World storefront. Using the left navigation menu, you can drill down to individual BlackBerry JDE release notes, application UI guidelines, browser JavaScript® reference documents, and more.

» BlackBerry Developer Tutorials

Creating a BlackBerry Java application for the first time and not sure where to begin? The developer tutorials will walk you through everything you need to know, step-by-step.

» BlackBerry Developer Issue Tracker

The Developer Issue Tracker is a web application that provides third-party developers with the ability to submit issues and feature requests for consideration by Research In Motion (RIM).

» BlackBerry Developer Blog

The Developer's Blog is a forum to share best practices, market insight and developer-engagement opportunities with the development community.

Developer Tools and Downloads

This section highlights the most important developer tools available and how to get them.

» **BlackBerry Java Development Environment (BlackBerry JDE)**

A standalone, integrated development environment (IDE) that allows you to build, debug, and test your applications.

» **BlackBerry JDE Plug-in for Eclipse**

For Java developers who use the Eclipse IDE, the free BlackBerry JDE Plug-in for Eclipse offers a familiar way to build and test rich mobile applications that are optimized for BlackBerry smartphones.

The BlackBerry Plug-in for Eclipse offers the same full-feature set available in the BlackBerry JDE.

» **BlackBerry Plug-in for Microsoft Visual Studio 1.2**

Allows ASP.Net developers to leverage existing Microsoft® based developer tools to create and debug web projects for BlackBerry® smartphones. Users enjoy seamless integration with Microsoft® Visual Studio® 2008 for optimized web development debugging and profiling.

» **BlackBerry Theme Studio**

 With the tools included in the BlackBerry® Theme Studio, you can create BlackBerry smartphone themes, mobile websites, splash screens, graphics and animated content for BlackBerry smartphones.

» **BlackBerry Smartphone Simulators**

The BlackBerry JDE contains all of the necessary smartphone simulators to test your applications. New simulators are posted online when new versions of BlackBerry smartphone software are certified or when new BlackBerry smartphones are launched.

When you're ready to do extensive testing to reproduce customer issues, etc, you should download the stand-alone device simulators.

» **BlackBerry Web Development Plug-in for Eclipse 1.0**

Allows developers to debug web-based applications and content for the BlackBerry solution. The plug-in also facilitates active web development and debugging with a BlackBerry simulator as well as active web profiling to optimize web projects.

» **BlackBerry Java Application Development v5.0 Beta**

The latest release of the BlackBerry® Java® Application Development v5.0 beta provides an end-to-end set of tools for easily developing robust wireless applications.

» **BlackBerry Widget SDK 1.0 Beta**

The BlackBerry Widget Packager 1.0 Beta 2 is a new tool that allows web developers to package up their web assets into BlackBerry Widgets (small, discrete, standalone web applications that use HTML, CSS and JavaScript).

Developer Events

This section highlights events developers working with BlackBerry technology won't want to miss.

» Wireless Enterprise Symposium (WES)

WES is an annual Research In Motion (RIM) event that attracts thousands of attendees each spring. It is the premier event for anyone using BlackBerry technology today and includes a wealth of sessions on managing the BlackBerry® Enterprise Server, developing custom applications and mobilizing enterprise applications.

» BlackBerry Developer Conference

A dedicated forum for the developer community to immerse itself in all aspects of creating consumer and business applications for the BlackBerry platform. At a typical conference you can expect:

• An overview of the latest technical advances in software, hardware and tools from RIM and its partners to enable highly connected, interactive mobile applications and content services

• Insight from fellow developers who share their first-hand experiences in successfully creating, integrating and managing wireless applications

• Shared best practices from industry leaders to shortcut development cycles and drive new applications to market

• Sign up for updates.

Developer Support

The BlackBerry Developer Zone offers various programs to support your application development.

» Developer Services

RIM works with a number of companies who can assist you in bringing your BlackBerry applications to market. These companies can provide expertise in various stages of the development process including custom application development, testing services, and application distribution.

» Incident Based Support

BlackBerry Incident Based Support for Developers is a pay-for-support program that allows you to contact RIM for any development issues that require assistance from the Application Development Support Team. It allows you to pay for and receive technical support when you need it most — at the time of the support issue.

» Application Development Support Package

The Application Development Support Package includes training, four interactive hours with the Application Development Support team, ten support incidents and code signing keys.

» BlackBerry Alliance Program

The BlackBerry® Alliance Program gives you the resources, support and tools you need to develop and sell innovative, market-driven applications that mobilize BlackBerry customers. Members in the BlackBerry ISV Alliance Program develop, market, and sell:

- Commercial software, including off-the-shelf wireless applications
- Customized applications for specific business requirements and industries
- Development tools for other BlackBerry developers

Benefits of the BlackBerry Alliance Program:

- Application development support with dedicated technical resources
- Access to preview and beta software
- Product support, such as free smartphone(s), Smartphone Loaner Program, and special pricing on software
- Marketing support, including marketing materials, joint branding, access to brand guidelines and the use of the BlackBerry Alliance Member logo
- Complimentary listing in the BlackBerry Solutions Catalog
- Sales support, including access to a RIM Business Development Manager and the ability to post online applications to the Mobile Solutions Centre (MSC) for application demos and trials to channel and customers

Thank you!

RIM is pleased to welcome you to the BlackBerry Development Program. The growing base of third party applications for BlackBerry solution adds functionality and value to the BlackBerry smartphone user experience in a wide range of categories. We look forward to supporting your development efforts and to learning more about your exciting products.

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