



The Apple Worldwide Developers Conference (WWDC) provides developers and IT professionals with in-depth technical information and hands-on learning about the powerful technologies in iPhone OS and Mac OS X from the Apple engineers who created them. It is the premier technical event for developers and IT professionals innovating with Apple platforms. Over 1,000 Apple engineers will present the latest Apple technologies and provide you with code-level guidance. You'll learn how to harness the power of iPhone OS, Mac OS X Snow Leopard, and Mac OS X Server Snow Leopard in the most efficient and sophisticated way possible — saving you time and accelerating your development. Bring your MacBook and your imagination, and prepare to make your ideas happen.

The WWDC 2009 Student Scholarship provides ADC Student Members and student Team Members in the iPhone Developer University Program the opportunity to get a free pass to attend WWDC. Scholarship recipients have full access to the conference including the range of in-depth technical sessions, access to Apple engineers at the hands-on labs, and the opportunity to meet hiring managers from around the world at the Student Career Fair.

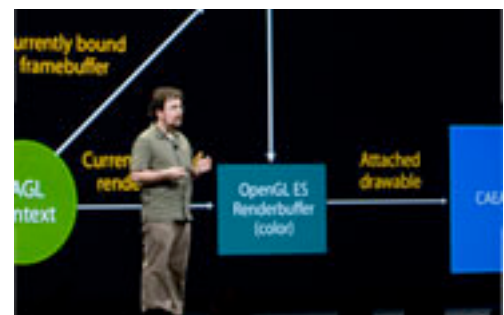
WWDC2009 in be held in San Francisco Moscone West Convention Center from June 8-12, 2009.

WWDC 2009 consists of technical sessions, hands-on labs, community forums, campus events and activities. There are three major tracks in terms of technical focuses:

- **iPhone Development** Learn every aspect of iPhone development — from the powerful tools and frameworks to enhancing your application with the unique features of iPhone OS.

- **Mac Development** Dive deep into the rich development tools, powerful technologies, and programming techniques that will help you deliver incredible applications on Mac OS X Snow Leopard — the next generation of the world's most advanced operating system.

- **Information Technologies** IT-focused sessions and labs will provide details on new features you can use right out of the box, customization and developer opportunities for



those creating specialized solutions, and best practice techniques for integration, deployment and management of Apple technologies within your organization.

- **Get Hands-on Labs** Each of the three main tracks have the dedicated hands-on labs for developers to bring their codes and apply the knowledge they gain from daily sessions. Work side-by-side with Apple engineers to solved code-level issues, gain insight into their development techniques and get answers to the technical topics most important to developers. Apple user interface designers are available to review the user interface design of your app and offer alternative visual and interaction designs to make your application more visually attractive, engaging, intuitive, and easier to use.



Detailed information can be found at
<<http://developer.apple.com/wwdc/>>.

Apple's WWDC 2009 Student Scholarship Program starts to accept applications now. General information on Scholarship Program can be found at
<<http://developer.apple.com/wwdc/students/>>.

In Asia Apple will work with schools in the region to offer separate WWDC 2009 Student Scholarship application and reviewing process. This would ensure collaborating schools be allocated to guaranteed quotas. Apple will prepare specific electronic application form for each interested school to distribute the application. Apple will also collaborating with the schools to decide the aware winners. We also wish collaborating schools could offer certain financial assistance to help reduce the student's travel cost for the conference.

Interested schools please contact your Apple account managers or Apple Worldwide Developer Relations Asia at:

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5 days.
1000 Apple Engineers.
5000 of your peers.

