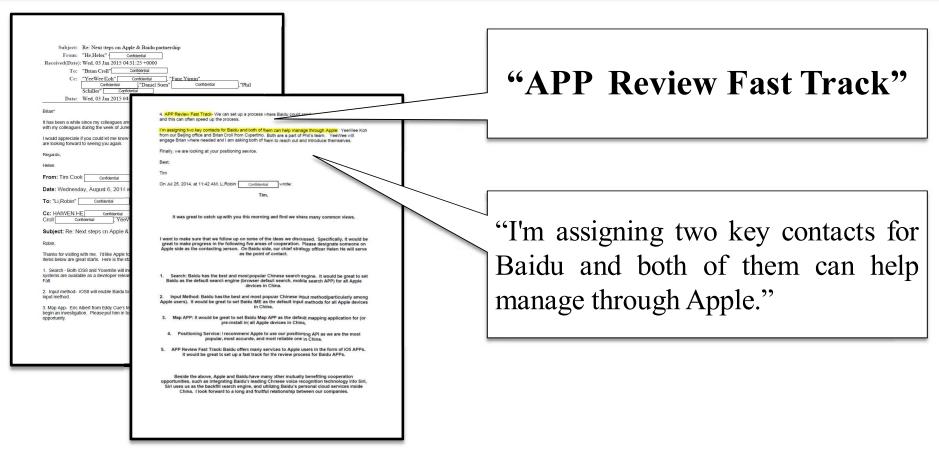


Apple Offers Preferential Treatment to Baidu



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Apple Gives Amazon Preferential Treatment



"It's difficult to express how strange this is: for over a decade, Apple has stuck to the rule that *all* digital goods sold in iOS apps *must* use Apple's payment methods, including Apple's 30 percent cut."

"Suddenly, that rule appears to apply to all developers except those who have the leverage to cut a special deal with Apple."



Apple Cuts Off Developers

Subject: Re: Facebook and Apple From: "Steve Jobs" Confidential Received(Date): Fri, 09 Apr 2010 00:35:58 +0000 Te: "Ron Okamoto" Cc: "Scott Forstall" "Philip Schiller" Date: Fri, 09 Apr 2010 00:35:58 +0000 I'd suggest we just cut Joe off from now on. On Apr 8, 2010, at 5:25 PM. Ron Okamoto wrote: Steve, Scott and Phil. Some additional background: Earlier today Joe spoke to the press and PLA and Objective C. I called Ethan Beard and Henry Moissinac at Facebook and told them we were not happy with this because it was not the first time he's done this and it does not publicly reflect well on our partnership. I reminded them that we do not have Apple employees blogging and talking to the press being openly critical about Facebook Joe sent me an email after the press story hit explaining why he was "upset", and it looks like Joe has been working on a cross compiler. - Here's a copy of the email he sent me iPhone OS 4.0 looks amazing and I really want to develop for it. That's why I was a bit upset to read that the updated SDK agreement requires writing apps directly in Objective-C/C++ or Last time we met you asked that I contact you directly if I have an issue with Apple, and I definitely have issue with this. It appears to be a purely strategic limitation aimed straight at Adobe. To accept this limitation you would have to convince yourself that Objective-C and JavaScript are the best programming languages available, which I don't believe they are. A big part of the reason I stopped writing iPhone apps is that I find Objective-C to be very unpleasant When last we met I was considering developing a Facebook iPad app. The reason I decided not to was because I wanted to focus on my other project, and my other project was a new UI programming language I'm developing which is cross-compiled to high performance C and Objective-C. I had planned to use this language to make developing iPhone and iPad apps for Facebook a much more efficient and fun process. Frankly, I think the language I'm creating is leagues better than Objective-C, so it's unfortunate that you would stifle innovation in programming languages just to keep crappy Flash ports out of the App Store. Not all cross-

"I'd suggest we just cut Joe off from now on."

"Earlier today Joe spoke to the press and was critical of our new PLA and Objective C."

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