Adobe iOS Publishing Companion Guide

Professional & Enterprise Edition

Last updated July 16, 2013 (*v27*)

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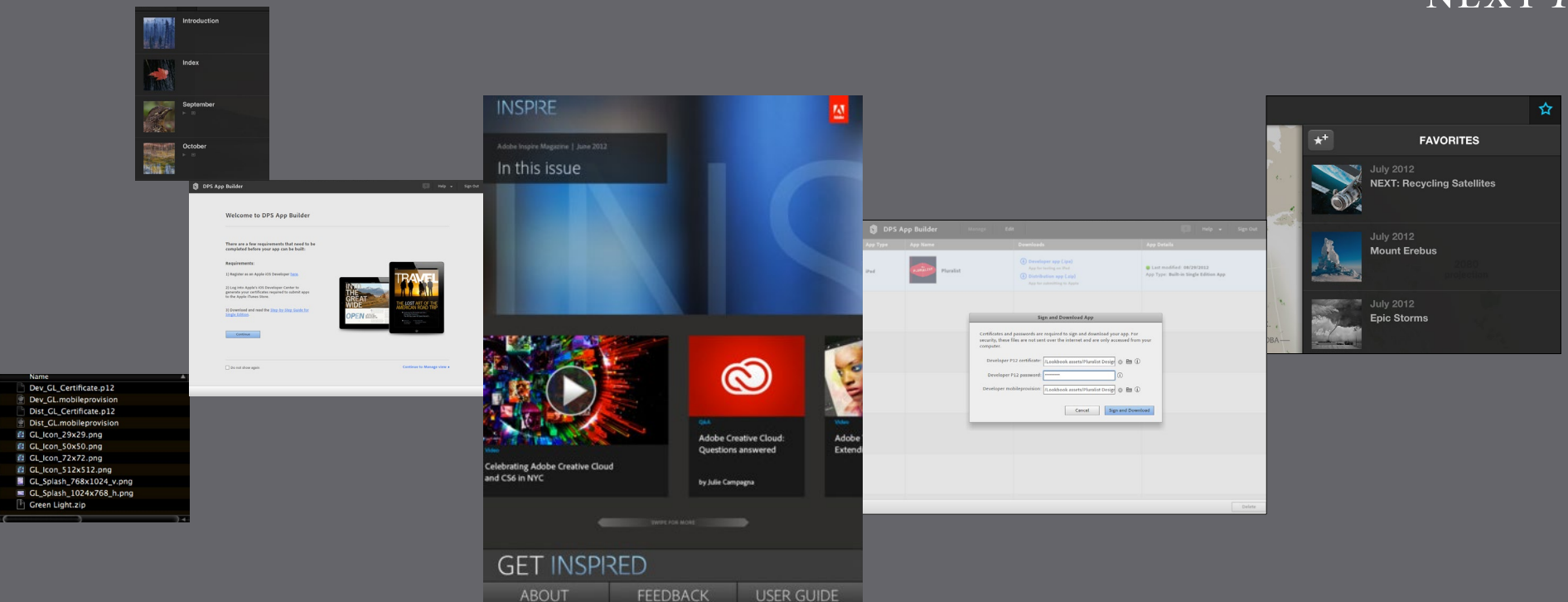

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Legal notice

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Introduction

IF YOU ARE READING THIS GUIDE, you are in the process of creating an iOS app with Adobe Digital Publishing Suite.

First, let's make sure you're using the right guide. You should be either a Professional or Enterprise subscriber to the Digital Publishing Suite. If you're a Creative Cloud member or interested in purchasing a Single Edition license, download the "Step-by-Step Guide for Single Edition." It's available from the Help menu of the DPS App Builder. If you're creating an app for Android or Amazon devices, see this article: adobe.ly/OSiRdM.

This process of submitting an app to the App Store can be completed by anyone willing to read directions, pay attention to detail, and follow step-by-step instructions. Most of the steps do not require an understanding of Adobe InDesign. For this reason, you may choose to enlist the help of a co-worker or someone else in your company to help you with this process.

Don't wait until the last minute to read this guide. You can expect to spend two or three hours completing all these steps. You may wish to break this into a couple of sessions. Once you have completed the steps, you will need to wait for Apple to approve or reject your app. As of this writing, this process is typically taking about seven days.

Apple governs the app submission process. Many of the steps in this guide describe processes that will take place on various Apple websites. You must use a Macintosh computer to create the certificates required for the submission and for the final upload of the app to the App Store.

The DPS tools are **revised frequently.** *This guide is up to date for the* **July 2013** *version of the DPS tools.*

Apple STEP-BY-STEP

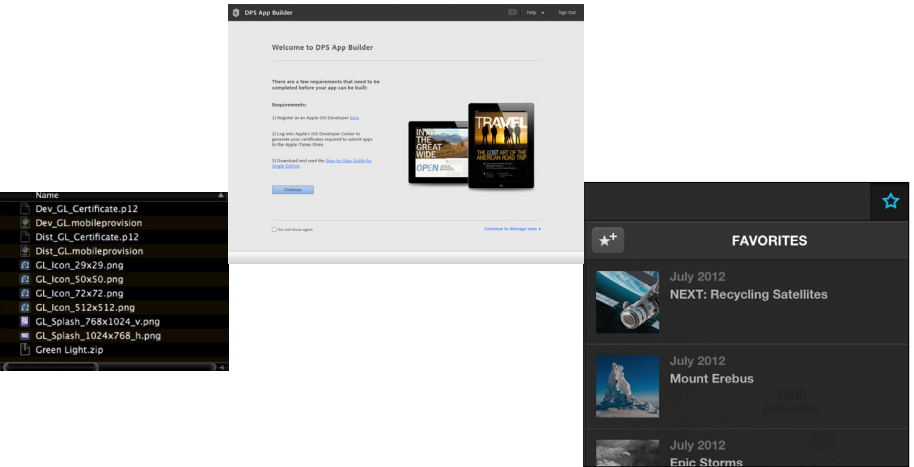
INFORMATION with a gray background indicates that the task must be performed on an Apple website. For more information about these tasks, refer to Apple documentation at bit.ly/N9sNck and bit.ly/N9fBUV or contact Apple.

A checklist for building your first app

Creating your first app? Do these things ahead of time, while still working on your folios:

- [ ] Enroll in Apple's iOS Developer Program | page 12
- [ ] Read the App Store Review Guidelines | page 15
- [ ] Download and install Xcode on your Mac | page 16
- [ ] Create certificates | page 17
- [ ] Test your certificates | page 33
- [ ] Register your test iPads with Apple | page 38
- [ ] Create an App ID | page 34
- [ ] Create mobileprovision files | page 57
- [ ] Create required assets | page 75
- [ ] Assign an Application role to an Adobe ID | page 9

These steps are required by Apple Computer and completed on Apple websites.



Do these things when you're ready to publish:

- [ ] Build the app with DPS App Builder | page 78
- [ ] Test the development app | page 79
- [ ] Download the distribution app | page 82
- [ ] Submit the distribution app to the App Store | page 83
- [ ] Wait for approval from Apple | page 90

A checklist for building your second app

Already created one app, and on to your second (or third)? There are less steps to complete the second time around.

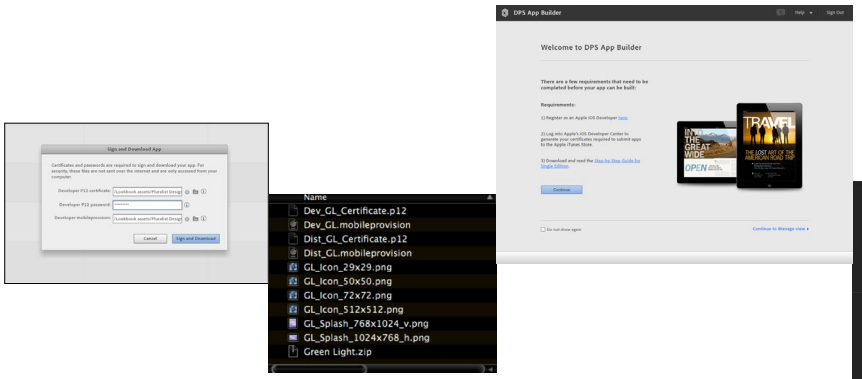
Do these things ahead of time, before working on your folios:

- ☐ Create an App ID | page 34
- ☐ Create mobileprovision files | page 57
- ☐ Create required assets | page 75
- ☐ Assign an Application role to an Adobe ID | page 9

These steps are required by Apple Computer and completed on Apple websites.

Do these things when you're ready to publish the app:

- ☐ Build the app with DPS App Builder | page 78
- ☐ Test the development app | page 79
- ☐ Download the distribution app | page 82
- ☐ Submit the distribution app to the App Store | page 83
- ☐ Wait for approval from Apple | page 90



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Decide which type of viewer app to create

THERE ARE FOUR BASIC TYPES OF VIEWER APPS: Single-Folio, Multi-Folio, Subscription, and Enterprise-signed (for internal publishing).

Before you begin building your app, understand which type of app you want to create. Also decide whether you want the folios in your app to be free or retail.

To learn more about the different types of viewer apps, see the article (and video) at adobe.ly/jtBEOs.

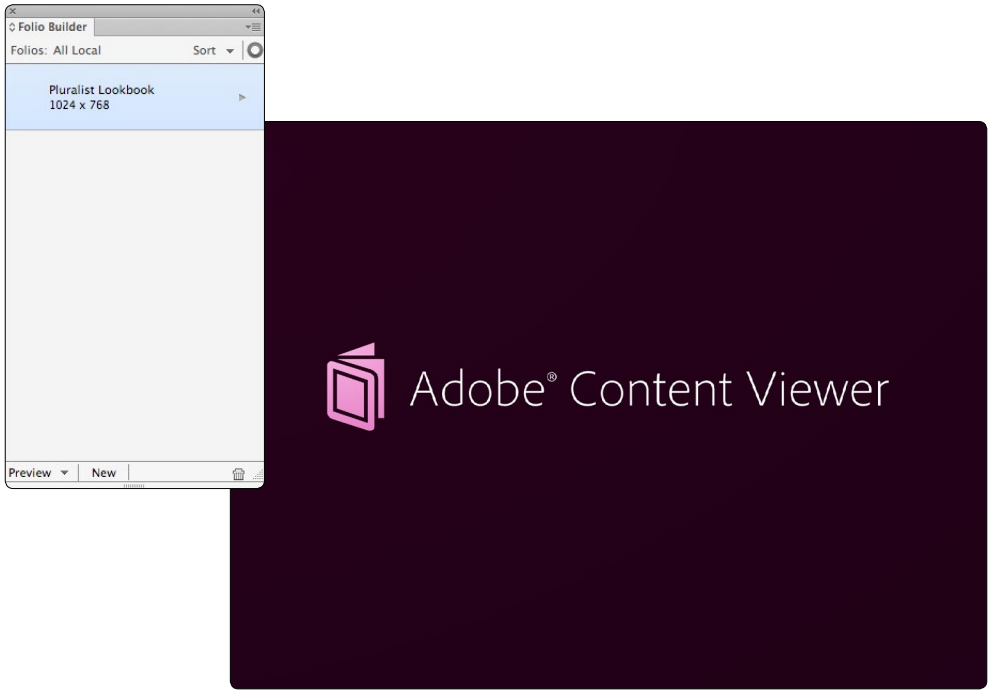
Build your folios

YOU HAVE PROBABLY ALREADY BUILT, or begun to build, the InDesign files for your app, and have created Digital Publishing Suite articles and assembled them into a folio.

You or a different member of your team will use the Folio Builder panel in InDesign to create one or more folios. Creating a folio allows you to preview your completed app using the free Adobe Content Viewer app on your iPad. This will let you view all of the content and interactivity in your app.

The process of creating and publishing folios and articles is beyond the scope of this guide. To learn more about how to use the Folio Builder panel to create folios and preview them on your iPad, see the Online Help at adobe.ly/PjSo8K.

When you create the folios that will appear in your app, you need to use the right Adobe ID, which we'll discuss next.

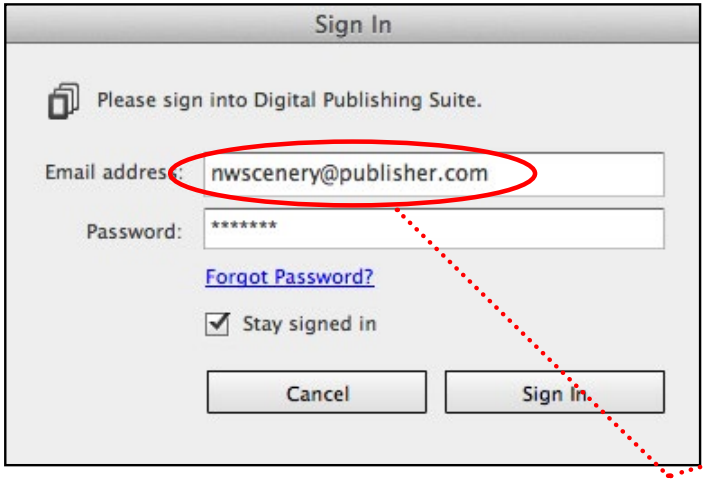


Use the right Adobe ID

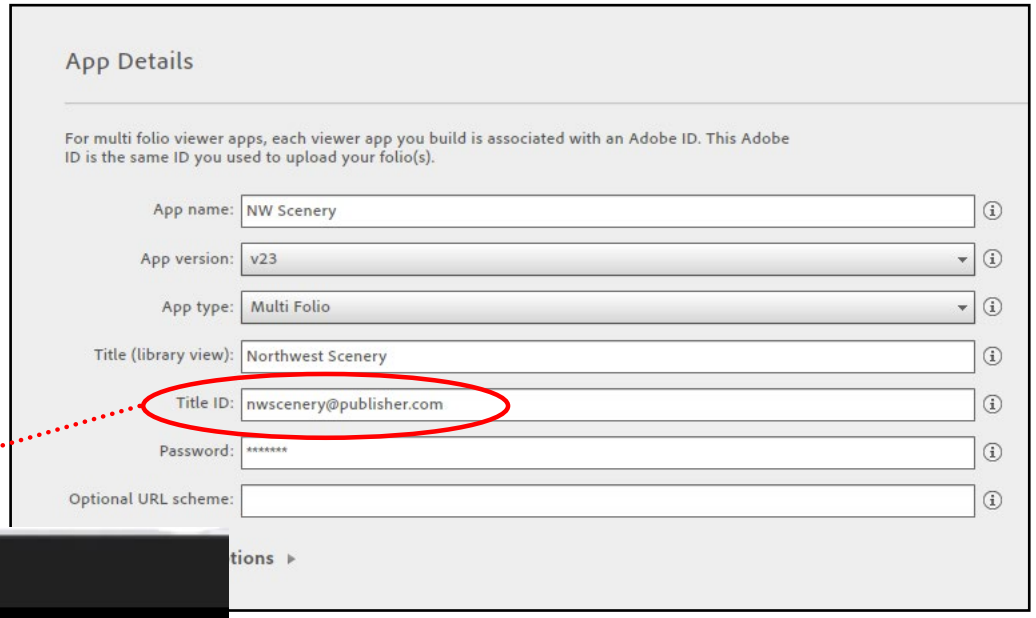
FOR EACH MULTI-FOLIO APP YOU CREATE, you must use a different Adobe ID. In fact, you're better off using different Adobe IDs for each app, including single-folio apps, to avoid mixing analytics data.

Use the Account Administration tool to assign an Application role to an Adobe ID. Use this Adobe ID to create and publish folios. In the App Builder, specify this Adobe ID in the Title ID field.

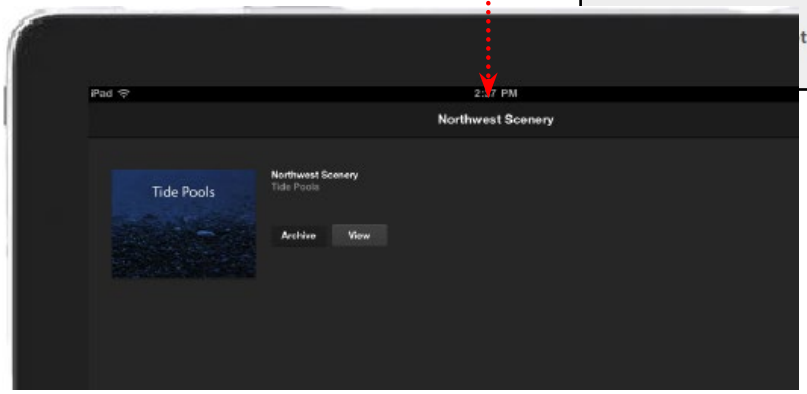
To learn more about assigning Application roles to Adobe IDs, see the article at adobe.ly/RqCOH1. In addition, see the Adobe DPS Getting Started Guide at http://adobe.ly/156jmbh.



Folio Builder panel



DPS App Builder

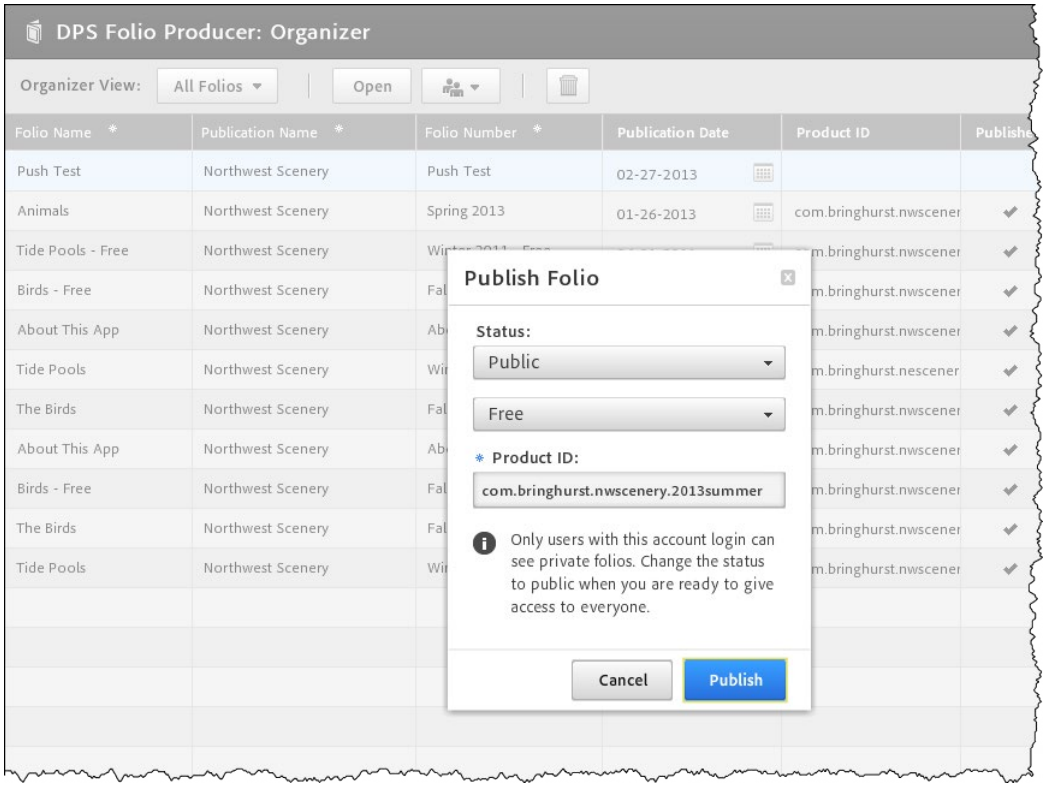


Publish folios for multi-folio apps

FOR EACH ISSUE THAT WILL APPEAR IN YOUR LIBRARY, you must publish a folio. Use the Folio Producer Organizer to publish folios. You can publish folios before and after you create your app.

- If you're publishing a folio that doesn't cost money, simply publish the folio as Public and Free. If you publish the folio using the same Adobe ID that you use as the Title ID in DPS App Builder, the folio will be available in your app library as soon as you publish it. No other action is required.
- If you're publishing a folio that costs money, you need to create an in-app purchase in iTunes Connect that has a unique Product ID. In Folio Producer Organizer, publish the folio as Public and Retail. Specify the exact same Product ID that you used for the in-app purchase. Details about creating in-app purchases are explained later in this guide.

To learn more about publishing folios, see the article at http://adobe.ly/14yQPLa.



Folio Producer Organizer

Certificates required for building apps

FOR EACH APP YOU CREATE, Apple requires various certificates and files. The primary purpose of this guide is to help you create these required files.

- Developer P12 certificate (and password)
- Distribution P12 certificate (and password)
- Developer mobileprovision file
- Distribution mobileprovision file
- Developer push P12 certificate and password (optional)
- Production push P12 certificate and password (optional)

After you use this guide to create these certificates and mobileprovision files, you use the DPS App Builder to specify these files, along with image files and other app configuration details discussed later in this guide.

For a more detailed checklist of each app type, see the help article at http://adobe.ly/15CWNHC.

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Enroll in Apple's iOS Developer Program

YOU MUST BE ENROLLED in Apple's iOS Developer Program to submit your app to the App Store. The iOS Developer Program costs US$99/year. You need to keep your enrollment current and paid for as long as you want your app to appear on the App Store.

If you have not already signed up for the iOS Developer Program, visit bit.ly/Rjz90j to get started. For purposes of creating DPS apps, you can enroll as either an individual or a company.

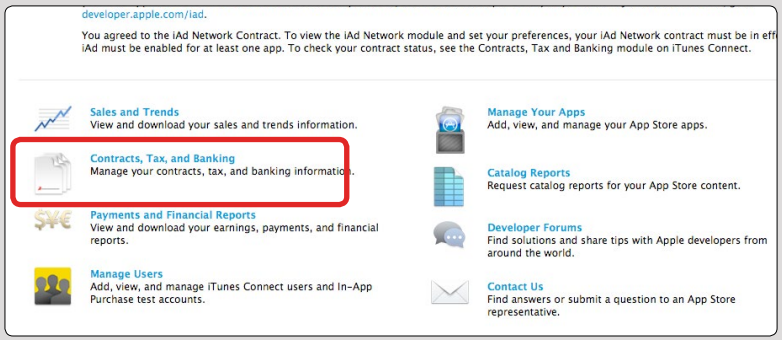
Someone else in your company may already be enrolled in the iOS Developer Program. You may be able to ask your IT department to create the required App ID, certificates, and mobileprovision files. If so, this will make the process much easier for you. No knowledge of InDesign or Adobe DPS is required to create these items, so this is an easy task to delegate to someone else.

After you enroll in the iOS Developer Program and submit your payment, Apple will send you an email message that prompts you to activate your account.

Provide bank and tax information to Apple *(if you are offering paid content)*

If you wish to make your app or any of your app's folios available for sale through Apple, you must agree to the iOS Paid Applications agreement. If your app and content is going to be free, you can skip to page 15.

1. Go to itunesconnect.apple.com. You will need to sign in with your Apple ID.
2. Click on Contracts, Tax, and Banking.



ADOBE TIP

*As you move through the steps in this guide you will create an **Adobe ID** and password, **Apple ID** and password, certificate passwords, and a unique **App ID** for each app that you create. Don't get all these IDs and passwords confused! Create a system to help you keep all this straight.*

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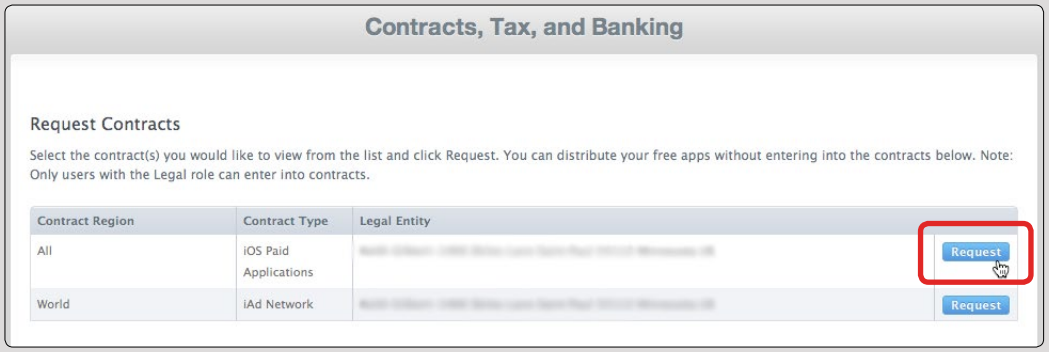
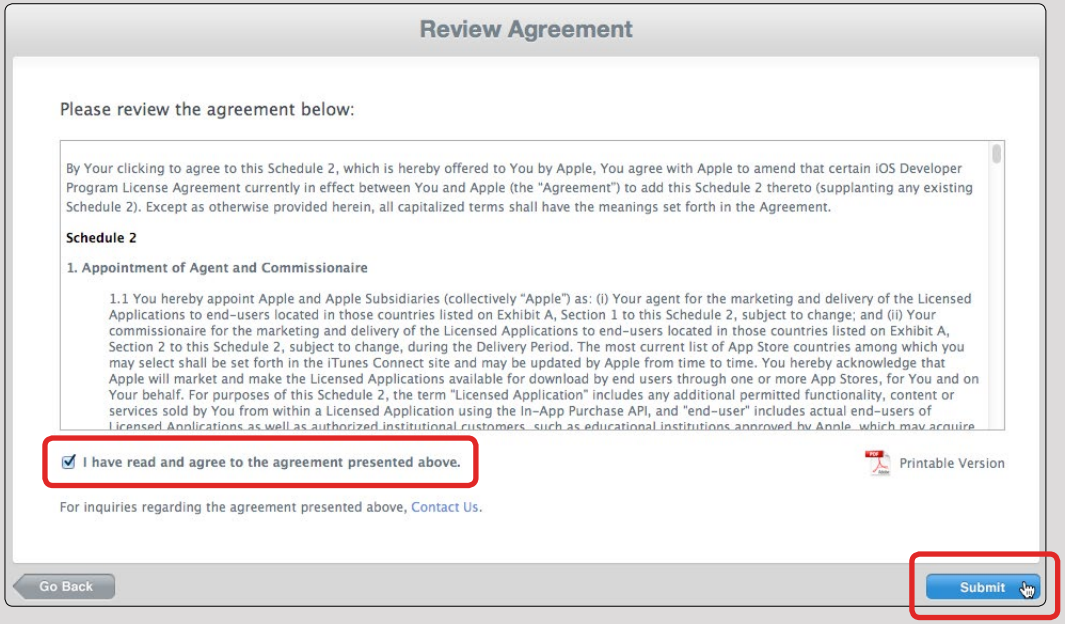
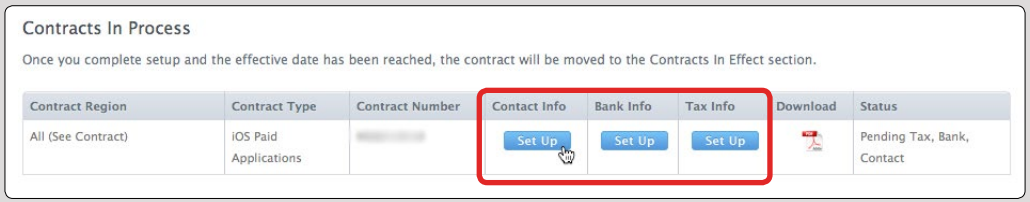
3. Click the Request button next to the iOS Paid Applications contract.



4. If acceptable, accept the terms of the agreement, and click the Submit button.



5. The iOS Paid Applications contract will appear in the Contracts in Process section. Click on the Set Up buttons below Contact Info, Bank Info, and Tax Info, and provide the information requested.



6. Once you've provided all the requested information, you will need to wait for Apple to approve the contract. When the contract is approved, it will move to the Contracts in Effect section.

For more information, see the "Managing Contracts, Taxes, and Banking" section of Apple's *iTunes Connect Developer Guide* at bit.ly/NtQgqX.

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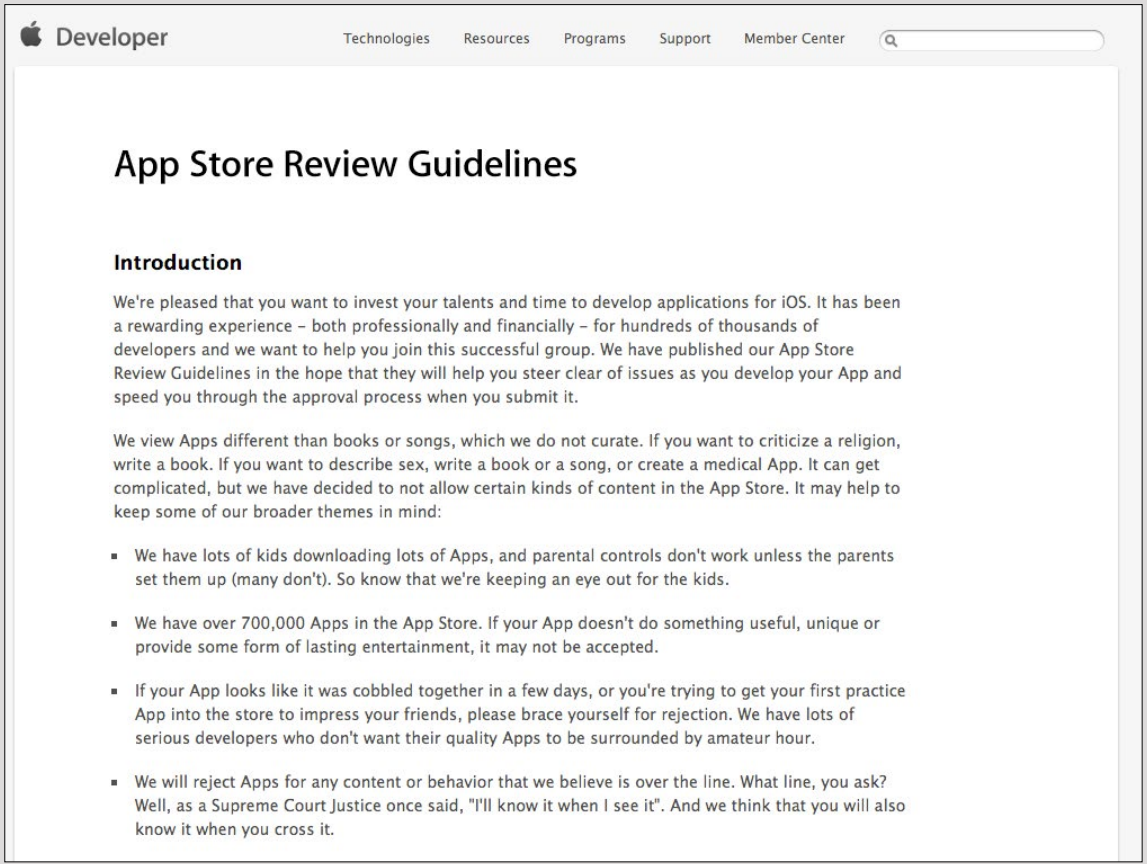
Read the App Store Review Guidelines for iOS apps

APPLE REVIEWS ALL APPS that are submitted to the App Store to be sure that the apps meet the App Store Review Guidelines. Apps that do not meet these guidelines will be rejected by Apple. With this in mind, it is good to review these guidelines before you get too far into the process of developing your app. This will pay off in the end by ensuring that your app passes Apple's review process.

You can read more about the App Store Approval Process at bit.ly/RjAapd and the App Store Review Guidelines at bit.ly/RjAe8i. You will need to sign in with your Apple ID.



Developer Technologies Resources Programs Support Member Center

App Store Review Guidelines

Introduction

We're pleased that you want to invest your talents and time to develop applications for iOS. It has been a rewarding experience – both professionally and financially – for hundreds of thousands of developers and we want to help you join this successful group. We have published our App Store Review Guidelines in the hope that they will help you steer clear of issues as you develop your App and speed you through the approval process when you submit it.

We view Apps different than books or songs, which we do not curate. If you want to criticize a religion, write a book. If you want to describe sex, write a book or a song, or create a medical App. It can get complicated, but we have decided to not allow certain kinds of content in the App Store. It may help to keep some of our broader themes in mind:

- We have lots of kids downloading lots of Apps, and parental controls don't work unless the parents set them up (many don't). So know that we're keeping an eye out for the kids.
- We have over 700,000 Apps in the App Store. If your App doesn't do something useful, unique or provide some form of lasting entertainment, it may not be accepted.
- If your App looks like it was cobbled together in a few days, or you're trying to get your first practice App into the store to impress your friends, please brace yourself for rejection. We have lots of serious developers who don't want their quality Apps to be surrounded by amateur hour.
- We will reject Apps for any content or behavior that we believe is over the line. What line, you ask? Well, as a Supreme Court Justice once said, "I'll know it when I see it". And we think that you will also know it when you cross it.

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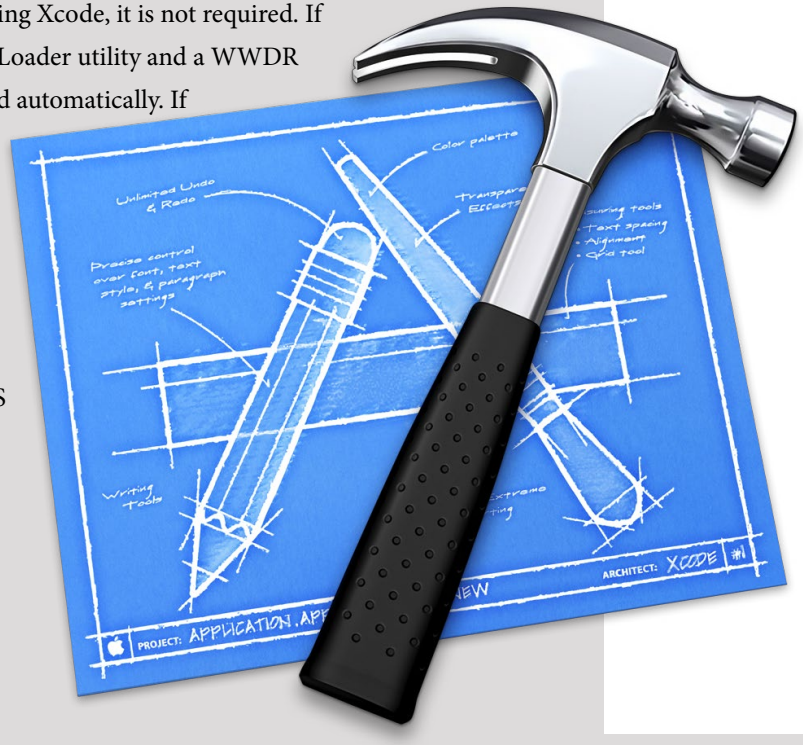
Download and install Xcode on your Mac

CERTAIN STEPS IN THIS PROCESS require you to have Xcode installed on your Macintosh computer. Xcode is Apple's "development environment" for creating Mac, iPhone, and iPad apps. But don't worry, you aren't going to need to learn Xcode or any programming. Xcode just needs to be installed. The latest version of Xcode can be downloaded from bit.ly/RjArsh. If you are running an older version of Mac OS X, and need an older version of Xcode, you can find previous versions at bit.ly/RjAyE5. Note: Xcode is an approximately 1.5 gigabyte download. Depending on your Internet connection speed, this download may take awhile. Be prepared to do this step well ahead of time so that you can afford to wait.

Although we recommend installing Xcode, it is not required. If you install Xcode, the Application Loader utility and a WWDR intermediate certificate are installed automatically. If you don't install Xcode, you'll need to install the Application Loader and the WWDR certificate individually.

One more note about Xcode. If you refer to Apple developer documentation when building DPS apps, keep in mind that the DPS App Builder effectively replaces Xcode.



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Create certificates

THE DPS APP BUILDER will generate two different apps—a development app and a distribution app. The development app is used for testing; the distribution app is what you'll submit to Apple once you've tested and approved the development app. Apple requires both apps to be signed by a valid "certificate" before they can run on the iPad. In this section, you will learn how to create two required p12 certificates.

You can use the same p12 certificates for multiple apps. They are not tied to the App ID. However, each app you create requires a new, unique App ID and new mobileprovision files (described later).

Who creates the certificates?

The steps in this guide assume you will create the required certificates. If you work for an organization, someone else in your company might be responsible for creating the required ertificates. If so, make the necessary arrangements to use those certificates for building your app.

Overview

The process of creating a p12 certificate file might seem complicated, but it's not that difficult if you follow the steps carefully.

Creating the certificates involves a back-and-forth process between the Apple Developer site and the Keychain Access utility on your computer. You use the Keychain Access utility to create a certificate signing request (a different one for each certificate), and then submit the signing request in the Apple Developer site. Then you download the certificate (.cer) file and open it in the Keychain Access utility, which you use to export the p12 file. You will complete this process twice: once for the development (testing) app and once for the distribution (submission) app.

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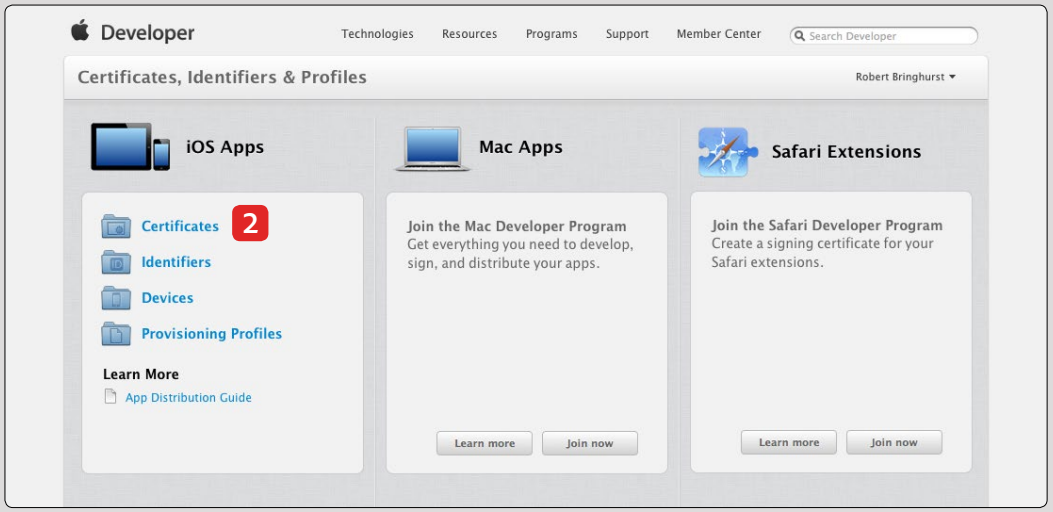
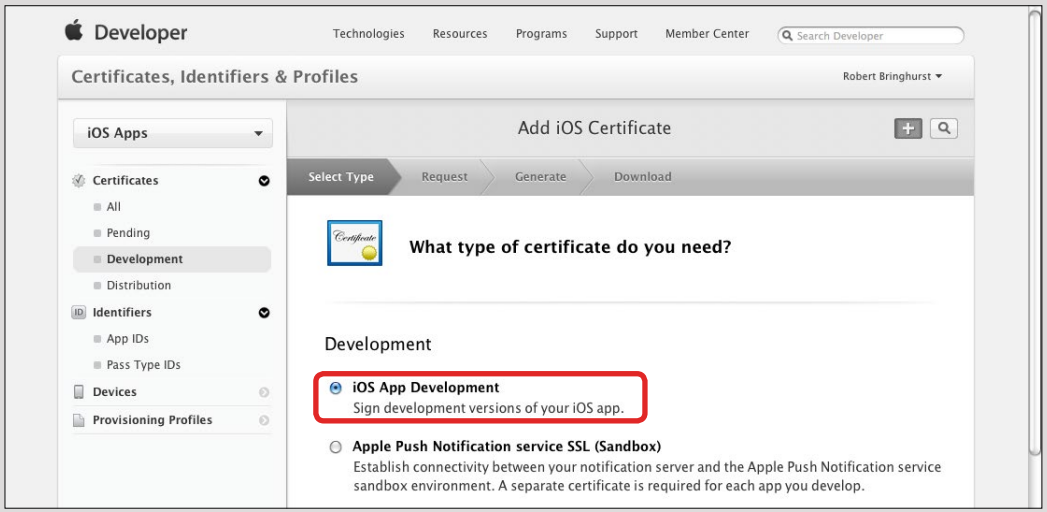
Create a Development Certificate Signing Request

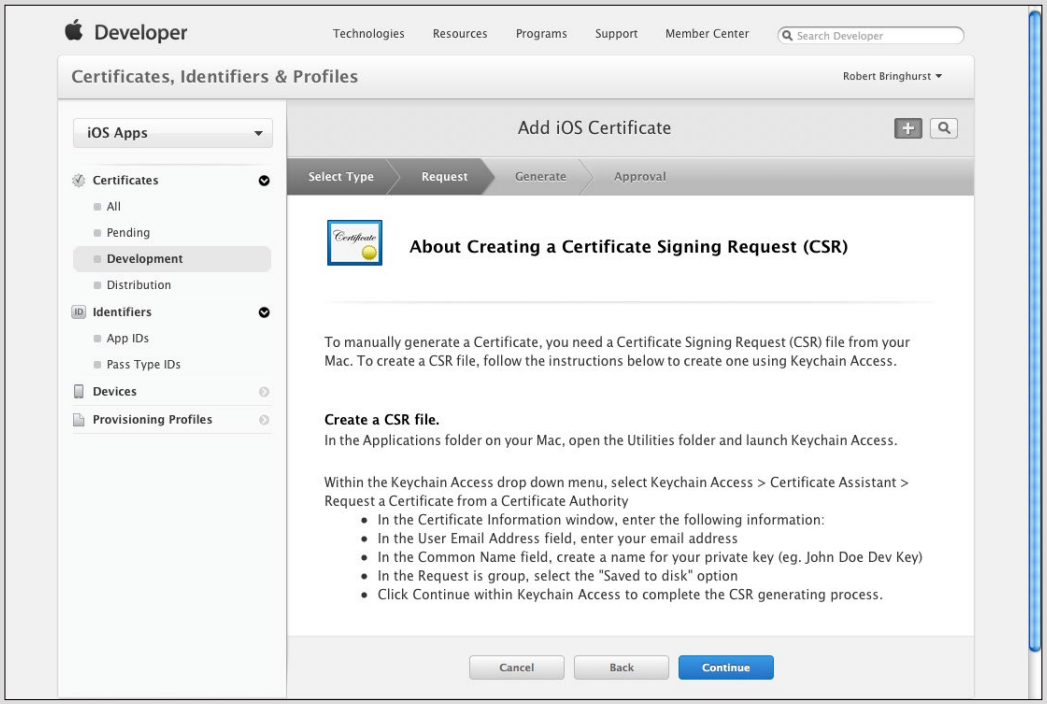
1. On the Apple iOS Developer site, go to "Certificates, Identifiers & Profiles" at bit.ly/OVbhu5. Sign in with your Apple ID.
2. Click Certificates on the left side of the window. 2
3. Click Development on the left side of the window under Certificates. 3

   Selecting the options on the left side displays the certificates of each category. At this stage, you shouldn't have any development certificates. You just need one development certificate for testing all your iOS apps.
4. Click the Plus icon in the upper right corner of the window to start creating a certificate. 4



5. In the "What type of certificate do you need?" section, select iOS App Development. Click Continue.





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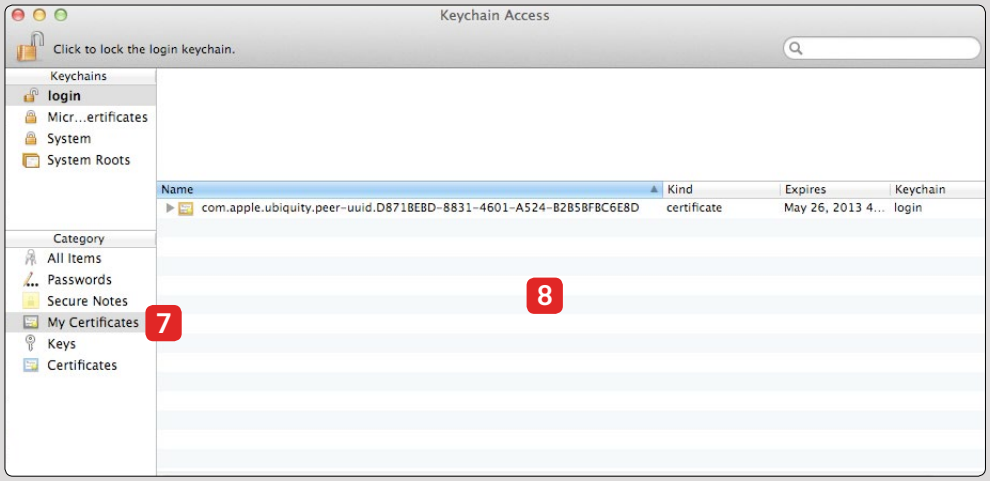
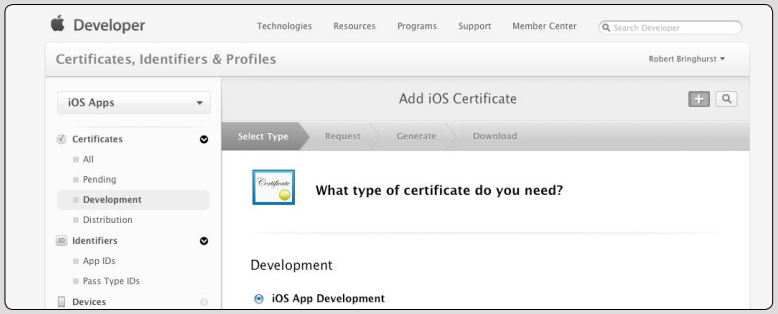
As indicated on the Apple Developer site, you'll now use the Keychain Access utility to create a Certificate Signing Request (CSR).

6. Open the Keychain Access utility, found in the Utilities folder in your Applications folder.
7. Click on the My Certificates category on the left. 7
8. Click on an empty space in the window on the right to ensure that no existing keys or certificates are selected. 8



9. Choose Keychain Access > Certificate Assistant > Request a Certificate From a Certificate Authority.



*During this process, you are going to be creating **several files** that you will **need to keep track of**. It is helpful to create a new folder in an easy-to-access location to store all of these **"bits and pieces"** that you will need later in the process.*

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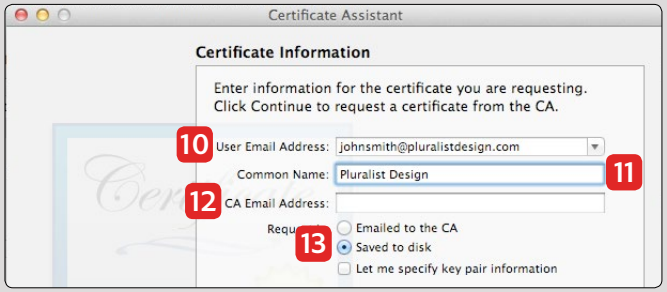
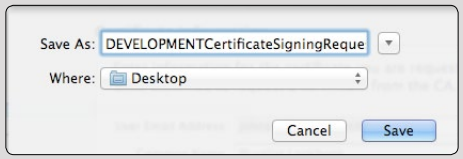
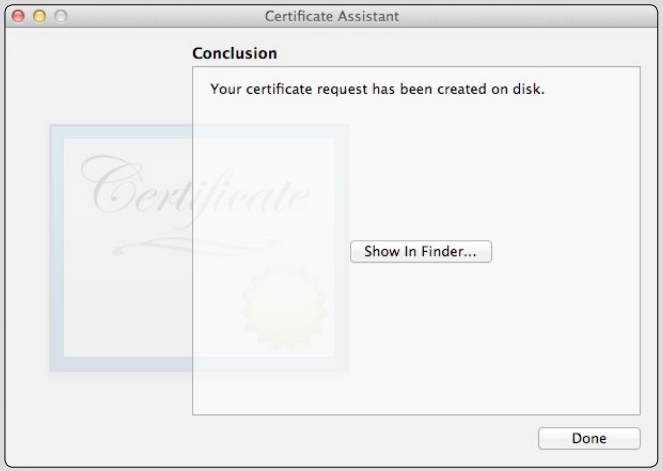
10. For User Email Address, specify a valid email address. 10
11. For Common Name, enter the name of your company or division. This certificate can be reused for multiple apps that you might create, so you don't need to enter the app name here. 11
12. Leave the CA Email Address field blank. 12
13. Select Saved to Disk. 13



14. Click the Continue button.
15. Specify the name of the certificate signing request and where the file will be saved, and click Save. You will use this file to create a development certificate in the next section.



16. When the certificate request is created, click Done.



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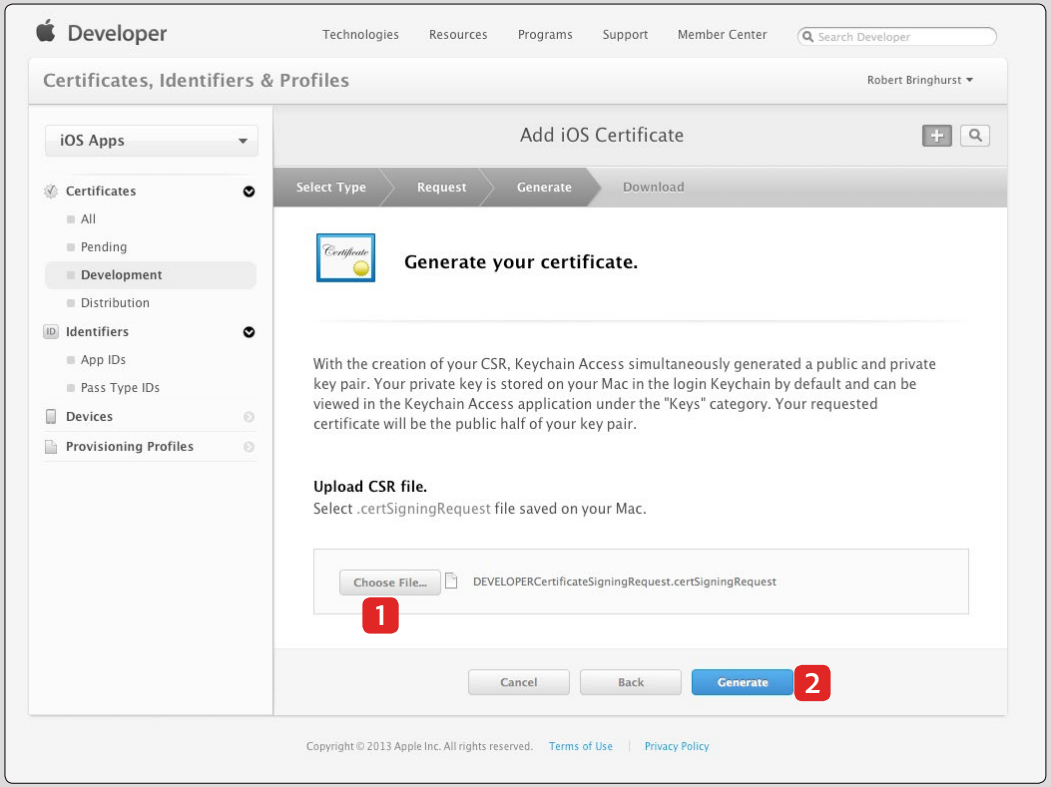
Generate a Development Certificate

Now that you've created the certificate signing request file, you need to submit it to the Apple Developer site to create the required development certificate.

1. In the Apple Developer site, click Continue to advance to the "Generate your certificate" screen. Click Choose File, and double-click the certificate request file you just saved in the previous steps. 1
2. Click Generate. 2



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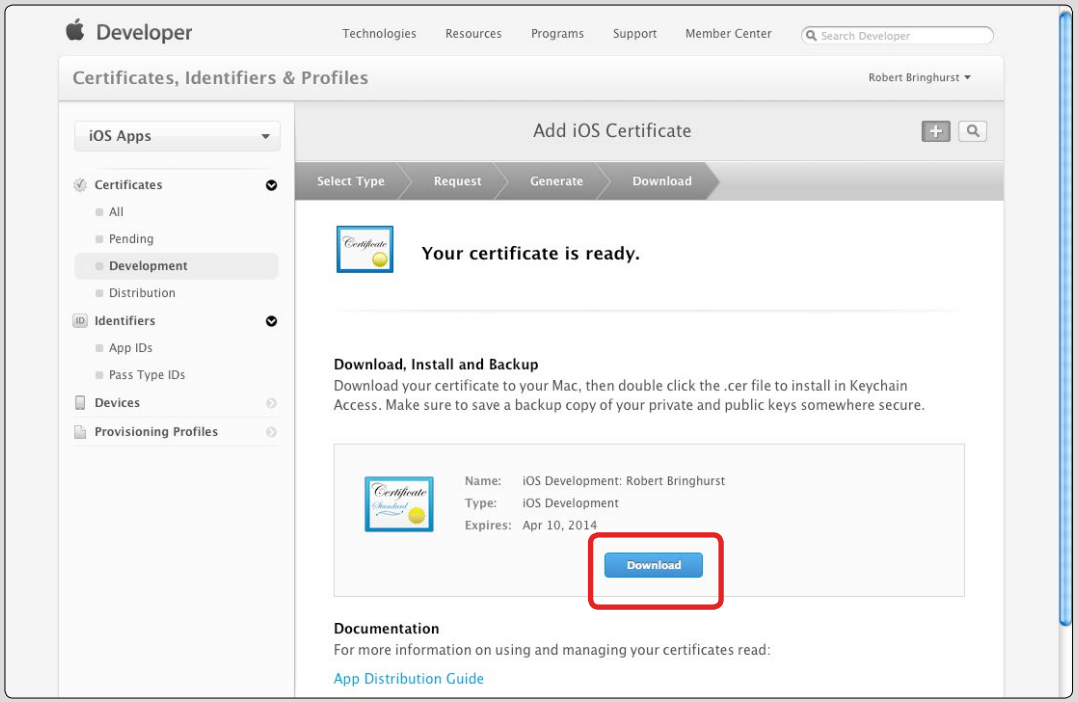
Your development certificate is generated.



3. Click Download, and then download the certificate to a known location.

   This development certificate is called ios_development.cer. This file is required to create your p12 certificate in the Keychain Access utility. You'll do that next.

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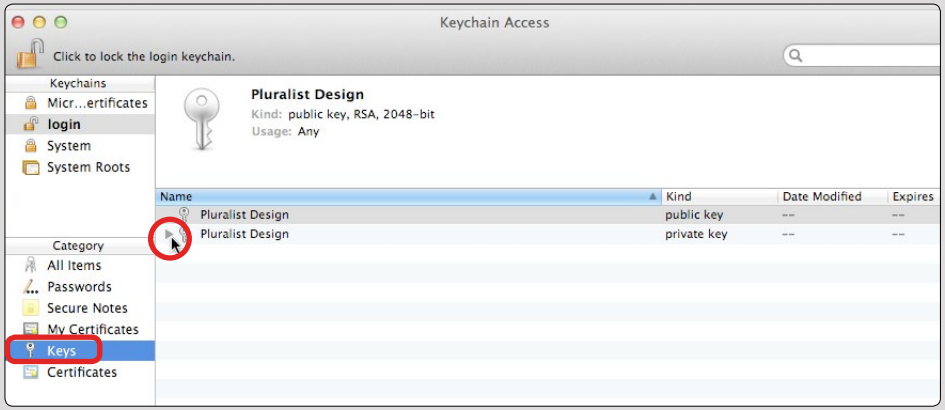
Create a p12 Development Certificate

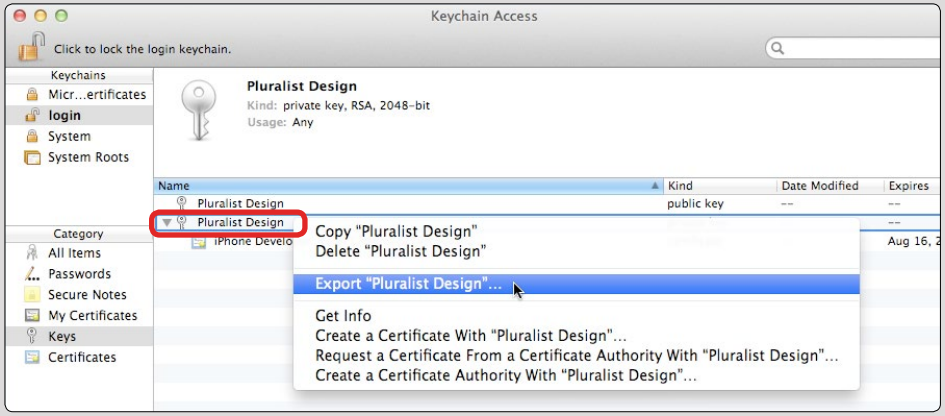
1. In the Finder, locate the ios_development.cer file you created, and double-click it. This launches the Keychain Access utility and installs the certificate.

2. To see if the certificate was installed correctly, click on the Keys category on the left, and then click the right-pointing arrow to open the private key. You should see the certificate beneath the private key. If double-clicking the .cer file does not install the certificate, launch Keychain Access and choose File > Import Items to specify the .cer file. If that still doesn't work, exit and re-start the Keychain Access utility and try again.



3. With Keys selected on the left, Control-click or right-click the private key associated with your certificate, and choose Export "[name]."

   Important: Control-click the private key (highlighted in red below), not the certificate.



ADOBE TIP

If you forget the p12 certificate password you create here, there is no way to retrieve it—you would need to create your p12 certificates all over again. So don't forget this password! You can use the same password for the distribution and development p12 certificates.

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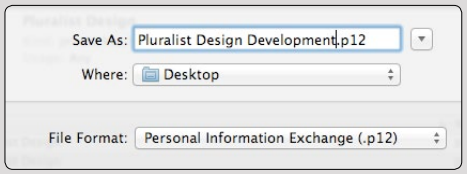
4. Save your key in the Personal Information Exchange (.p12) file format. Specify a name that distinguishes it from the p12 file you'll create for the distribution certificate. For example, we're naming our development certificate Pluralist Design Development.p12. Later, we'll name the distribution p12 certificate "Pluralist Design Distribution.p12". Save the certificate into a known location where you won't lose track of it. Do not use any characters other than a–z, 0–9, hyphens, underscores, and spaces in the filename.



5. When prompted, specify a password for your p12 certificate, and click OK.

   Remember this password. Do not use a blank password. You will need this password later when building your app in the DPS App Builder.

6. Specify the Administrator password for your computer, and click Allow.

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You now have one of the two p12 certificates you need. You can now delete the certificate signing request file and the ios_development.cer file; they are no longer needed, and you don't want to accidentally select the wrong file later. Keep your development p12 certificate in a safe place. Next, you will follow similar steps to create the distribution p12 certificate.

Create a Distribution Certificate Signing Request

One p12 certificate down, one to go. Now you need to create the distribution p12 certificate.

1. If the Keychain Access utility is still running on your computer, choose Keychain Access > Quit Keychain Access to quit the program (leaving the Keychain Access utility running while doing steps 2–4 can cause problems).
2. On the Apple Developer site, click the Distribution Certificates on the left side of the window. 2

   Again, you need only one distribution certificate.
3. Click the Plus icon in the upper right corner of the window to start creating a certificate. 3

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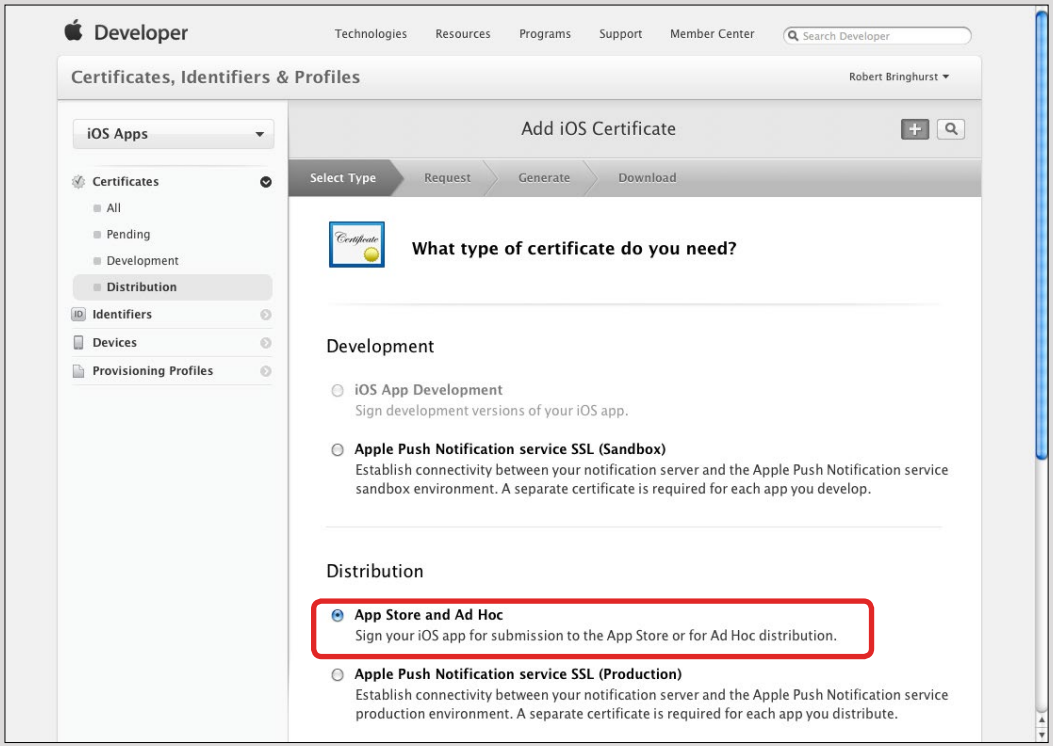
4. Under Distribution, select "App Store and Ad Hoc." Then click Continue.



5. Reopen the Keychain Access utility, found in the Utilities folder in your Applications folder.
6. Click on the My Certificates category on the left. 6

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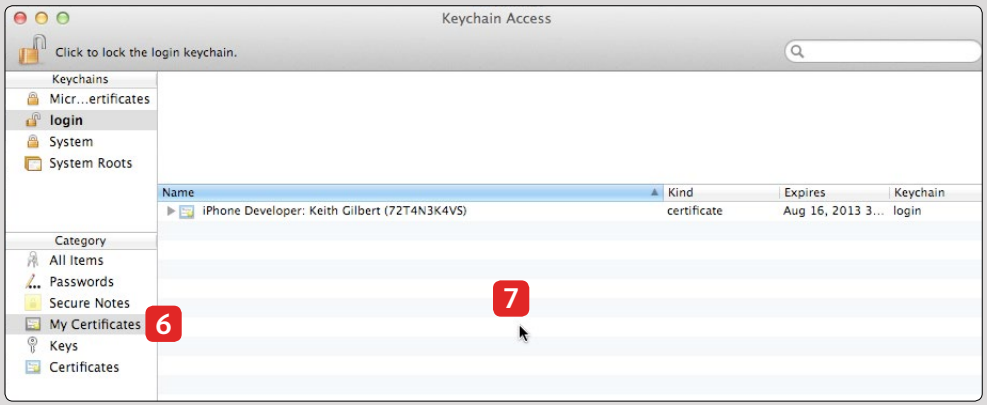
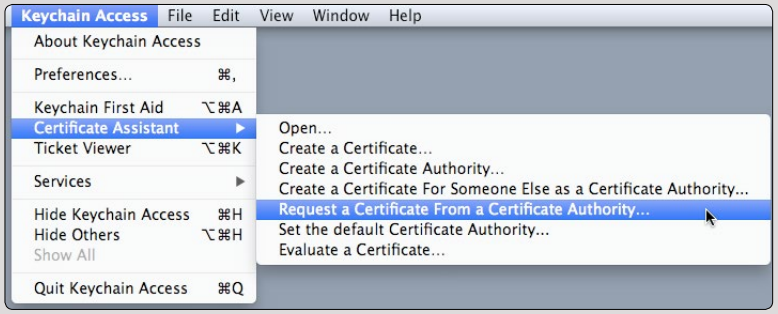
7. Click on an empty space in the window on the right to ensure that no existing keys or certificates are selected. 7



8. Choose Keychain Access > Certificate Assistant > Request a Certificate From a Certificate Authority.



9. For User Email Address, specify a valid email address. 9

10. For Common Name, enter the name of your company or division. This certificate can be reused for multiple apps that you might create, so you don't need to enter the app name here. 10

11. Leave the CA Email Address field blank. 11

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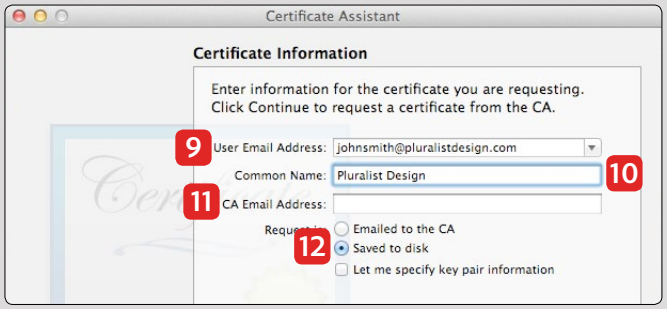
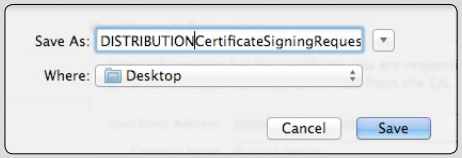
12. Select Saved To Disk. 12



13. Click the Continue button.
14. Specify the name of the certificate signing request and where the file will be saved, and click Save.



15. When the certificate request is created, click Done.

Generate a Distribution Certificate

Now that you've created the certificate signing request file, you need to submit it to the Apple Developer site to create the required distribution certificate.

1. In the Apple Developer site, click Continue to advance to the "Generate your certificate" screen. Click Choose File, and double-click the certificate request file you just saved in the previous steps. 1

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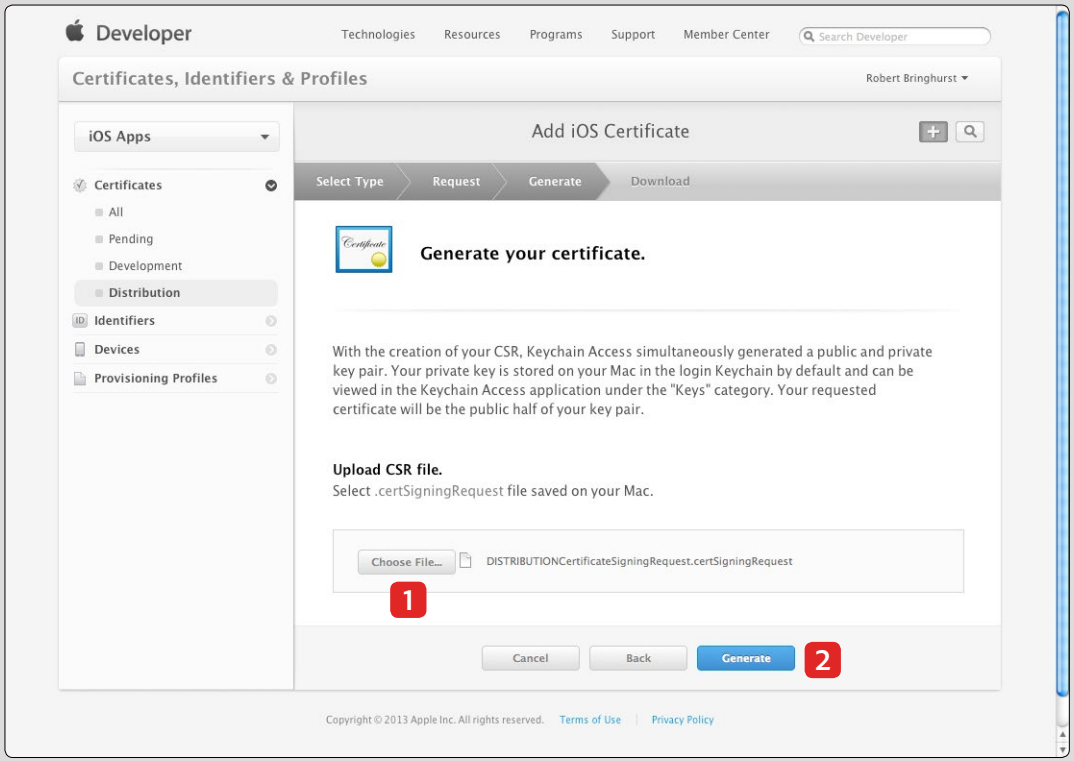
2. Click Generate. 2



Your distribution certificate is added to the Apple Developer site.

3. Click Download, and then download the certificate to a known location.

This distribution certificate is called ios_distribution.cer. This file is required to create your p12 certificate.

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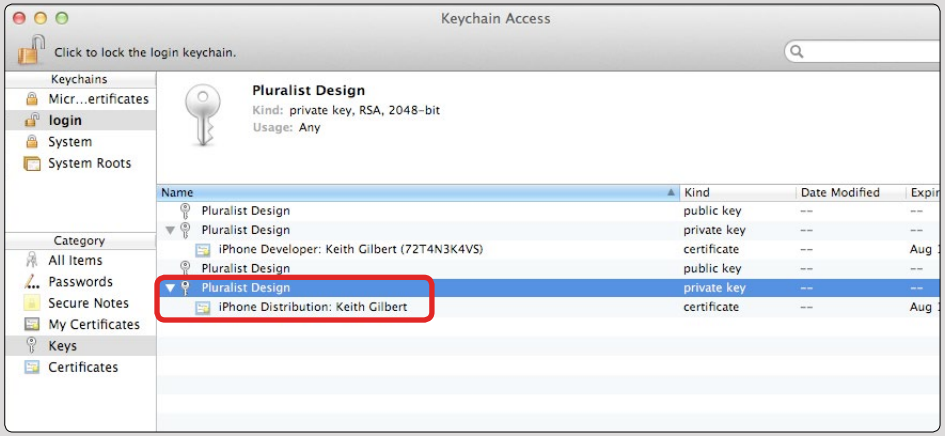
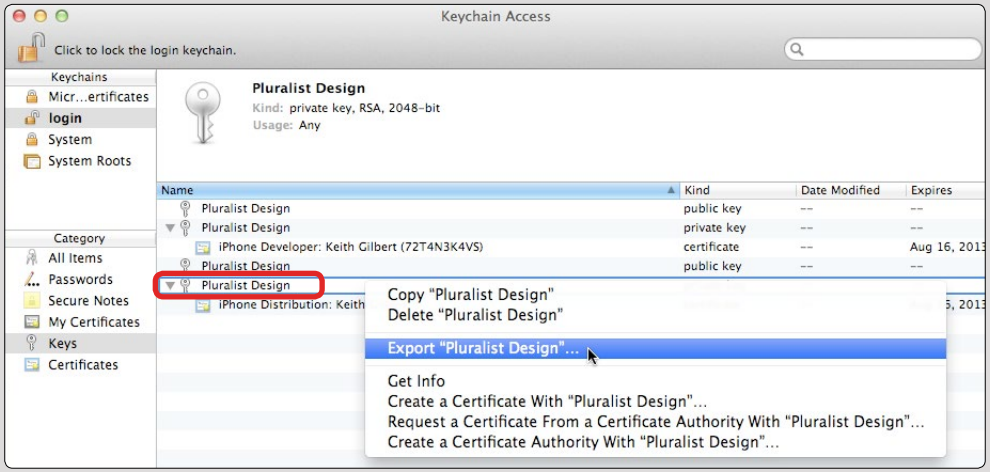
Create a p12 Distribution Certificate

1. In the Finder, locate the ios_distribution.cer file you created, and double-click it.
2. Double-clicking the certificate launches Keychain Access and installs the certificate. To see if the certificate was installed, click on the Keys category on the left, and then click the right-pointing arrow to open the private key. You should see the certificate added to the private key. If double-clicking the .cer file does not install the certificate as shown below, then launch Keychain Access, and choose File > Import Items to specify the .cer file.



3. Control-click or right-click the private key associated with your certificate, and choose Export "[name]." Important: Control-click the private key (highlighted in red below), not the certificate.



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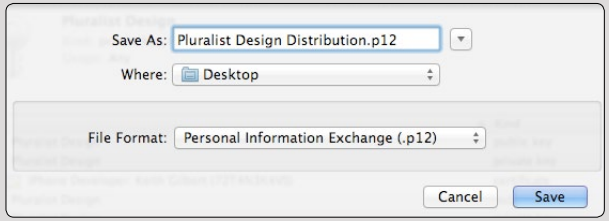
4. Save your key in the Personal Information Exchange (.p12) file format. Specify a name that distinguishes it from the p12 file you created for the development certificate. Do not use any characters other than a–z, 0–9, hyphens, underscores, and spaces in the filename.

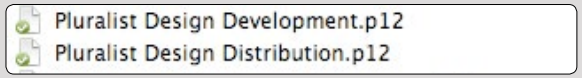


5. When prompted, specify a password for your p12 certificate, and click OK.

   Remember this password. Do not use a blank password. You will need this password later when building your app in the DPS App Builder. (You can use the same password for the distribution and development certificates.)

6. Specify the Administrator password for your computer, and click Allow.

You now have both of the p12 certificates that you need to create apps for the App Store. Store these files in a safe place. You can now delete the certificate signing request file and the ios_distribution.cer file, as they are no longer needed.



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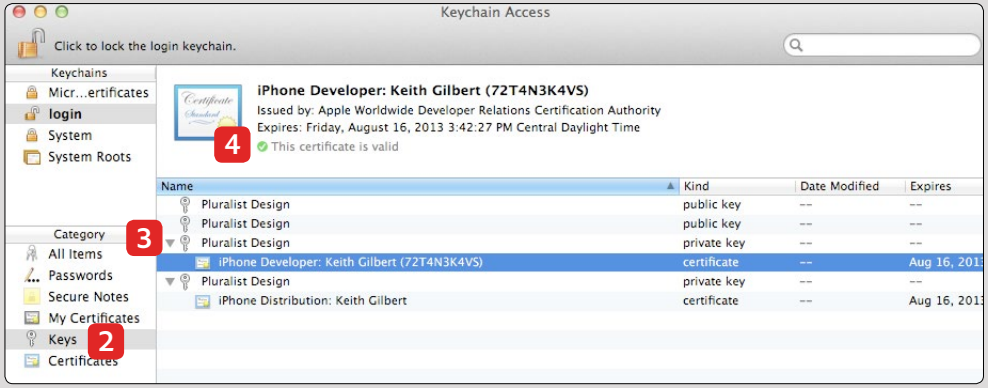
Test your certificates

IT IS A GOOD IDEA to test your certificates at this point, to ensure that they are valid.

1. Open the Keychain Access utility, found in the Utilities folder in your Applications folder.
2. Select the Keys category on the left. 2
3. Click the right-pointing arrow next to each private key to reveal the certificate within. The certificate name must begin with the words *iPhone Developer* or *iPhone Distribution*. If you don't see these words, you will need to recreate your certificates. 3
4. Click on each certificate, and view the contents of the pane above the certificate. The phrase "This certificate is valid" must appear in this area when you select the Developer certificate and the Distribution certificate. If you don't see this phrase, you will need to recreate your certificates. 4



Don't worry that the certificates are called iPhone Developer and iPhone Distribution, even though you are developing an app for the iPad or for both the iPad and iPhone. This is normal.

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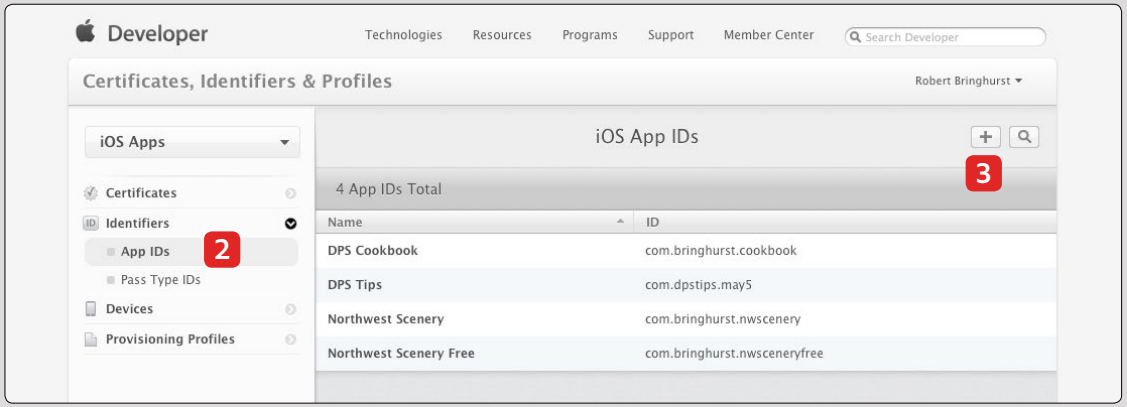
Create an App ID

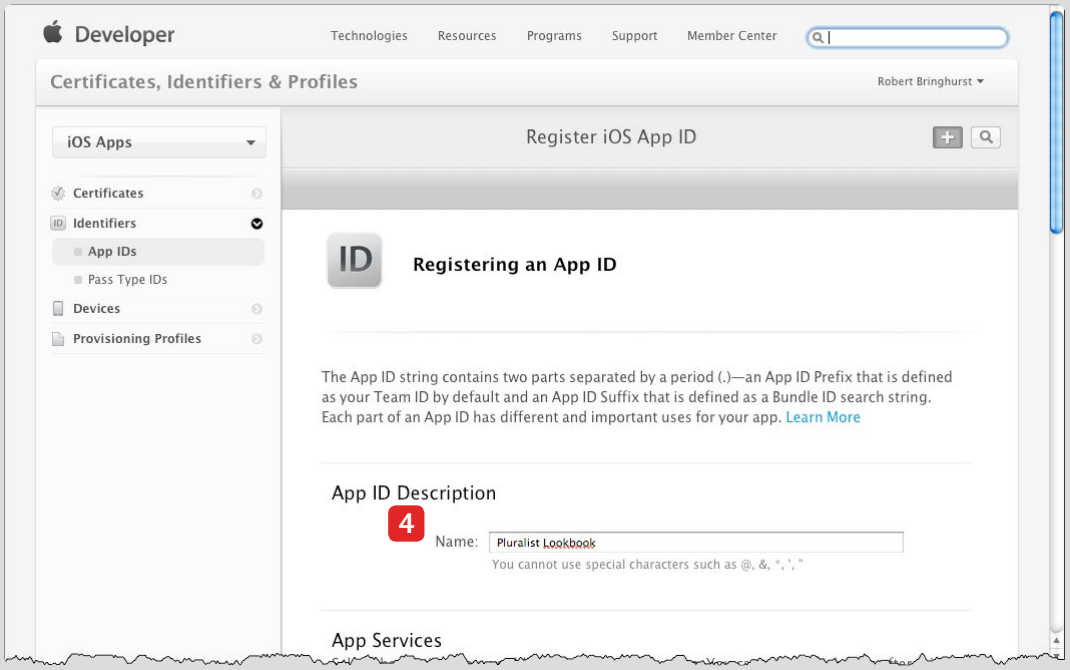
YOU WILL NEED TO CREATE an App ID for your app. This is a unique identifier required by Apple to identify an app. You will use Apple's Developer site to create an App ID.

A different App ID is required for each app that you create.

1. On the Apple iOS Developer site, go to "Certificates, Identifiers & Profiles" at bit.ly/OVbhu5. Sign in with your Apple ID.
2. Click Identifiers, and make sure that App IDs is selected. 2
3. Click the Plus icon in the upper right corner of the window to create an App ID. 3



4. Type a description, such as the name of your app. 4



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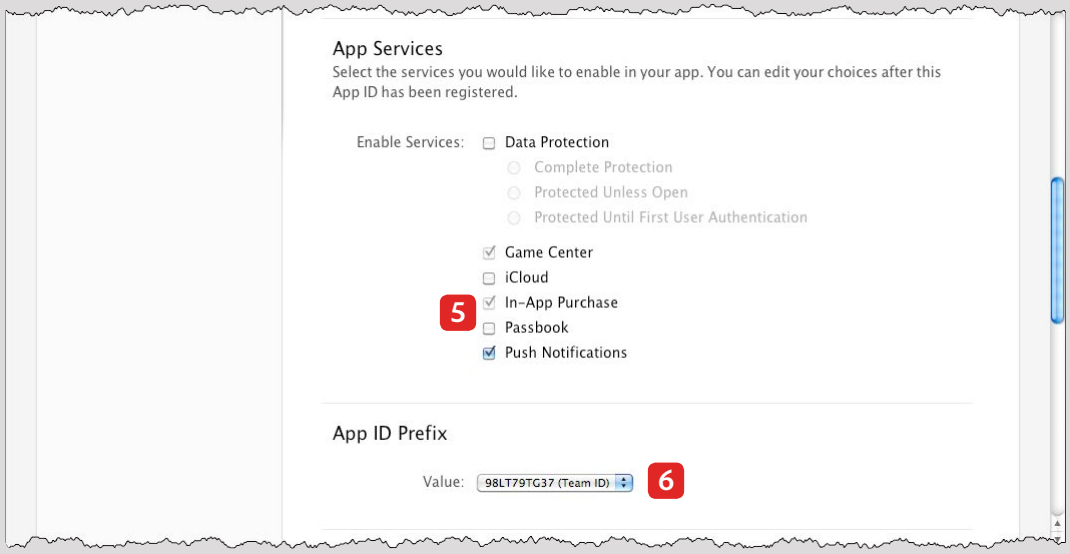
5. For App Services, leave Game Center and In-App Purchase selected (Apple enables these by default), and do not select Data Protection, iCloud, or Passbook. Select Push Notifications if you want to enable push notifications in a multi-folio app. Selecting this option is required for Newsstand apps. 5
6. For App ID Prefix (previously called "Bundle Seed ID"), leave the option set at Generate New (if this is the first App ID you've generated) or Use Team ID (for additional App IDs). In other words, don't do anything here unless you really know what you're doing. 6



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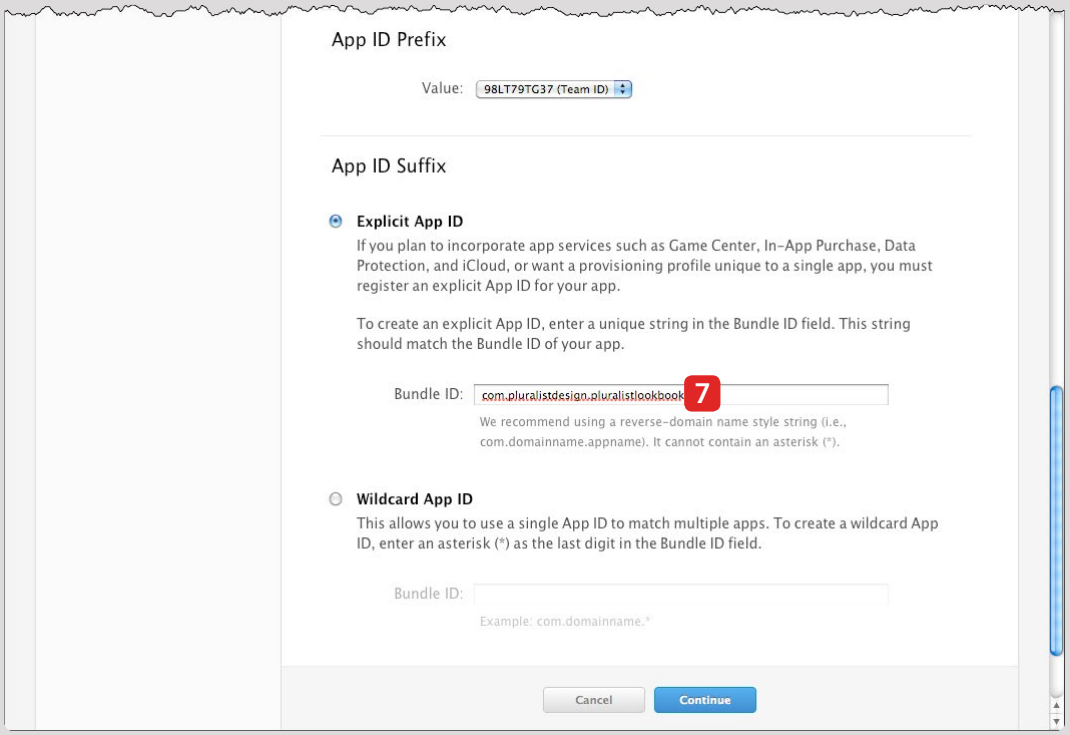
7. Specify a Bundle ID. The Bundle ID (or Bundle Identifier) is usually specified in a form called *reverse domain name* or com.domainname.applicationname. In other words, if you work for Pluralist Design, your website is *www.pluralistdesign.com,* and your application is called "Pluralist Lookbook," your App ID would be com.pluralistdesign.pluralistlookbook. 7



8. Click the Continue button.
9. If the settings look correct, click the Submit button, and then click Done.

The App ID will appear in the list. This same App ID will appear in various screens in later steps in this process. For example, when you build the mobileprovision files for your app, you'll specify this App ID, and the App ID settings will be included in the mobileprovision files.

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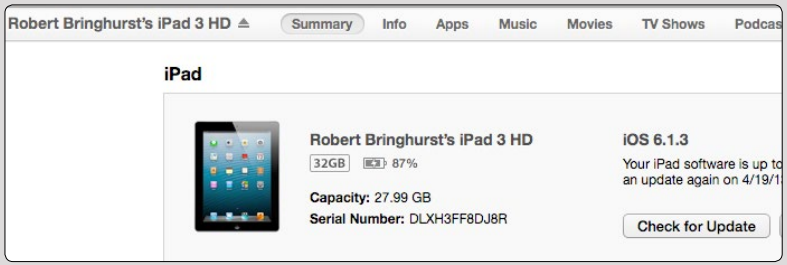
Register your test iPads/iPhones with Apple

When you build your app with DPS App Builder, you will have an opportunity to preview the actual app on one or more iPads and iPhones before submitting the app to the App Store. This preview will include your app icon, app name, and the fully functional app. To preview the app, you will need to provide Apple with a list of UDIDs (sort of like serial numbers) of each iOS device on which you will want to preview your app.

Here is one way to discover the UDID of your iPad:

1. Attach your iPad or iPhone to your Macintosh with a USB cable.
2. Launch iTunes.
3. Select your device in the upper right area of iTunes.

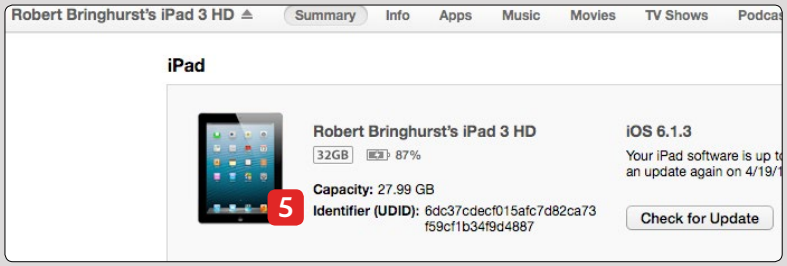
4. In the Summary section, locate the serial number of your iPad.



ADOBE TIP

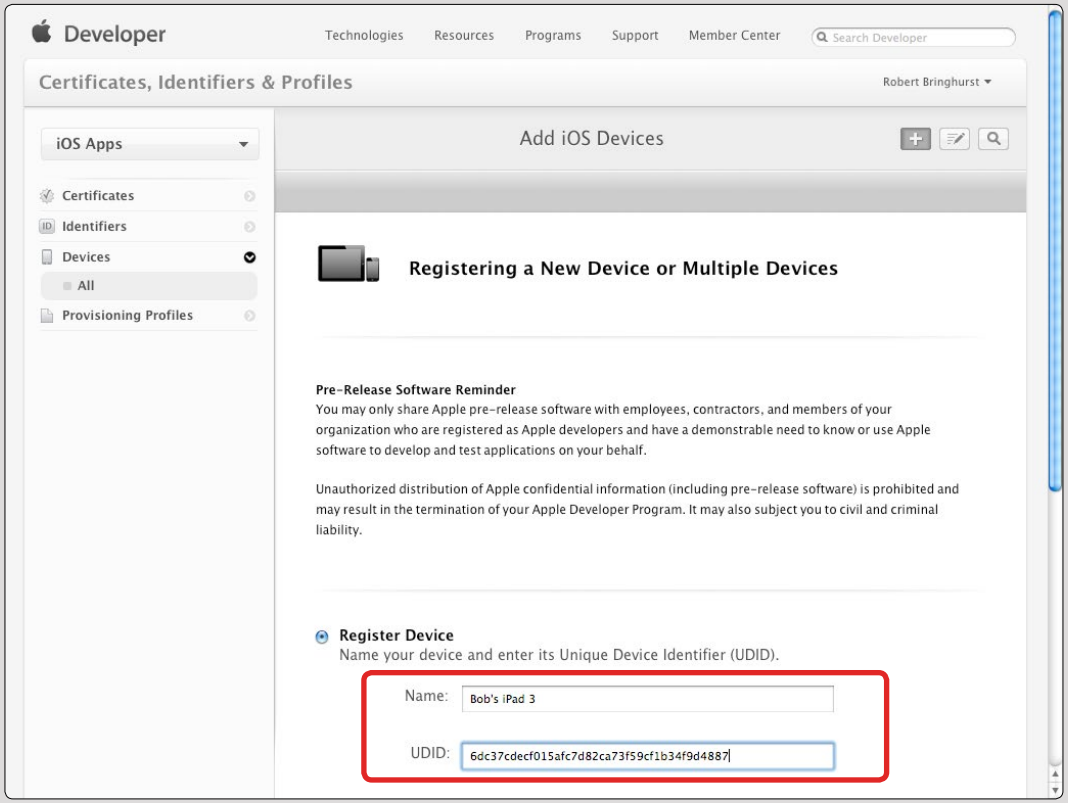
If you have several UDIDs to record, it might be easier to use one of the many free UDID apps available on the App Store. Search the App Store for "UDID" to locate these. Typically, these apps will extract the UDID from your iPad and allow it to be emailed in text form to the address you specify.

5. Click the serial number, and it will change to the UDID. 5



6. Press Command+C to copy the UDID, and then paste the UDID into a text file or an InDesign file for safekeeping. (You don't select the UDID before copying—just press Command+C and the UDID will be copied to the clipboard).
7. Repeat for each iPad, iPhone, or iPod that you will use to preview your app.
8. Go to the Apple iOS Developer site at bit.ly/OVbhu5. You will need to sign in with your Apple ID.
9. Click Devices on the left side of the window. 9
10. Click the Plus icon in the upper right corner of the window to add a device. 10

11. Enter a name and a UDID for one of the devices on which you will want to test your app. This is the information you gathered in step 6, above. To enter the information for another device, click the plus icon. When you have entered a UDID for each device that you need, click the Continue button.



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You should now have a list of each device on which you will want to test your app displayed in the Devices section of the Provisioning Portal.

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Set up Apple push notifications (optional)

If you enable the Apple Push Notification Service (APN) for your viewer app using the Adobe service, you can indicate to your customers when a new or updated folio is available. In non-Newsstand apps, the app icon displays a red badge that indicates the number of new or updated issues.

If you're creating a subscription app for Newsstand, setting up push notifications is required. When the publisher clicks the Notify button to indicate a new or updated folio, only subscribers to the app see a red badge on the Newsstand icon that indicates the number of folios downloaded in the background. A blue "New" sash appears on the app cover in Newsstand until the subscriber opens the app. For both subscribers and non-subscribers, the cover image is updated to reflect the newest folio cover.

For more advanced push notification, you can set up a third-party push server if you have an Enterprise account. For details, see adobe.ly/yV5gZI.

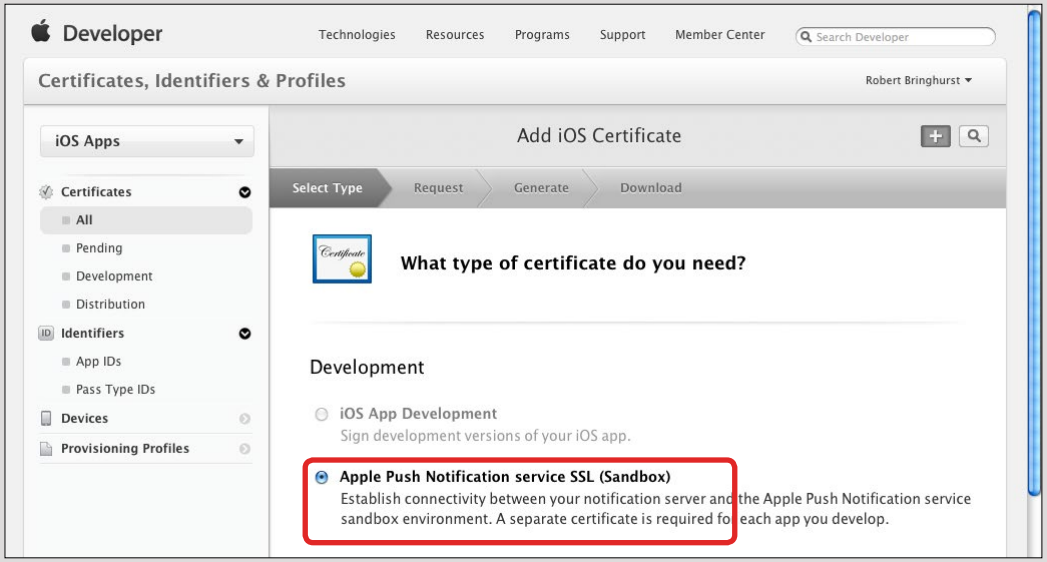
The Apple process for creating .p12 push certificates is similar to the process for creating developer and distribution .p12 certificates.

Create a Development Push Certificate Signing Request

Apple provides a couple of different ways to start creating a push certificate. You can either create a certificate through the Certificates tab or by changing the settings of the App ID you created. Both options do the same thing. We'll go through the Certificates tab.

1. Go to the Apple iOS Developer site at bit.ly/OVbhu5. You will need to sign in with your Apple ID.
2. Click Certificates on the left side of the window. 2
3. Click the Plus icon in the upper right corner of the window to start creating a certificate. 4

4. In the "What type of certificate do you need?" section, select Apple Push Notification Service SSL (Sandbox). Click Continue.



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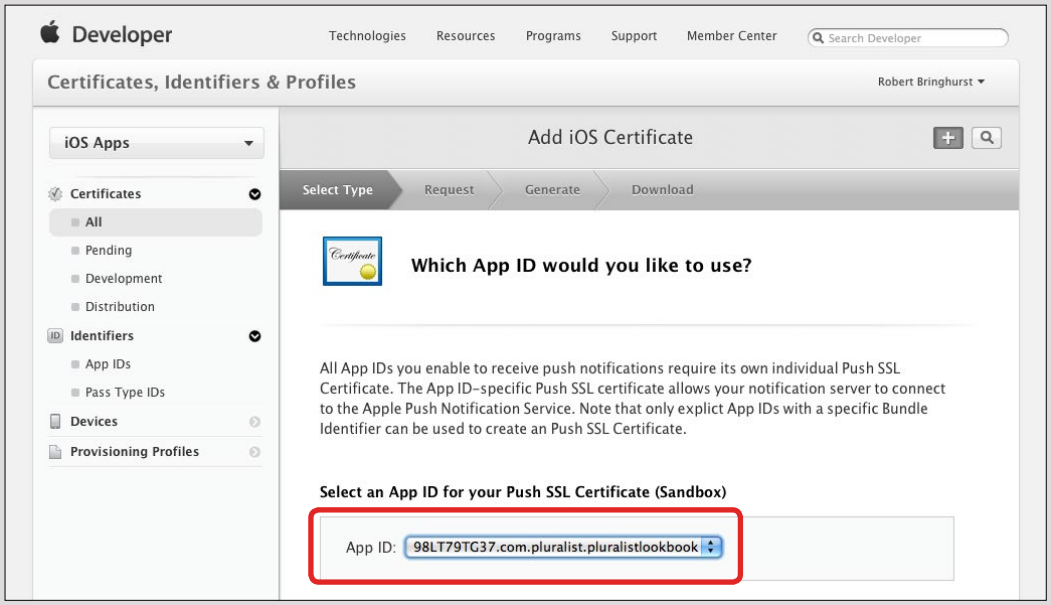
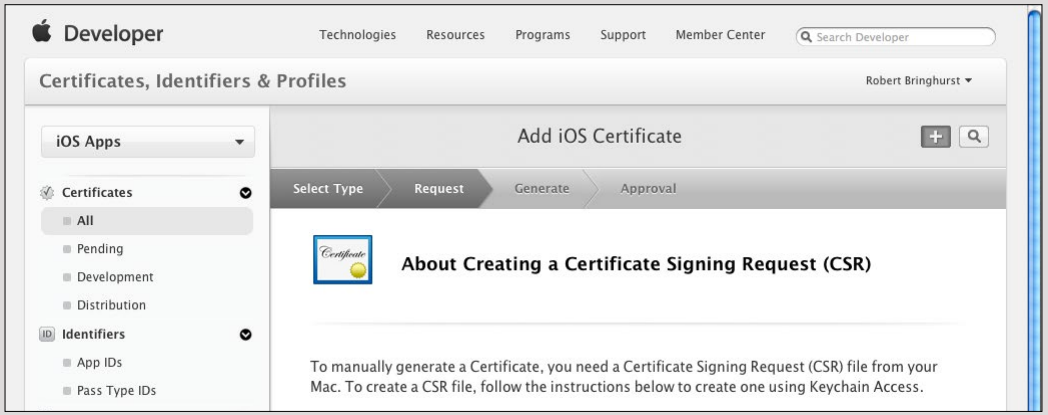
5. Specify the App ID you created. Make sure that you select the appropriate App ID. Then click Continue.



As indicated on the Apple Developer site, you'll now use the Keychain Access utility to create a Certificate Signing Request (CSR).



6. Reopen the Keychain Access utility, found in the Utilities folder in your Applications folder.
7. Click the My Certificates category on the left. 7

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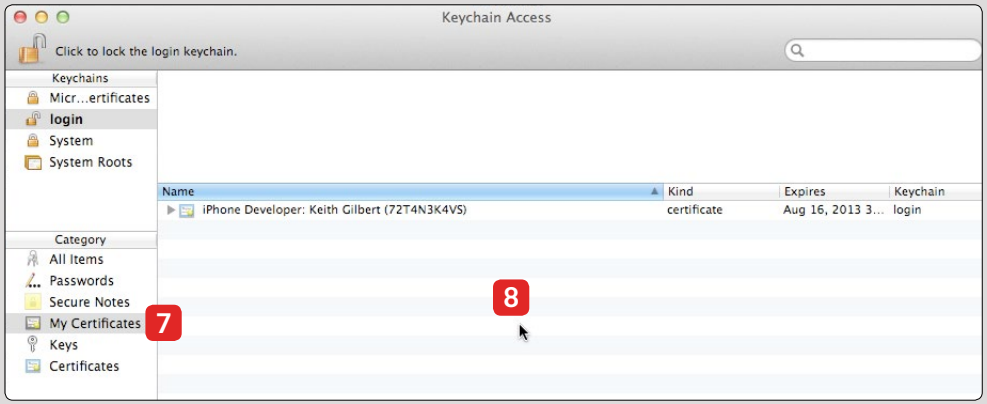
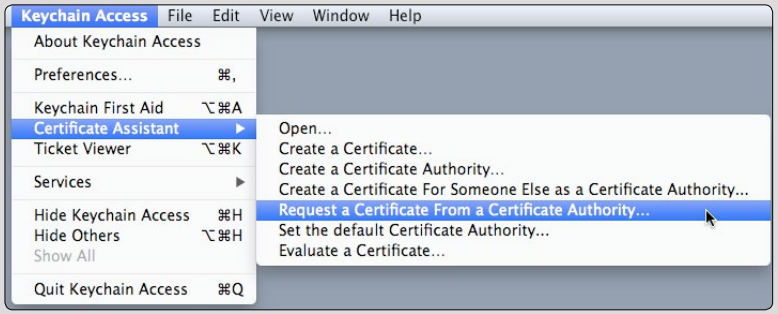
8. Click on an empty space in the window on the right to ensure that no existing keys or certificates are selected. 8



9. Choose Keychain Access > Certificate Assistant > Request a Certificate From a Certificate Authority.



10. For User Email Address, specify a valid email address.
11. For Common Name, enter the name of your app.
12. Leave the CA Email Address field blank.

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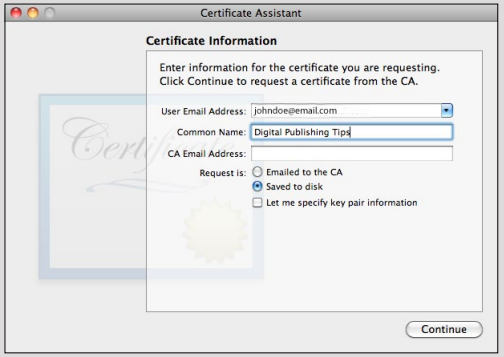
13. Select Saved To Disk.



14. Specify the name of the certificate signing request and where the file will be saved, and click Save.
15. When the certificate is created, click Done.

Generate a Development Push Certificate

Now that you've created the certificate signing request file, you need to submit it to the Apple Developer site to create the required development certificate.

1. In the Apple Developer site, click Continue to advance to the "Generate your certificate" screen. Click Choose File, and double-click the certificate request file you just saved in the previous steps. 1

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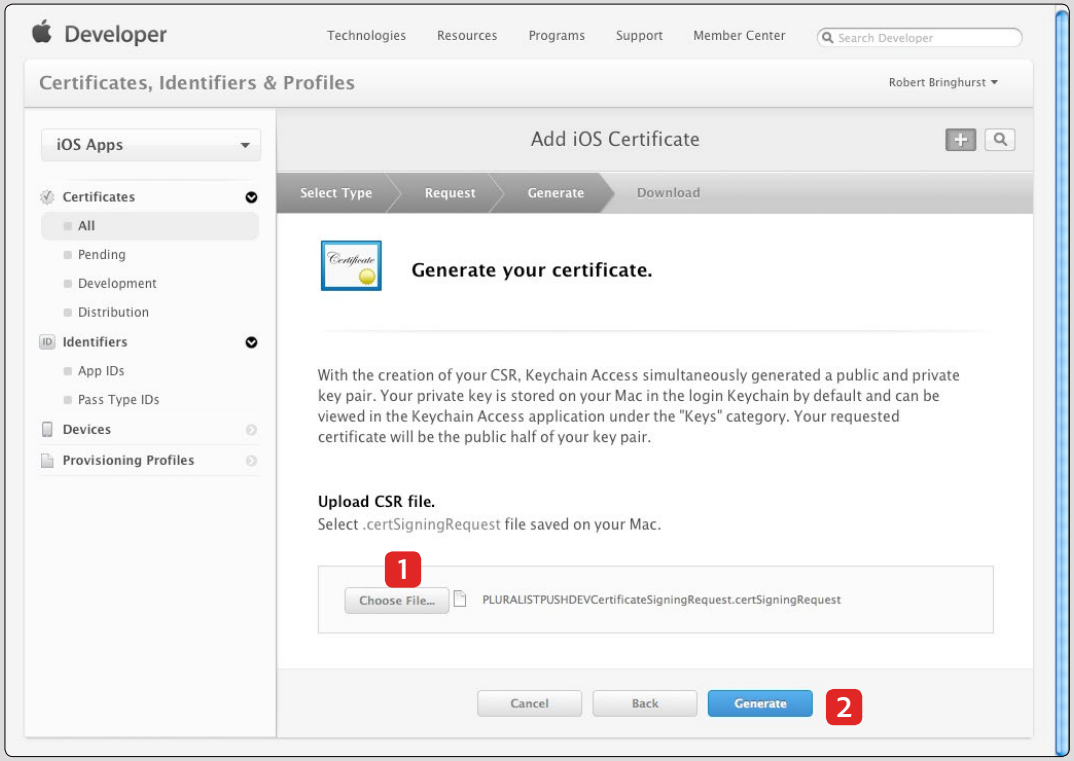
2. Click Generate. 2



Your distribution certificate is added to the Apple Developer site.

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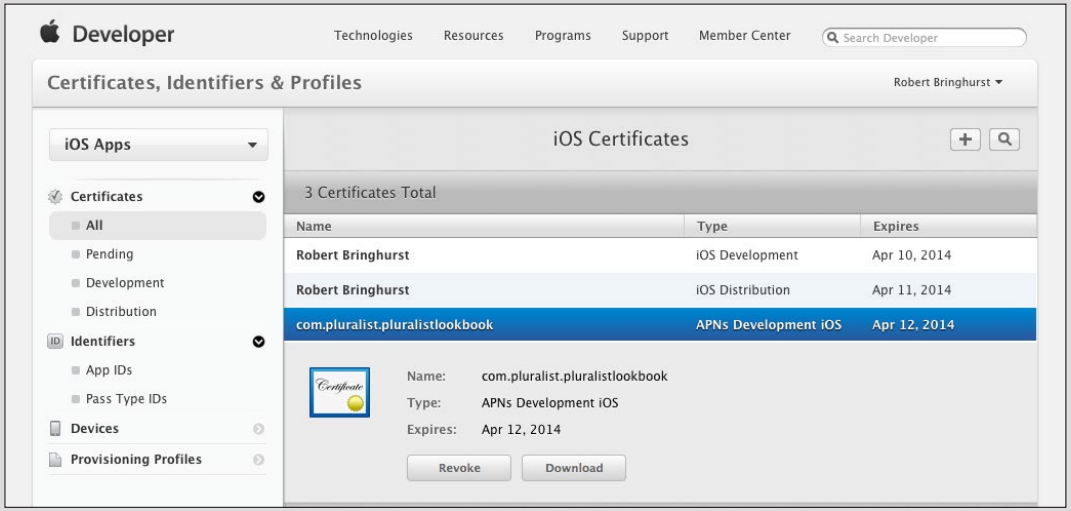
3. Click Done. Click the certificate you just created to view its settings.



4. Click Download, and then download the certificate to a known location.

   This APN development certificate is called "aps_developer.cer." Next, you will create the .p12 certificate for this certificate that you can specify in DPS App Builder.

Create a p12 Development Push Certificate

1. In the Finder, locate the ios_developer.cer file you created, and double-click it.
2. Double-clicking the certificate launches Keychain Access and installs the certificate. To see if the certificate was installed, click on the Keys category on the left, and then click the right-pointing arrow to open the private key. You should see the certificate added to the private key. If double-clicking the .cer file does not install the certificate as shown below, then launch Keychain Access, and choose File > Import Items to specify the .cer file.
3. Control-click or right-click the private key associated with your certificate, and choose Export "[name]." Important: Control-click the private key (highlighted in red below), not the certificate.

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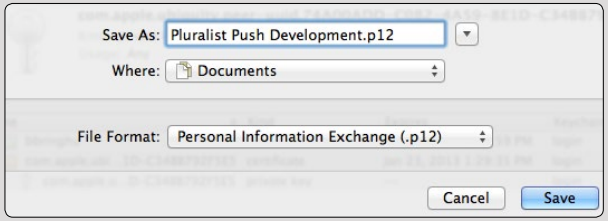
4. Save your key in the Personal Information Exchange (.p12) file format. Specify a name that distinguishes it from the p12 file you created for the development certificate. Do not use any characters other than a–z, 0–9, hyphens, underscores, and spaces in the filename.



5. When prompted, specify a password for your p12 certificate, and click OK.

   Remember this password. Do not use a blank password. You will need this password later when building your app in the DPS App Builder. (You can use the same password that you used for other certificates.)

6. Specify the Administrator password for your computer, and click Allow.
7. Exit the Keychain Access utility.

You now have one of the two p12 push certificates that you need to create iOS apps with push notification enabled. Store this file in a safe place. You can now delete the certificate signing request file and the ios_developer.cer file, as they are no longer needed.

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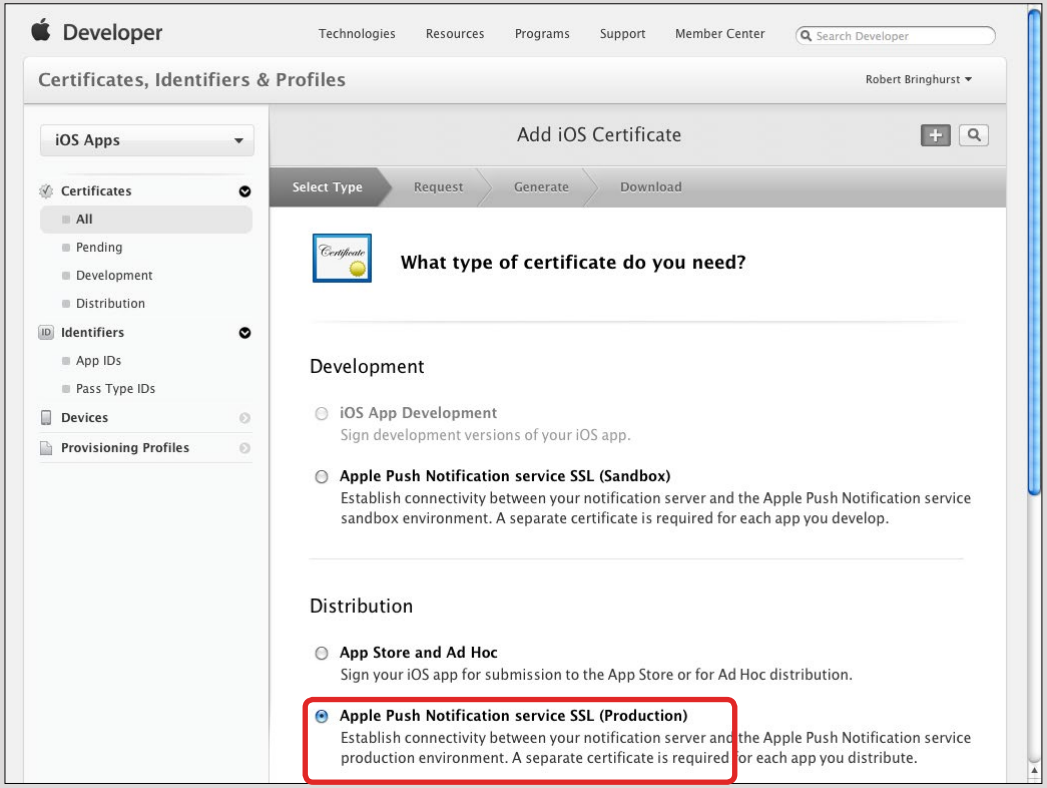
Create a Production Push Certificate Signing Request

Now that you've created the Developer push certificate, the next step is to create the Production push certificate using essentially the same process.

1. In the Apple iOS Developer site (bit.ly/OVbhu5), click Certificates on the left side of the window.
2. Click the Plus icon in the upper right corner of the window to start creating a certificate. [4]
3. In the "What type of certificate do you need?" section, scroll down under Distribution and select Apple Push Notification Service SSL (Production). Click Continue.



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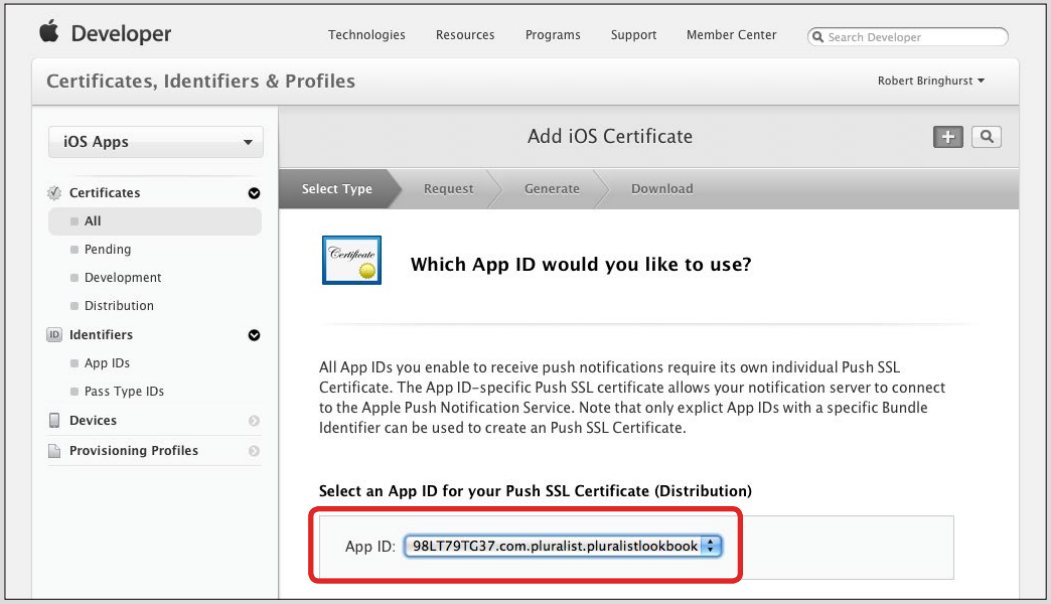
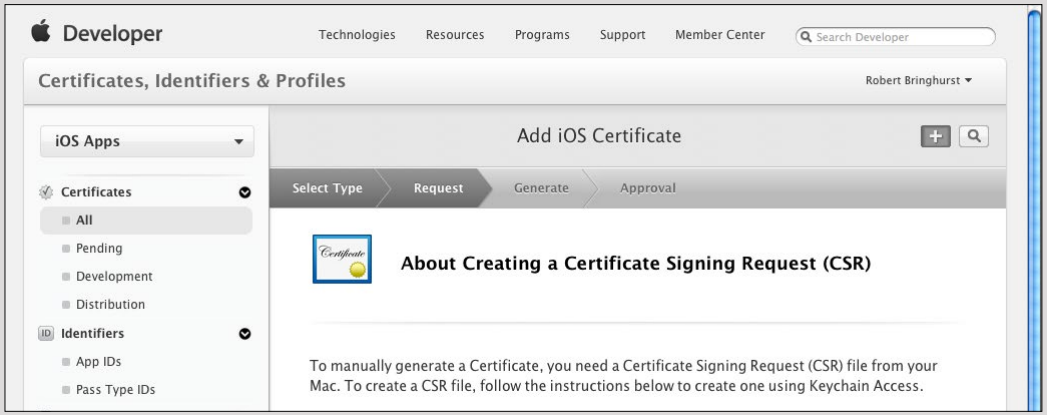
4. Specify the App ID you created. Be careful to select the right App ID. Then click Continue.



As indicated on the Apple Developer site, you'll now use the Keychain Access utility to create a Certificate Signing Request (CSR).



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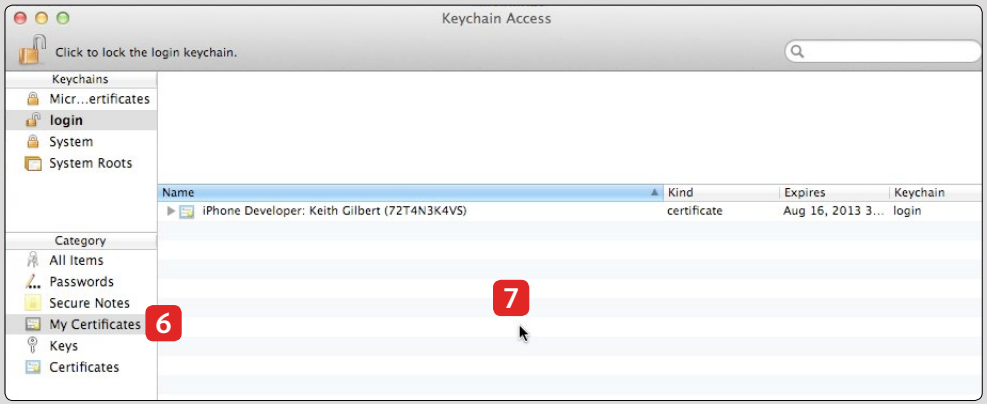
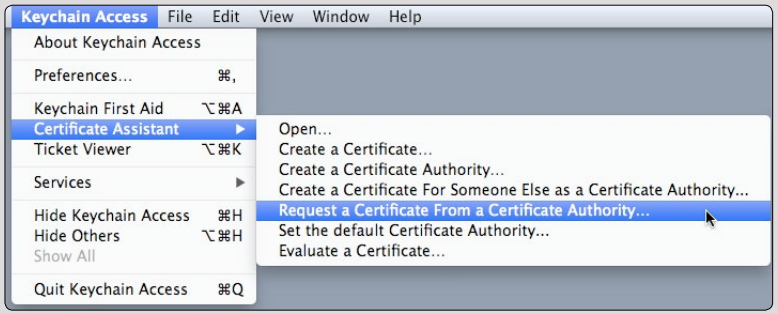
5. Reopen the Keychain Access utility, found in the Utilities folder in your Applications folder.
6. Click the My Certificates category on the left. 6
7. Click on an empty space in the window on the right to ensure that no existing keys or certificates are selected. 7



8. Choose Keychain Access > Certificate Assistant > Request a Certificate From a Certificate Authority.



9. For User Email Address, specify a valid email address.
10. For Common Name, enter the name of your app.
11. Leave the CA Email Address field blank.

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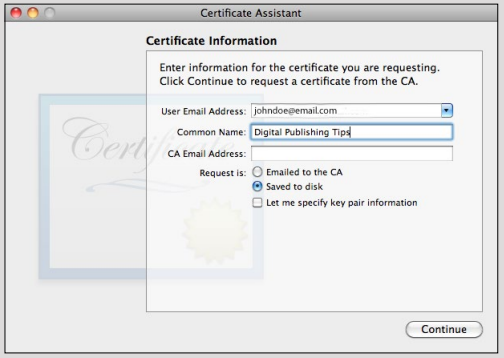
12. Select Saved To Disk.



13. Specify the name of the certificate signing request and where the file will be saved, and click Save.
14. When the certificate is created, click Done.

Generate a Production Push Certificate

Now that you've created the certificate signing request file, you need to submit it to the Apple Developer site to create the required production certificate.

1. In the Apple Developer site, click Continue to advance to the "Generate your certificate" screen. Click Choose File, and double-click the certificate request file you just saved in the previous steps. 1

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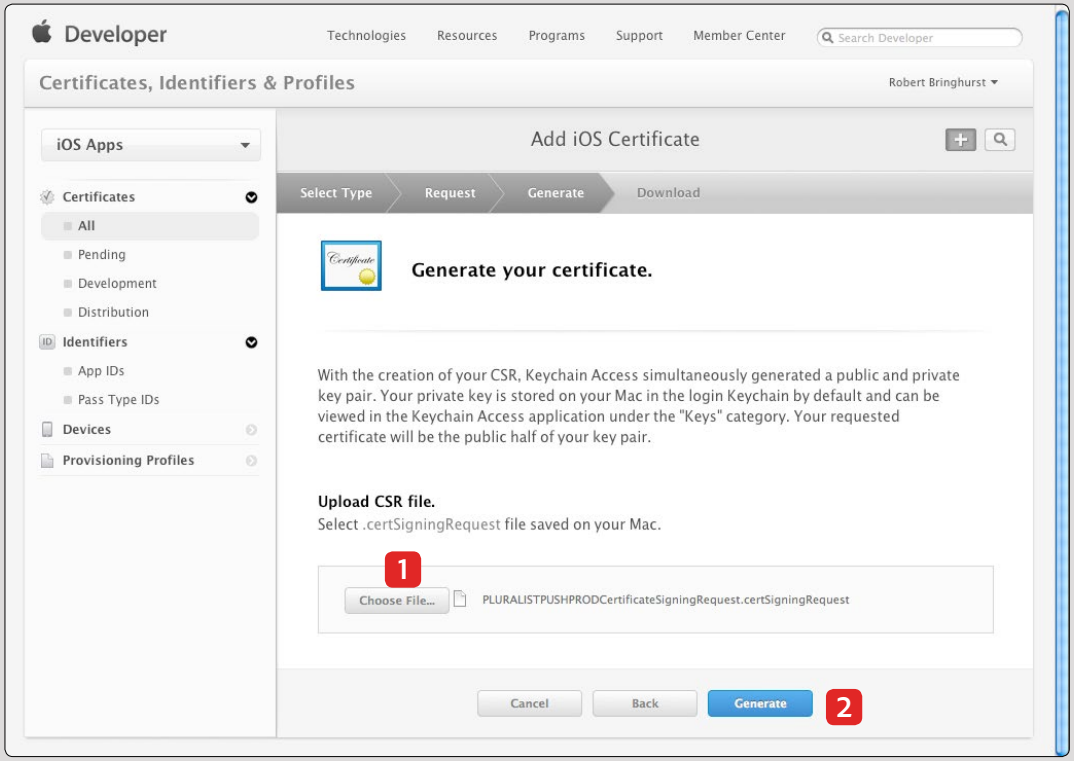
2. Click Generate. 2



Your distribution certificate is added to the Apple Developer site.

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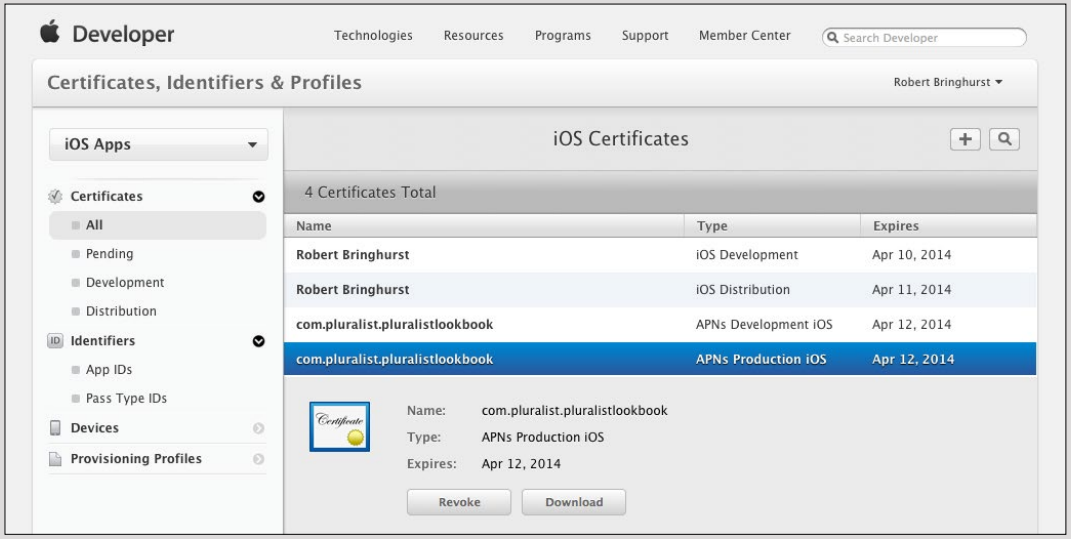
3. Click Done. Click the certificate you just created to view its settings.



4. Click Download, and then download the certificate to a known location.

   This APN production certificate is called "aps_production.cer." Next, you will create the .p12 certificate for this certificate that you can specify in DPS App Builder.

Create a p12 Production Push Certificate

1. In the Finder, locate the ios_production.cer file you created, and double-click it.
2. Double-clicking the certificate launches Keychain Access and installs the certificate. To see if the certificate was installed, click on the Keys category on the left, and then click the right-pointing arrow to open the private key. You should see the certificate added to the private key. If double-clicking the .cer file does not install the certificate as shown below, then launch Keychain Access, and choose File > Import Items to specify the .cer file.
3. Control-click or right-click the private key associated with your certificate, and choose Export "[name]." Important: Control-click the private key (highlighted in red below), not the certificate.

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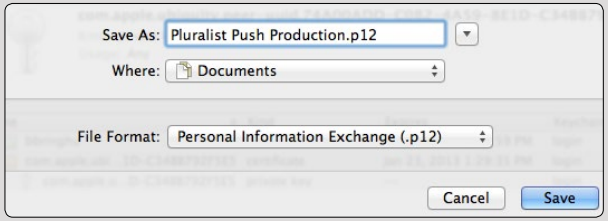
4. Save your key in the Personal Information Exchange (.p12) file format. Specify a name that distinguishes it from the p12 file you created for the push development certificate. Do not use any characters other than a–z, 0–9, hyphens, underscores, and spaces in the filename.



5. When prompted, specify a password for your p12 certificate, and click OK.

   Remember this password. Do not use a blank password. You will need this password later when building your app in the DPS App Builder. (You can use the same password that you used for other certificates.)

6. Specify the Administrator password for your computer, and click Allow.

You now have both of the p12 push certificates that you need to create iOS apps with push notification enabled. Store these files in a safe place. You can now delete the certificate signing request file and the ios_production.cer file, as they are no longer needed.

Note: Although you specify the development push certificate in DPS App Builder, you most likely will not test push notifications with your development app in the sandbox environment. If you do need to test push notifications in the sandbox, contact your Adobe representative for configuration instructions.

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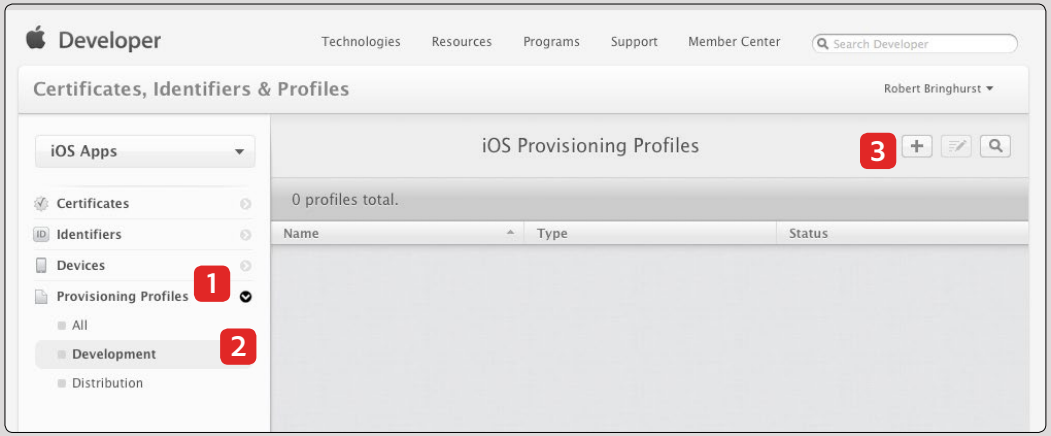
Create mobileprovision files

THE MOBILEPROVISION FILES determine which iPads or iPhones can install and use your app. You will create two mobileprovision files: a development mobileprovision file and a distribution mobileprovision file. The development mobileprovision file includes a list of iPad IDs called UDIDs. The distribution mobileprovision file does not include any UDIDs, because anyone who downloads your app from the App Store can use it. Unlike the p12 certificates, which can be reused for multiple apps, the mobileprovision files must be recreated for each new app you design.

The mobileprovision file is tied to the App ID. If you edit the App ID—for example, if you enable push notifications—you must re-create the mobileprovision files to include these changes.

Create a development mobileprovision file

1. In the Apple iOS Developer site (bit.ly/OVbhu5), click Provisioning Profiles on the left side of the window. 1
2. Click the Development tab. 2
3. Click the Plus icon in the upper right corner of the window. 3



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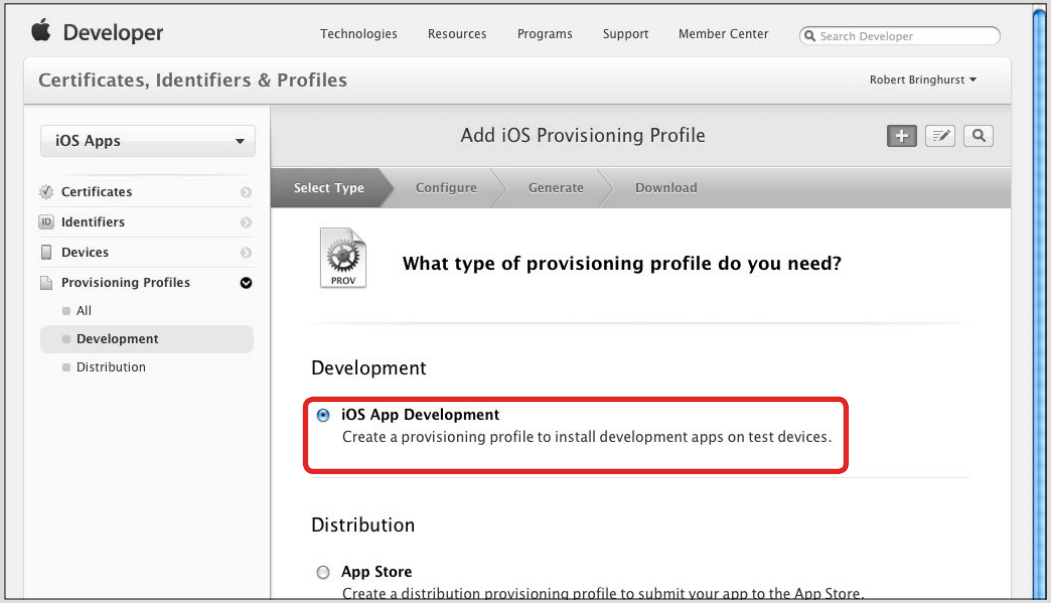
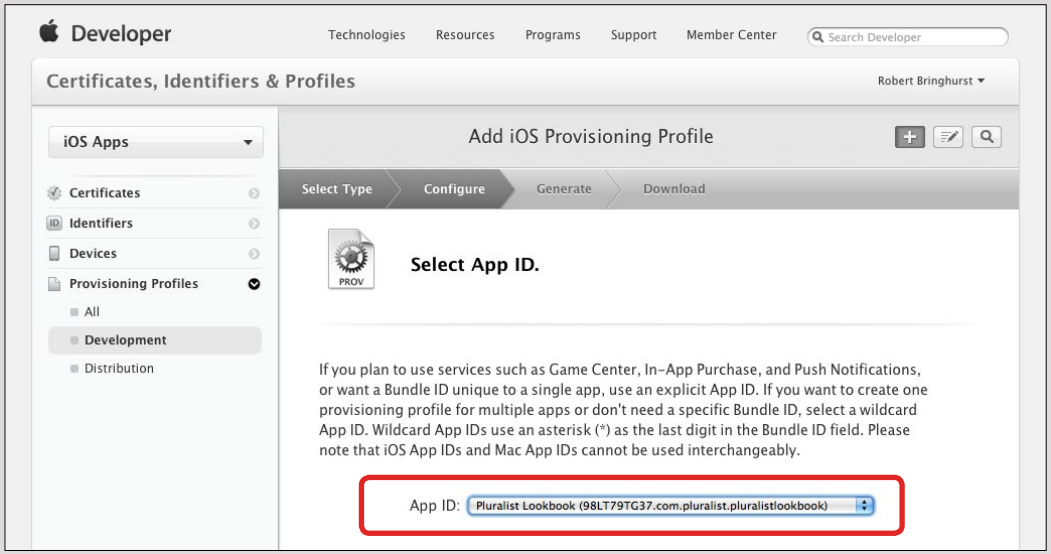
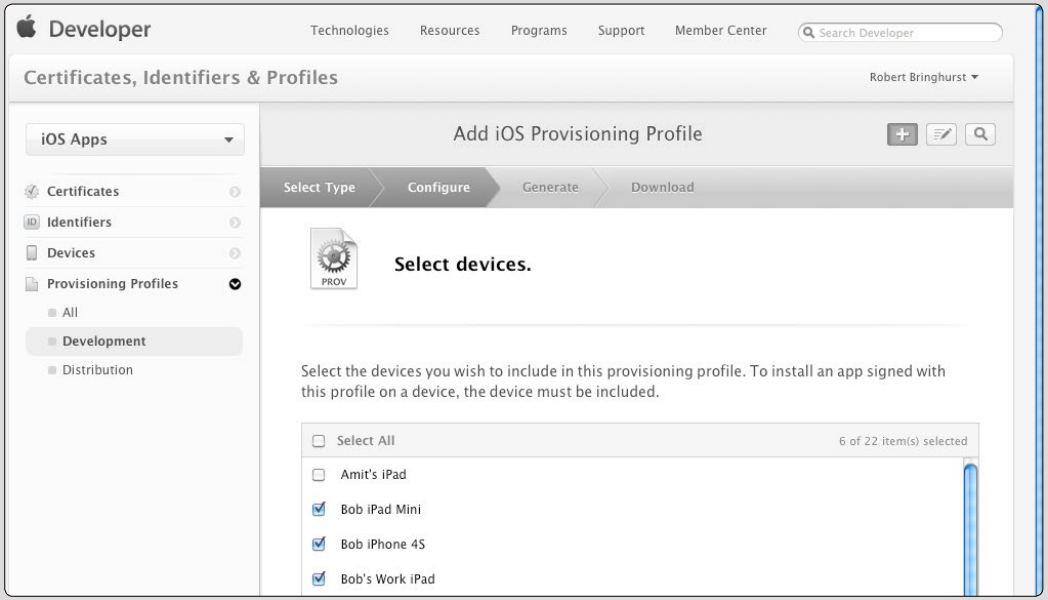
4. Select iOS App Development, and click Continue.



5. Specify the App ID, and click Continue.



6. Select your iOS development certificate.
7. Specify the devices you want to provision. The development app you create for testing in DPS App Builder will work only on devices included in the development mobile-provision profile.



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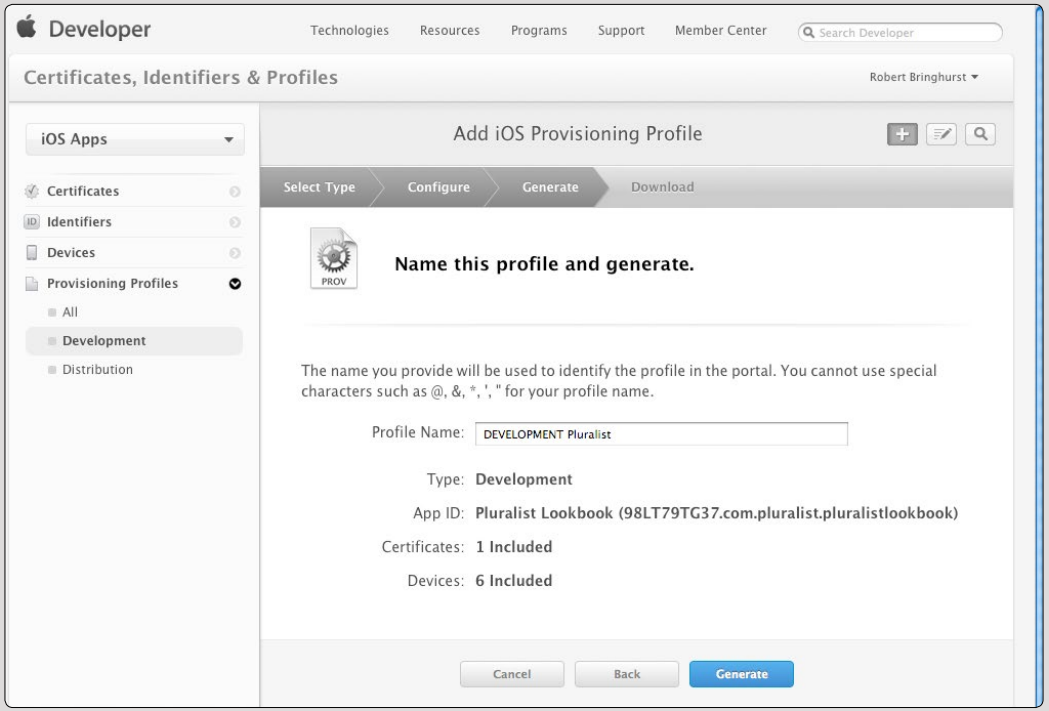
8. Specify a name. Include "Development" in the name to distinguish it from the distribution file, but don't include any special characters (such as asterisks) in the name. You can rename these files after generating them. Then click the Generate button.



9. Click Download, and then download the development mobileprovision file to a known location.

You have now created the development mobileprovision file that the DPS App Builder needs to build the development and distribution apps. Store this file in a safe place. Next, you will create the distribution mobileprovision file.

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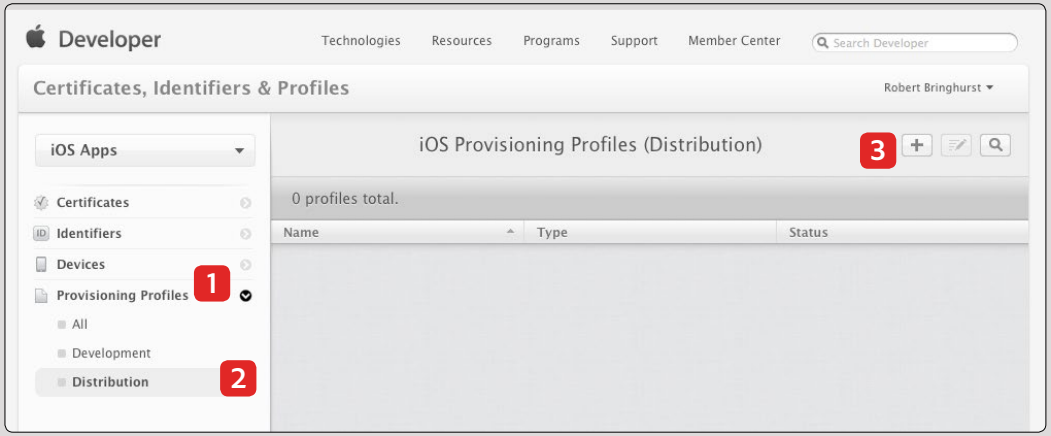
Create a distribution mobileprovision file

To create a distribution mobileprovision file, you do not specify any UDIDs in the Devices section. You simply create the mobileprovision file.

1. In the Apple iOS Developer site (bit.ly/OVbhu5), click Provisioning Profiles on the left side of the window. 1
2. Click the Distribution tab. 2
3. Click the Plus icon in the upper right corner of the window. 3



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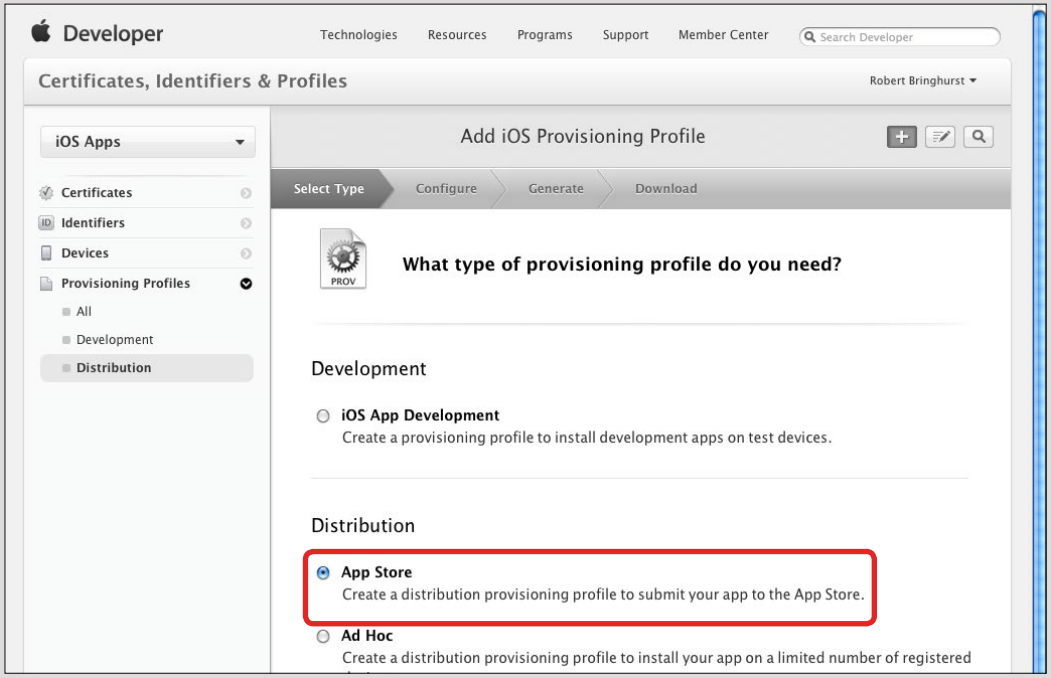
4. Select App Store under Distribution, and click Continue.



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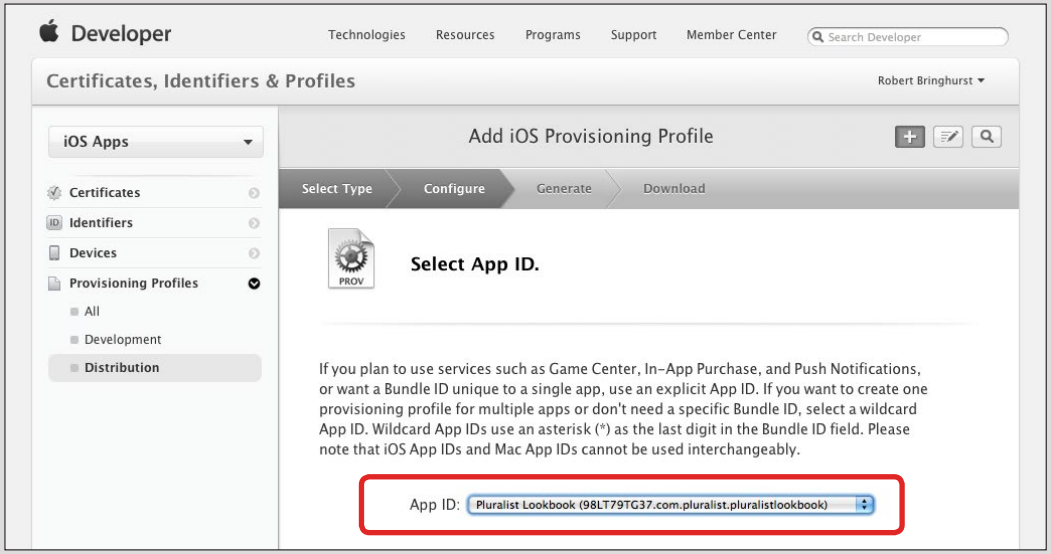
5. Specify the App ID, and click Continue.



6. Select your iOS distribution certificate.

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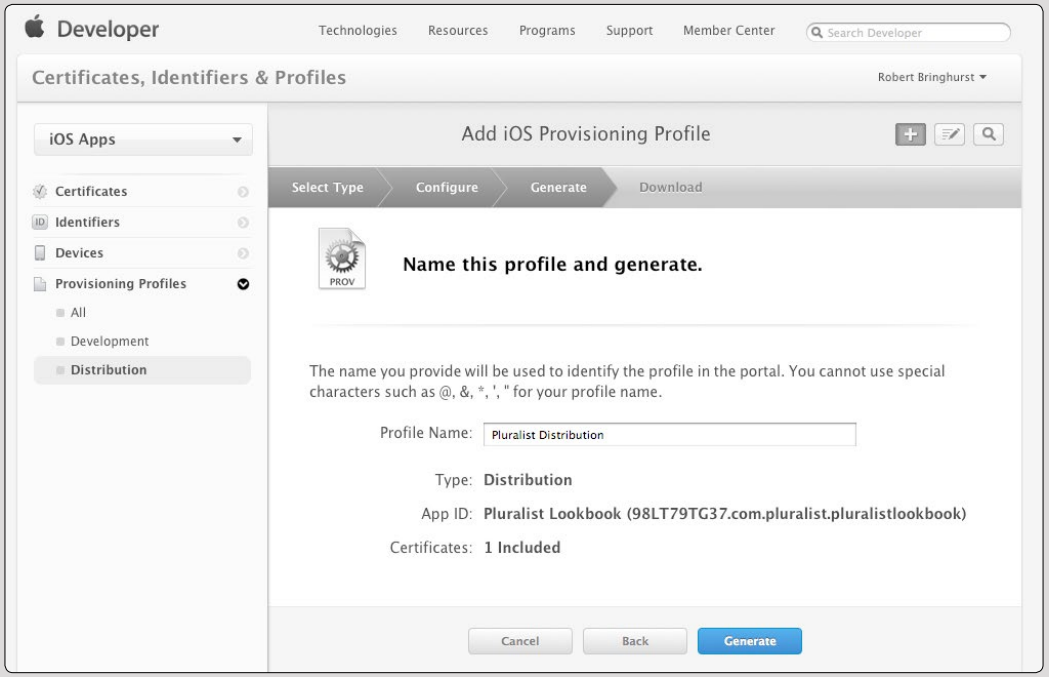
7. Specify a name. Include "Distribution" in the name to distinguish it from the development file, but don't include any special characters (such as asterisks) in the name. You can rename these files after generating them. Then click the Generate button.



8. Click the Download button, and save the .mobileprovision file to your computer.

You have now created the two mobileprovision files that the DPS App Builder needs to build the development and distribution apps. Keep these files in a safe place.

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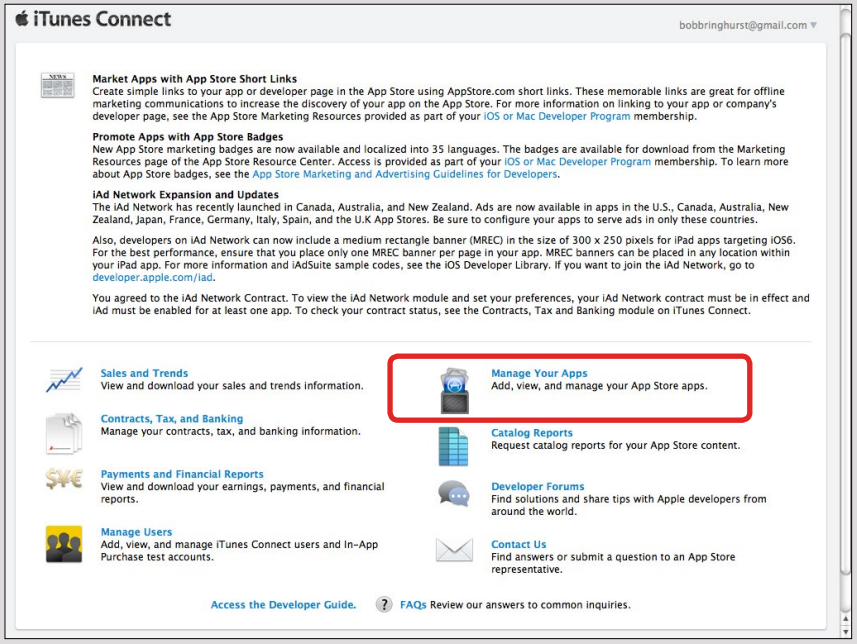
Create In-App Purchases for retail folios

IF YOU WANT TO SELL FOLIOS IN YOUR APP, you need to use iTunes Connect to create an in-app purchase for each retail folio. You also need to submit each In-App Purchase folio to Apple for approval. (Apple does not require free folios to be approved.) For each retail folio, it's important to specify the same Product ID when publishing the folio and when setting up the In-App Purchase. Doing so links the In-App Purchase to a specific folio. Create In-App Purchases only for retail folios, not free folios.

If you're creating a retail subscription app, you need to create In-App Purchase subscription durations in addition to In-App Purchases for retail folios. This process is described later in this guide.

Note: Apple reviews the contents of the In-App Purchase issue at its sole discretion. Many publishers submit multiple In-App Purchases without publishing the corresponding folio, and Apple has approved. In rare cases, Apple might require you to publish your folio before approval. A published retail folio does not appear in your public app library until the In-App Purchase is approved and cleared for sale.

1. Go to iTunes Connect (http://itunesconnect.apple.com) and sign in.
2. On the iTunes Connect main page, click Manage Your Applications.



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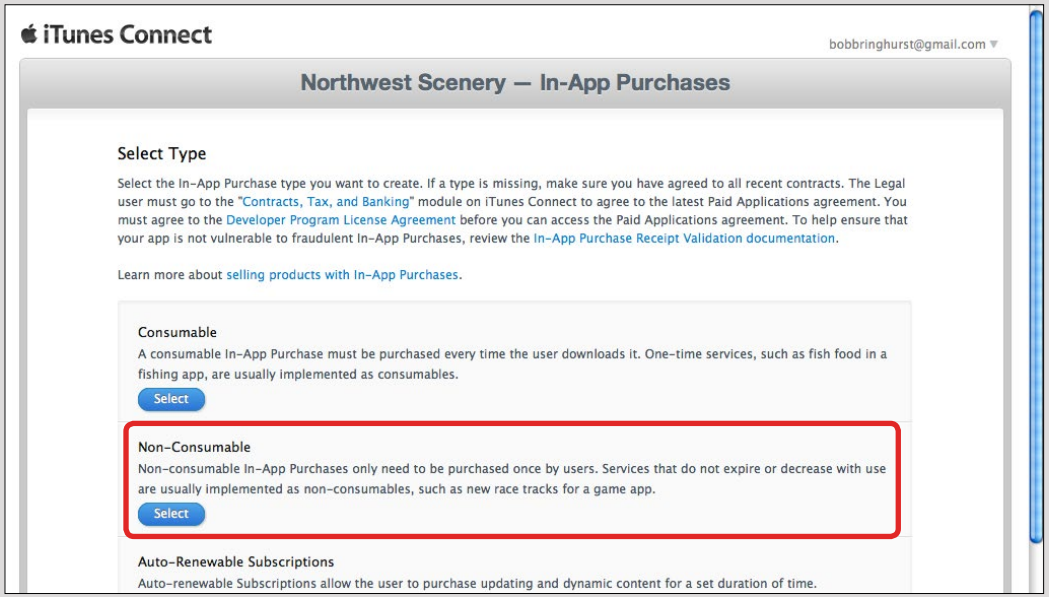
3. If you have already created the app in iTunes Connect, click it. If you have not yet created the app, click Add New App and fill out the information. For detailed instructions, skip ahead to the "Submit your app to the App Store" section on page 83, and then return to this section.
4. Click Manage In-App Purchases.

   If the Manage In-App Purchases option does not appear, you have not signed up for a retail account by adding your bank info and tax info.
5. Click Create New to create a new in-app purchase.
6. Click the "Non-Consumable" Select button.



7. Specify the pricing and language of your issue.
   - Under Details, specify a Reference Name and Product ID. This Product ID must be identical to the Product ID you use when publishing the folio. Use the "com.publisher.publication.folio" format, such as "com.sportsmag.kayaking.2013january." For best results, use all lowercase letters—avoid extended characters.
   - Add a language.
   - Under Pricing and Availability, select "Cleared for Sale" so that you can test the app. Choose the price for your issue.

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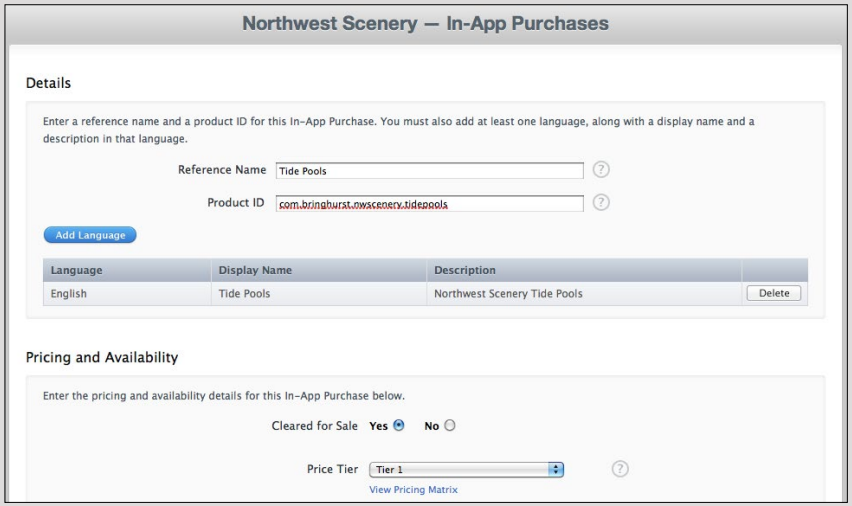
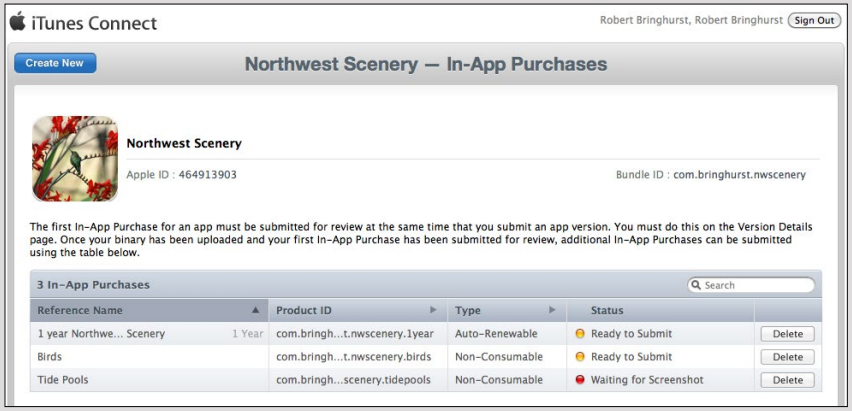
- Under Screenshot For Review, specify an image when ready to submit your in-app purchase. Apple will not review the in-app purchase until you include the screenshot.



8. Click Save.

   If you did not specify a screen shot, your status is set to Waiting For Screenshot. If you specify the screen shot, your status is set to Waiting for Review if you need to submit the viewer app or In Review if your viewer app is already approved.



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9. In the Folio Producer Organizer (https://digitalpublishing.acrobat.com), publish the folio as Public and Retail using the same Product ID you used when creating the in-app purchase.

If your viewer app is already approved, the retail folio does not show up in the viewer library until Apple approves the In-App Purchase. Retail folios do not appear in the Adobe Content Viewer—only in custom viewers.

If your viewer app has not been approved, your first In-App Purchases must be submitted with a new app version. Select them from the In-App Purchases section of the Version Details page in iTunes Connect, and then click Ready to Upload Binary.

You can submit multiple in-app purchases to Apple for approval. Getting in-app purchases approved in advance helps avoid delays in publishing your folio.

Understanding In-App Purchases and Product IDs

In-App Purchase

There are two types of In-App Purchases. One type of In-App Purchase is used to set a price for an individual retail folio. The other type is used to set prices for different subscription durations. For both types of In-App Purchases, you create Product IDs. For retail folios, you specify the Product ID when you publish the folio. For subscription durations, you specify the Product IDs when you use DPS App Builder to build the app.

Product ID

As noted, one type of Apple Product ID is used for retail folios, and another type is used for subscription durations. The Product ID for each item—retail folio or subscription duration—must be unique, such as "com.publisher.folkmusic.september2013." Use the same Product ID for different folio renditions (2048x1536 and 1024x768), but use a different Product ID for each different folio or set of renditions (such as the September and October issues).

A Product ID is not the same as an App ID. Please do not confuse the two terms.

Set up subscription apps

IF YOU SET UP A SUBSCRIPTION APP, you give users access to folios in your custom viewer for a specified period of time. If you create a subscription app with retail (paid) content, you must set up In-App Purchases for each retail folio, and you must set up an In-App Purchase for the different subscription duration options (3 month, 6 month, 1 year, and so forth).

For each in-app purchase, you specify a Product ID. For example, a Product ID for an individual folio should be in the "com.publisher.publication.monthyear" format. A Product ID for the subscription duration should be in the "com.publisher.publication.duration" format. For retail folios, you use that same Product ID when you publish the folio using the Folio Producer Organizer. For subscription durations, you specify the Product IDs when stepping through the DPS App Builder panels.

Additional information about subscriptions:

- You can set up a free subscription for Newsstand apps.
- Your customers have the choice of purchasing your individual folios or purchasing a subscription. If they purchase a subscription, they're entitled to any folio published between the start date and end date of their subscription. When customers first subscribe, they're entitled to the most recently published folio—free or retail—even if the folio was published before their start date.
- If you publish a retail folio as public, it does not appear in the viewer library until Apple approves the in-app purchase and makes it available. However, the Distribution Service does not look to see whether the published folio is actually available. This creates a situation in which your customers can purchase a subscription and not be entitled to any new content until the pending folio becomes available.
- The Publication Date setting in the Folio Producer Organizer determines which folios subscribers are entitled to. For best results, edit the Publication Date settings of folios using a consistent date, such as the first day of each month.

Generate or view a shared secret

Use the In App Purchase process on iTunes Connect to set up Apple subscriptions. When you create a subscription, you generate or view a shared secret, which is a unique code that lets the app communicate with in-app purchase receipts.

1. Go to http://itunesconnect.apple.com, and sign in.

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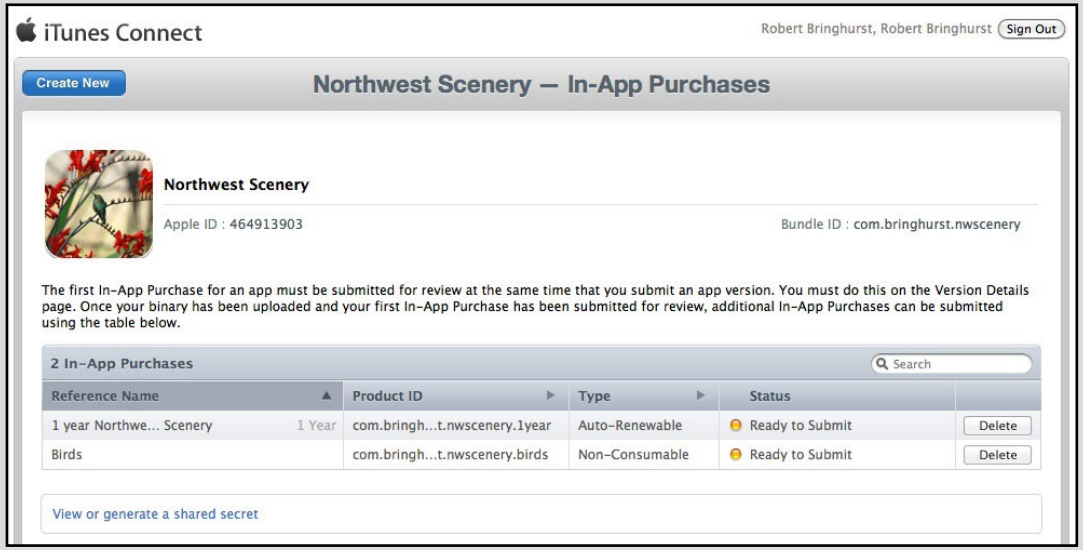
2. If you have not already done so, click "Contracts, Tax, and Banking" and specify the necessary information.
3. Click Manage Your Applications.
4. In the Manage Your Apps page, click the application in which you want to set up subscriptions
5. Click Manage In-App Purchases.



6. Click "View or Generate a Shared Secret."
7. If a Shared Secret section does not appear on the In-App Purchases page, it means you have not filled out the necessary banking information or you have not accepted the terms of agreement. Click Go Back, and then click the "Contracts, Tax, and Banking" option.

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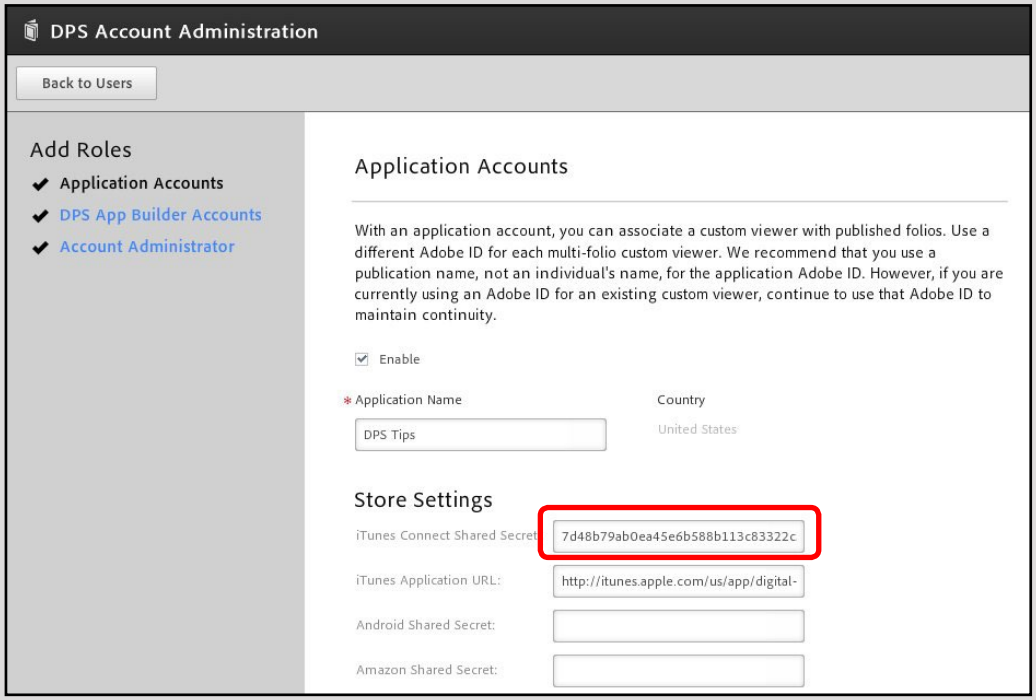
8. Copy your shared secret code. Use the Account Administration tool on the DPS Dashboard to edit the Application account and specify your shared secret. After you specify the shared secret information, open the Folio Producer Organizer to trigger the shared secret registration.



Once you generate a shared secret, do not re-generate it. Use the same shared secret code for all your apps.

Create an In-App Purchase for a retail subscription

Apple calls a retail subscription an "Auto-Renewable Subscription." If you're creating a free subscription for Newsstand, skip to the next section.

1. Go to iTunes Connect > Manage Your Apps, snd click your app.
2. Click Manage In-App Purchases.
3. Click Create New.

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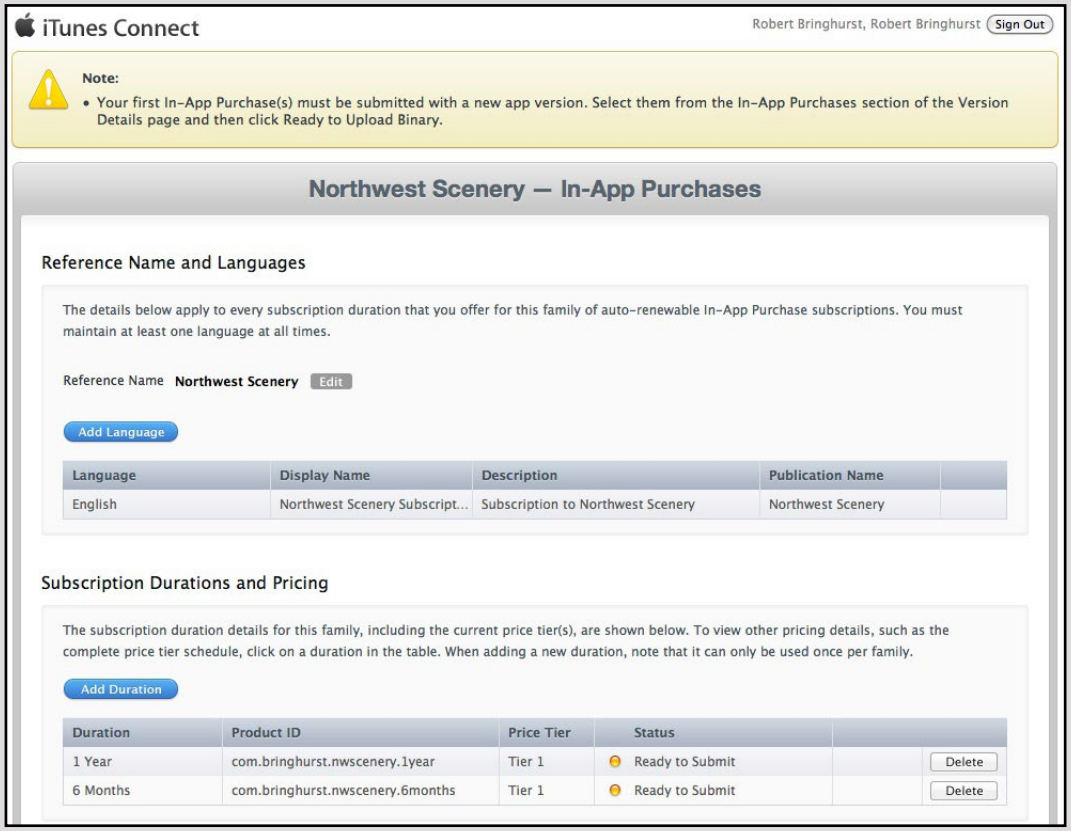
4. In the Create New In App Purchase page, select "Auto-Renewable Subscriptions."

5. Follow the prompts to fill out the rest of the subscription information.

   You can create multiple durations. For each duration, specify a Product ID. We recommend that you use the "com.publisher.publication.duration" format, such as "com.sportspub.kayaker.1year." When you use DPS App Builder to create your subscription app, you specify the subscription Product IDs in the Subscription Details panel. Each duration you specify appears in the dialog box when your users tap the Subscribe button or the subscription tile image.

   Apple lets you create multiple subscription families. However, for viewer apps, create only one family with multiple durations.



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6. Use the Adobe Folio Producer Organizer to publish retail folios for your subscription application.

   For best results, use a consistent Publication Date for your folios, such as the first of every month.

   The Publication Date determines whether a folio is part of a subscription duration.s

   If you have not already done so, use the in-app purchase method in iTunes Connect to assign a price and Product ID to each folio. Customers can then pay for individual folios or pay for a subscription that entitles them to a range of folios.

Create an In-App Purchase for a free subscription app

Use the In App Purchase process on iTunes Connect to set up a free subscription for Newsstand apps. Note that you cannot add retail content to a free subscription app.

When you create a subscription, you generate a shared secret, which is a unique code that lets the app communicate with in-app purchase receipts. Specify this shared secret using the Account Administration tool, and then open the Folio Producer Organizer to register the shared secret. You can use the same shared secret for multiple apps.

In a free subscription app, you create only one In-App Purchase for the subscription. You do not create In-App Purchases for your individual folios. Only retail folios require In-App Purchases to be set up.

1. Go to iTunes Connect > Manage Your Apps, snd click your app.
2. In the Manage Your Apps page, click the application for which you want to set up a free subscription.
3. Click Manage In-App Purchases.
4. If you have not already done so, copy and paste your shared secret code, as described earlier.
5. Click Create New.
6. In the Create New In App Purchase page, select “Free Subscription.”
7. Follow the prompts to fill out the rest of the subscription information.

   For Product ID. We recommend that you use the “com.publisher.publication.free” format, such as “com.sportspub.kayaker.free.” When you use DPS App Builder to create your subscription app, you specify the Product ID in the Subscription Details panel.

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Enable Newsstand in iTunes Connect

Apple requires you to use iTunes Connect to enable an app for Newsstand. Do this before you submit your distribution viewer app to Apple.

1. Go to iTunes Connect > Manage Your Apps, snd click your app.
2. Click Newsstand.
3. Enable Newsstand, and specify a cover image, such as a 1024x768 PNG file, and follow the prompts.

Note that the image you specify in iTunes Connect is not used in your app itself. The Newsstand image you specify in DPS App Builder is used for the initial Newsstand image. Whenever you publish a new folio, the portrait cover image replaces the initial Newsstand image.

However, the image you specify in the Newsstand section appears in the Apple App Store and the iTunes Store. Whenever you publish a new folio, you can upload a new image in the Newsstand section of iTunes Connect to update your app's appearance in the App Store and in iTunes.

Set up a third-party entitlement server (Enterprise only)

If you're an Enterprise subscriber to DPS, you can create a viewer app that uses a custom entitlement server to determine which customers can download content. Customers can subscribe either through your subscription service or through the Apple App Store. When you set up a custom entitlement server, you can create an entitlement banner that appears at the top of the library.

Setting up a custom entitlement server is beyond the scope of this guide. Contact your Adobe representative for entitlement server requirements, API specifications, custom storefronts, custom libraries, and related information. The Digital Publishing Suite Develeoper Center at adobe.ly/y3YOEv provides detailed documentation for Enterprise app creation.

Create required assets

When you build your app and submit it to Apple, you will need to include a variety of keywords, descriptive text, icons at various sizes, email addresses, copyright information, etc. It is best to gather all of these items well in advance of your app submission date, since some of them may require input from others in your company.

You can read more about these items in the *iTunes Connect Developer Guide,* at bit.ly/RMGpiP.

Type the following items in a text file stored somewhere you'll remember, so that you can copy and paste the pieces out of the text file later when needed:

- [ ] App Title

  The title that will appear under the app icon on the iPad. Limit to 12 characters if you want it to be completely visible. Depending on the characters (an "i" being narrower than a "w"), you may be able to fit 13 or 14 characters.

- [ ] App Name

  The title that will appear at the top of the screen in the black bar when a user taps the screen. Maximum of 35 characters.

- [ ] Keywords for the App Store

  The number of keywords is unlimited, but there is a total character limit of 100 characters. Enter keywords separated by commas, without a space after the comma. The comma characters count towards the 100-character limit.

- [ ] Description for the App Store

  This can be anywhere from 10–4,000 characters.

- [ ] Primary and Secondary categories for the App Store

  The secondary category is optional. Apple occasionally adds new categories. Go to the App Store on your iPad, and tap "Categories" to see the categories you can choose from.

ADOBE TIP

To test if your app title will display correctly on the iPad without abbreviation, open Safari on the iPad. Visit any web page, and tap the *button at the top of the screen. Tap "Add to Home Screen," and then enter the text you want for your app title. If the text appears correctly on your home screen, it will display correctly in your app.*

- [ ] **Price Tier for Single-Folio Apps**

  This is how much you plan to charge for a single-folio app. The price can be free, or $.99, $1.99, $2.99, $3.99, $4.99, etc. In other words, you cannot charge $3.42 for your app—it must be either $2.99 or $3.99.

- [ ] **Copyright**

  This should be in the form "2013 Acme Inc." Apple adds the copyright symbol automatically.

- [ ] **Support Email**

  This is an email address of someone Apple can contact if there are problems with your app. This address is not seen by the public.

- [ ] **Support URL**

  The URL of a support website for users having questions about the app. This link will be visible on the App Store.

- [ ] **Marketing URL (optional)**

  A website for users to get more information about the app. This link will be visible on the App Store.

- [ ] **SKU number**

  A unique alphanumeric identifier for this app.

Store the following files with clearly labeled filenames in a separate folder:

- [ ] **Application icons in the following 8 sizes:**

  29x29, 50x50, 58x58, 72x72, 100x100, 144x144, 512x512, and 1024x1024 pixel 8-bit PNG files. One way to produce these is to create a 1024x1024 pixel PNG file, open it in Photoshop, and use Save for Web to create the smaller PNG files. Do not round the corners of the icon; Apple rounds the corners automatically. Apple will apply an optional "shine" effect to the icon if you specify this option in the DPS App Builder.

ADOBE TIP

Johannes Henseler has created a handy Photoshop template that automatically creates all the required sizes of application icons from a single Illustrator or Photoshop Smart Object. Download the free template at bit.ly/RMJL5a.

1–5 screen shots for the App Store

Take a screen shot of the best screens from your app. To take a screen shot on the iPad, just navigate to the screen you want to capture, and press the power and home buttons simultaneously. The screen capture will be saved into the "Camera Roll" album of your Photos app. Save these images as 8-bit PNG or JPEG files at 768x1024 or 1536x2048 pixel resolution (portrait) or 1024x768 or 2048x1536 pixel resolution (landscape).

Splash screen images

When your app is first started on the device, a splash screen appears for approximately three seconds. For the iPad, create four 8-bit PNG images: two landscape splash screens at 1024x768 and 2048x1536 pixels, and two portrait splash screens at 768x1024 and 1536x2048 pixels. For the iPhone, specify 480x320, 960x640, 320x480, and 640x960 PNG images.

For best results, make your splash image different from your cover. If the cover and the splash screen are identical, users may think the app is frozen when they first start it. You might want to add a message such as "Loading . . ."

Additional images and information for subscription apps

Create optional subscription tile images for subscription apps. Create 708x250 and 1416x500-pixel background PNG images that describe the Apple subscription when the iPad is upright. Specify 964x184 and 1928x368-pixel background PNG images that describe the Apple subscription when the iPad is in landscape orientation. The entire tile is active as a button.

If your subscription app is enabled for Newsstand, specify a Newsstand cover. In DPS App Builder, you'll need to specify 96x128 and 192x254 PNG files. In iTunes Connect, you'll need to specify a larger PNG file, such as 1024x768.

In addition, you need to create several website URLs to provide your customers with subscription information.

If your subscription app includes a custom entitlement server (Enterprise only), additional subscription assets and website URLs are required.

Learn more about these subscription requirements by reading this help topic: adobe.ly/xHwqbP. The DPS Developer Center (adobe.ly/y3YOEv) also includes detailed articles about building subscription and entitlement apps.

Use your web browser to search for "writing an App Store description" to locate dozens and dozens of sites that will help you write a concise, compelling App Store description.

Build the app with DPS App Builder

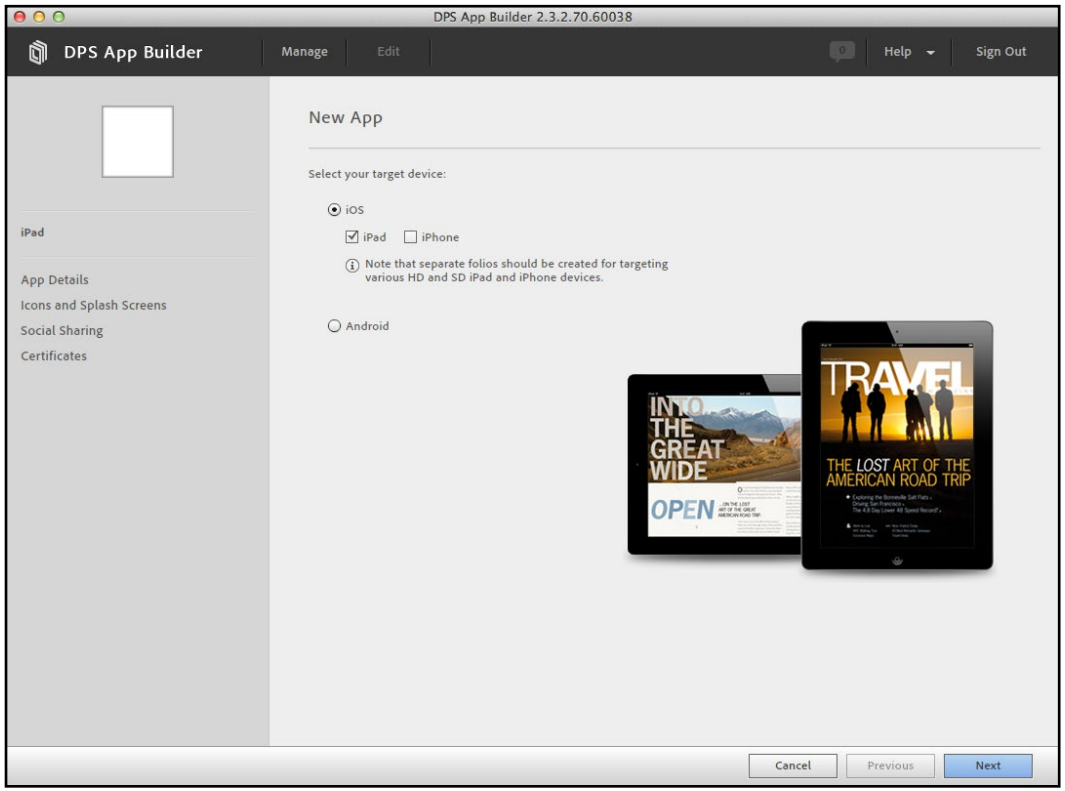
AFTER YOU CREATE the necessary files and certificates and build your Folio using Adobe InDesign and the Digital Publishing Suite Plug-ins, you're ready to create your app using the DPS App Builder.

1. Make sure that you are using the most updated version of DPS App Builder.

   If you have InDesign CS6 or later, choose Help > Updates, and install the DPS Desktop Tools if an update is available. Otherwise, remove the DPS App Builder from your Applications folder, sign in to the DPS Dashboard (https://digitalpublishing.acrobat.com), and click DPS App Builder.

2. Launch DPS App Builder, and sign in with an Adobe ID that has a DPS App Builder role assigned to it. Use the Account Administration tool to assign roles to Adobe IDs.

3. Follow the prompts to build your iOS app. Click the Info button next to any option to view a description. For more details about creating an iOS viewer app, see the help article at adobe.ly/xHwqbP.

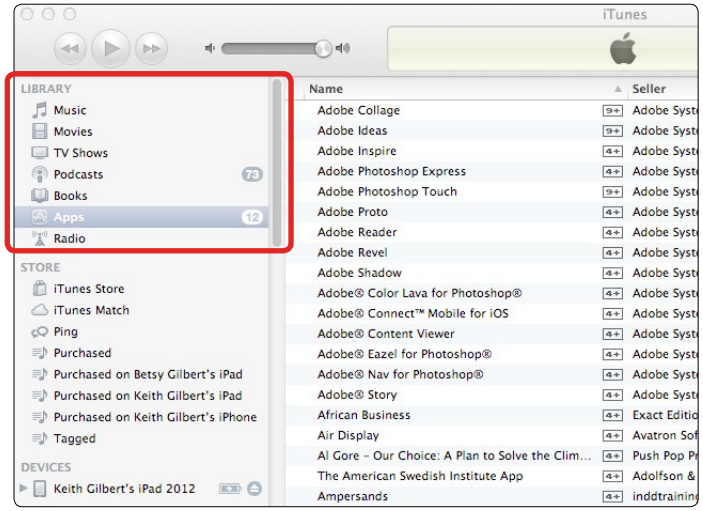


Test the development app

THE NEXT STEP is to test the development app to make sure that everything works as designed. In order to complete the steps below, the iPad on which you wish to test the development app must be one that you regularly sync with iTunes on your computer.

Test an app with free content

1. Open iTunes, and drag the developer-viewer.ipa file into your iTunes Library.



2. Connect your iPad, and sync the device.
3. The app should appear on your iPad. Test the app to ensure that it works as desired.
4. Do one of the following:
   - If the app needs to be changed, edit the folio, and then use the DPS App Builder to edit and create another development app. Delete the previous app from iTunes and from your iPad, install the new app, and test again.
   - If the app works as designed, continue on in this guide to submit the distribution app to the App Store.

Test an app with retail content

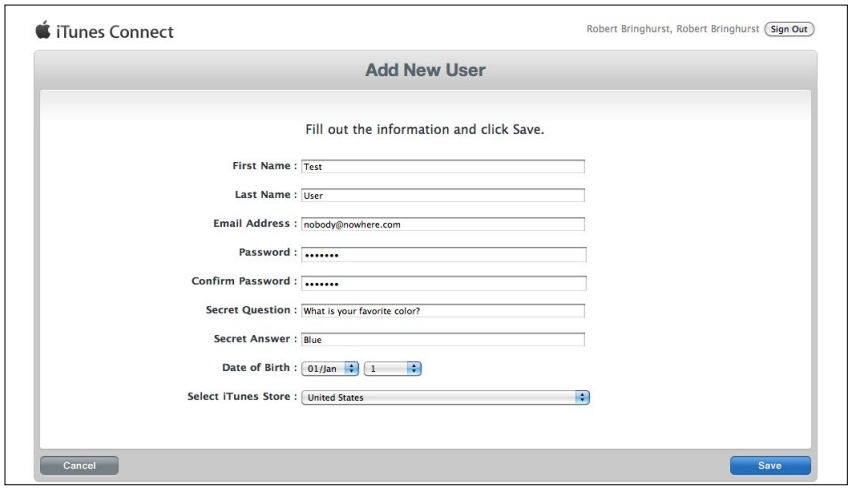
While testing the app, you can create a test user that lets you download the folio using the development app without actually paying for the issue. This sandbox testing process is explained in more detail in the "Managing Your In App Purchases" section of the iTunes Connect Developer Guide.

1. In the Folio Producer Organizer or Digital Content Bundler, publish folios with statuses set to Retail and Public and the appropriate Product ID.

   This product ID must be identical to the product ID you specify when submitting the In App Purchase. We recommend that you use the "com.yourcompany.yourmagazine.yourissue" format for your Product ID—the App ID name followed by the issue name.

2. Using iTunes Connect, create a test user.

   A test user lets you test the process of purchasing an issue without actually having to purchase the issue. To create a test user, go to the main page of iTunes Connect, and click Manage Users. Click Test User. Click New User, and then specify information. Use a valid email address that you can use to verify. Remember the email address and password. You'll need this information to "purchase" your issue.



3. On your iPad, sign out of your account. Tap Settings, tap Store, tap your Apple ID, and tap Sign Out.

   Sign out to make sure that you don't actually use your real account to purchase the issue.

   Do not sign in using your test user—remain signed out. Otherwise, your test user will treated like a normal user, and you'll be prompted for your credit card information.

4. Open iTunes, and drag the developer-viewer.ipa file into your iTunes Library..
5. Connect your iPad, and sync the device.

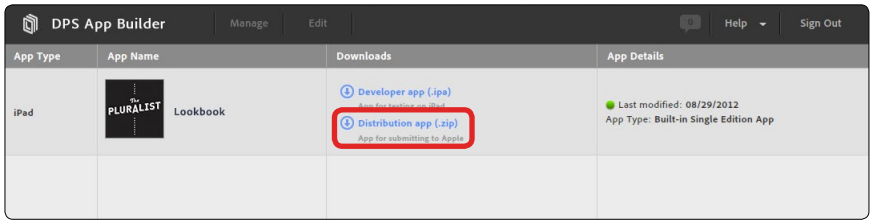
   The app should appear on your iPad.
6. When notifiied of a new issue, follow the prompts, and sign in using your test user account information. “Purchase” and download the folio or subscription.

   If you’re prompted for credit card information, exit the viewer app, and sign out of your account. Start the viewer again, do not sign in, and then download the issue using the test account.
7. Do one of the following:
   - If the app needs to be changed, edit the folio, and then use the DPS App Builder to edit and create another development app. Delete the previous app from iTunes and from your iPad, install the new app, and test again.
   - If the app works as designed, continue on in this guide to submit the distribution app to the App Store.

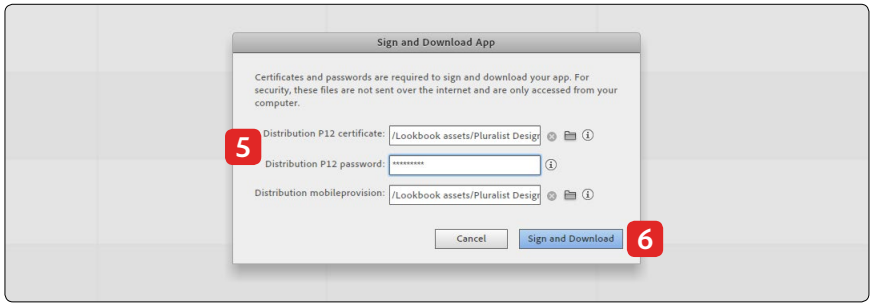
Download the distribution app

When you have determined that your development app works like you want it to on your iPad, it is time to download the Distribution app in DPS App Builder. This is the file that you will send to Apple.

1. If you still have DPS App Builder running, skip to step 3. If DPS App Builder is not running on your computer, find DPS App Builder in your Applications folder, and double-click it.
2. Sign in with your Adobe ID and password.
3. Open Manage View.
4. Click Distribution App in the Downloads column.



5. Select your distribution p12 certificate, and then enter your distribution p12 password. 5
   The distribution mobileprovision file information will be entered automatically for you.
6. Click Sign And Download. 6



7. Click OK. A distribution-viewer.zip file is downloaded to your desktop. This is the file that you will submit to Apple, as described in the next section.

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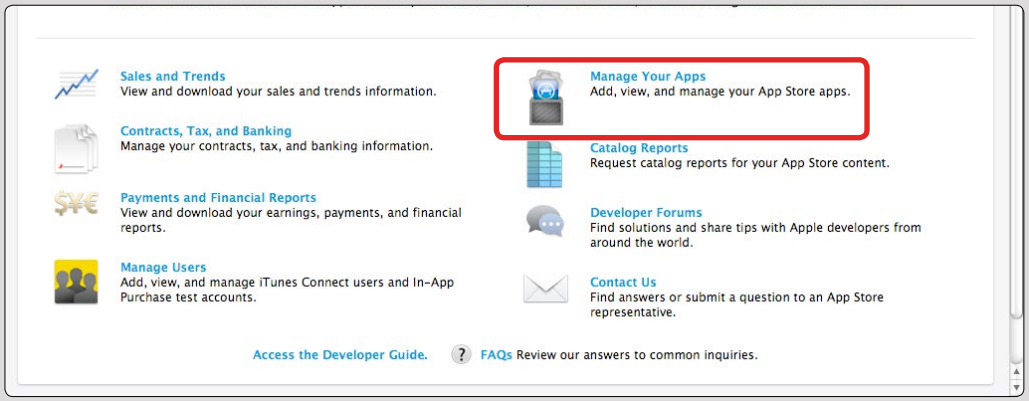
Submit your app to the App Store

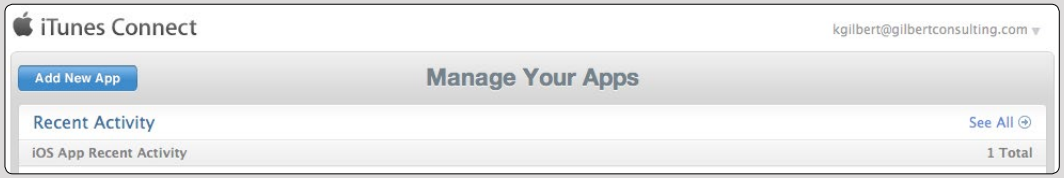
NOW THAT YOUR APP IS BUILT and tested, the final step is to submit the app to the App Store. To do this, you will use the iTunes Connect Web portal to enter various details about your app, and then upload the Distribution app to Apple for approval.

The iTunes Connect Developer Guide at bit.ly/N9fBUV explains how to submit files for approval. However, the Developer Guide is written primarily for developers, so it can be somewhat intimidating. We created this guide to provide specific information about submitting apps created with Adobe Digital Publishing Suite.

1. Go to itunesconnect.apple.com.
2. Sign in with your Apple ID (not your Adobe ID).
3. Click on Manage Your Apps.



4. Click on Add New App.



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In the screens that follow, you will be prompted to fill in details about your app and various icons and assets. You should have already gathered up all these items, as listed in the "Create required assets" section on page 75.

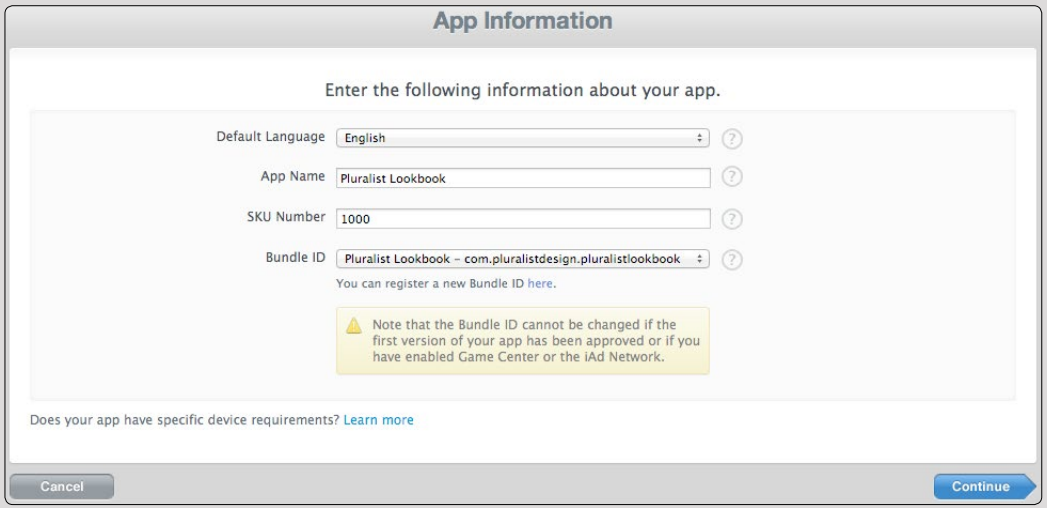
5. Complete the New Application screen as follows:

   Default Language: Choose the language that you will be using to enter your app details for display in the App Store.

   App Name: Enter the full name of your app. This is the "long name" that may be up to 35 characters in length.

   SKU Number: Enter a unique alphanumeric identifier for this app.

   Bundle ID: Choose the App ID you created earlier from the list.



6. Click Continue.
7. Fill in the pricing screen as follows:

   Availability Date: Leave this date as is, unless you wish to enter a future date to delay the release of your app until after a particular date.

   Price Tier: Select Free or whichever price tier that you desire. Click on View Pricing Matrix to see more pricing details.

   Discount For Educational Institutions: Select this option if you want to offer a discount to educational institutions.

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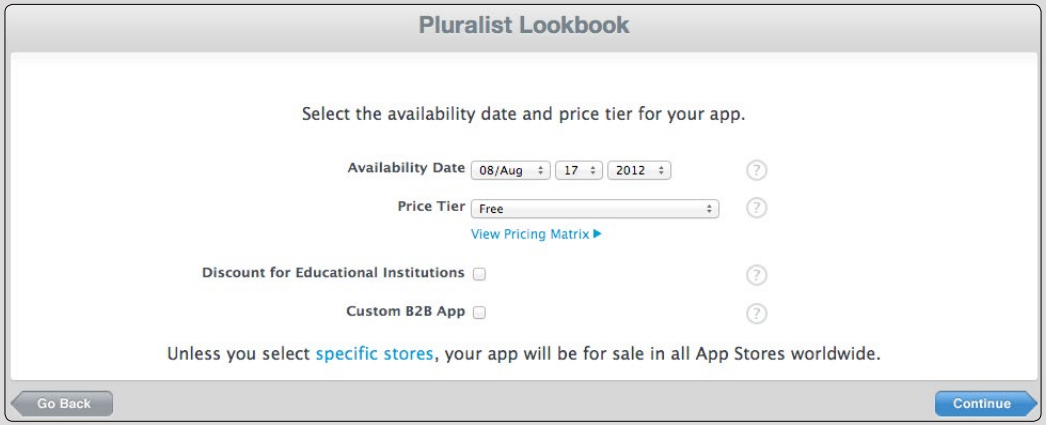
Custom B2B App: Do not select this. Custom business-to-business apps cannot be created with Adobe Digital Publishing Suite, Single Edition. If you want to create a custom business-to-business app, purchase an Enterprise license to Adobe Digital Publishing Suite.

Specific Stores: Select this option if you want to limit the app to be available only in certain countries.



8. Click Continue.
9. Enter the Version information as follows:

   Version Number: Enter 1.0, unless this is a revision to an existing app.

   Copyright: Enter the copyright information in the form of "2013 Acme Inc." Apple adds the © symbol automatically when the app is published on the App Store.

   Primary Category: Choose the category you want the app to be displayed in on the App Store.

ADOBE TIP

One reason to limit the availability of your app to certain countries is because Apple only collects sales tax in some countries. If you want Apple to take care of all the sales tax hassle, limit your app to sell only in the countries in which Apple collects sales tax.

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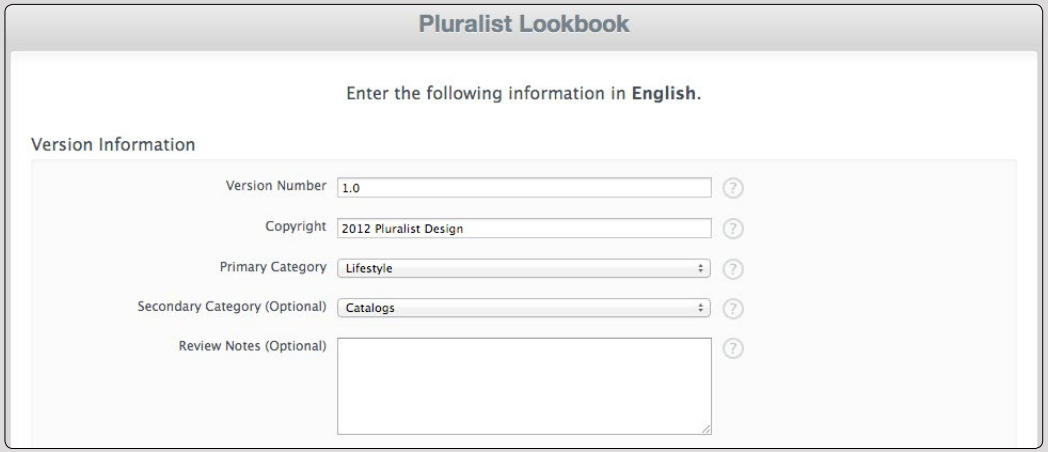
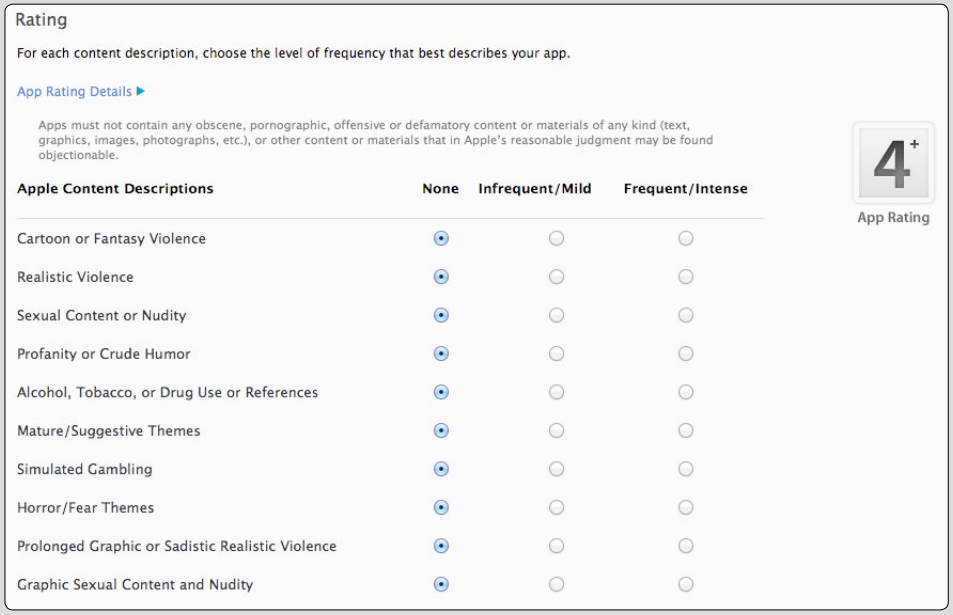
Secondary Category: If desired, choose a secondary category.



10. Scroll down, and fill in the Rating information:



11. Scroll down further, and fill in the Metadata as follows:

Description: Enter the description for the App Store.

Keywords: Enter the keywords for the App Store, separated by commas.

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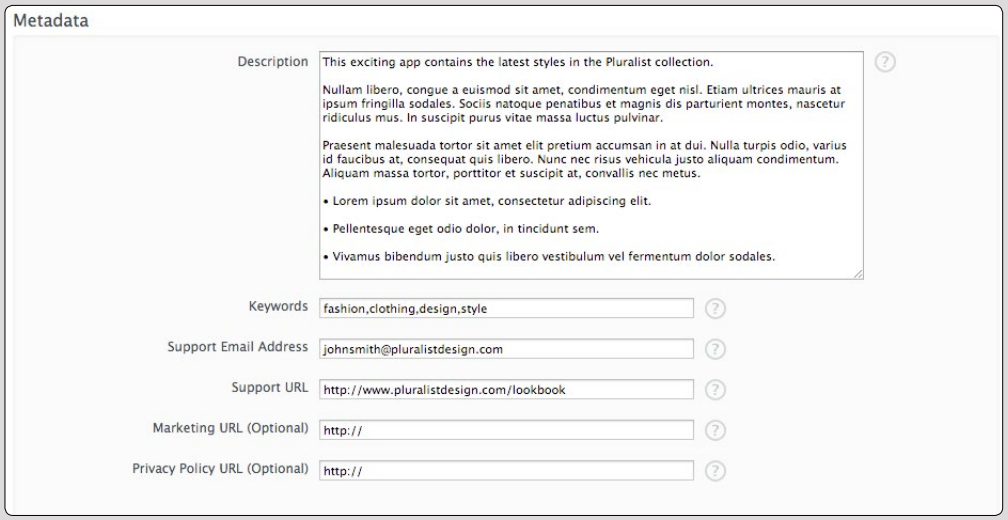
Support Email Address: Enter the email address of a person that Apple can contact if there are problems with the app.

Support URL: Enter the URL of a web page that offers information and support for this app.



12. Scroll down, and fill in the Uploads section as follows:

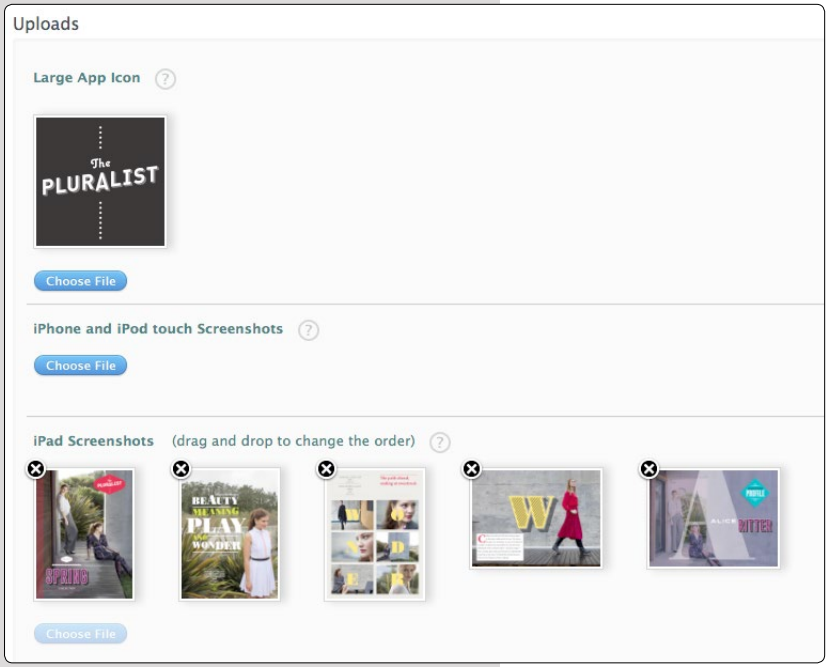
    Large App Icon: Choose a 1024x1024-pixel 8-bit PNG image.

    iPhone And iPod Touch Screenshots: Include one to five screen shots in the required sizes if your app supports iPhone.

    iPad Screenshots: Include one to five 768x1024- or 1536x2048-pixel (portrait) or 1024x768- or 2048x1536-pixel (landscape) screenshots of your app.

13. Click the Save button.

14. If you are creating a subscription app, click Newsstand, click Enable, and specify the requested information.



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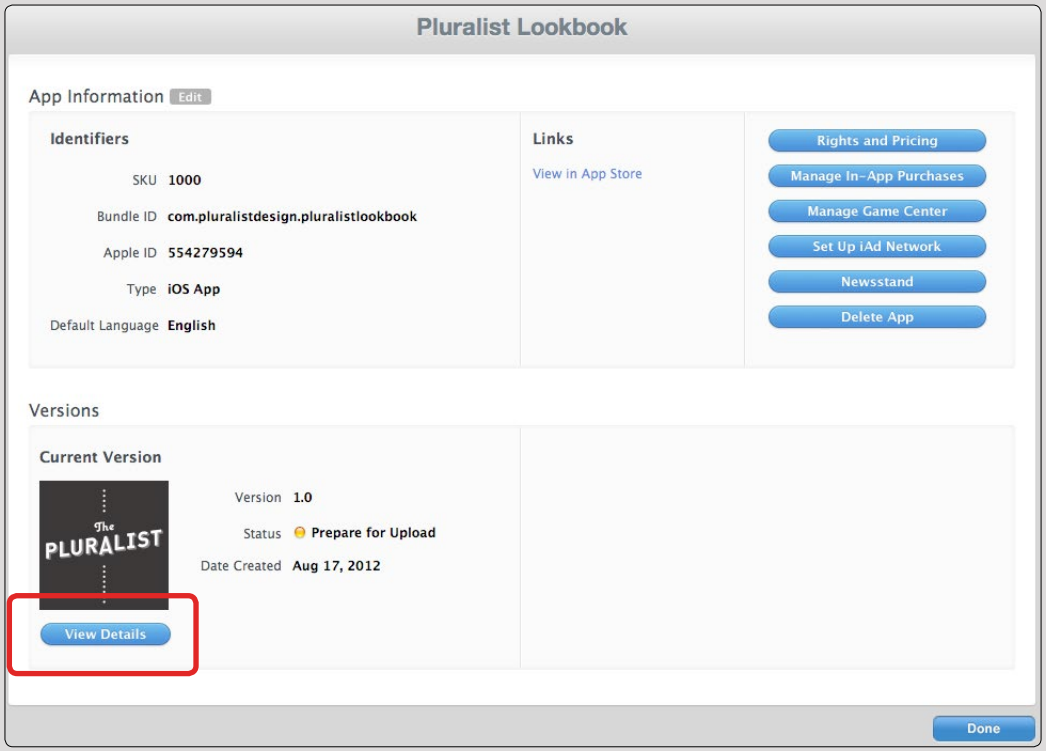
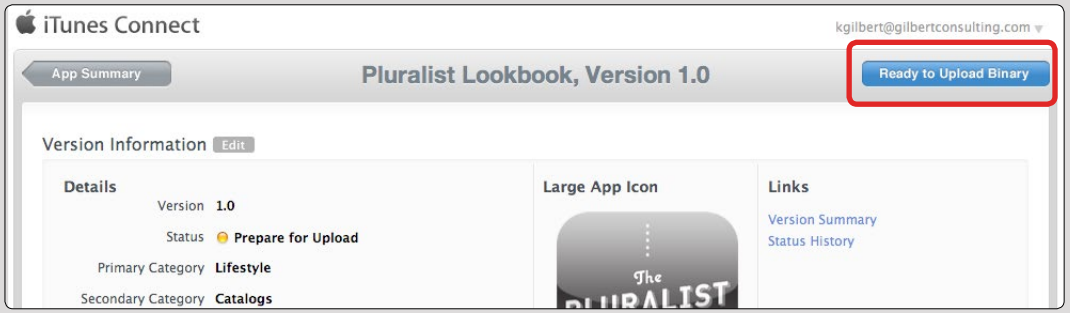
15. Click the View Details button.

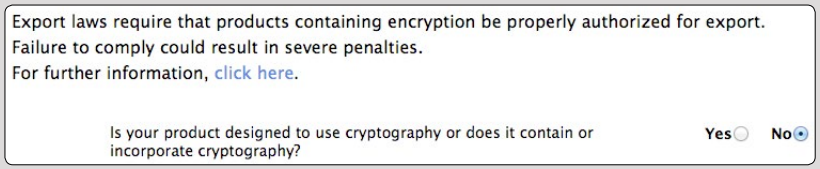


16. If you're creating a free subscription app, click Edit next to In App Purchases, and specify the in-app purchase you created.

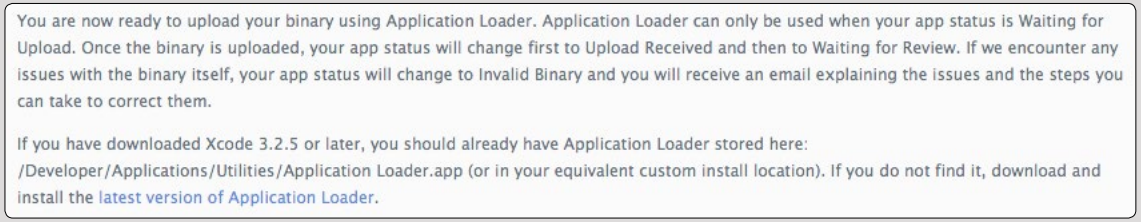
17. Click Ready To Upload Binary.



18. Answer “no” to the encryption question. Adobe DPS App Builder does not encrypt apps.



19. Click the Save button.
20. If you have not already downloaded the Application Loader app, click Download App Loader. (If you downloaded Xcode, Application Loader was also downloaded. However, make sure that you have the most recent version of Application Loader installed.)



21. Start Application Loader, and follow the prompts to upload the Distribution app (.zip file) that was created by the DPS App Builder.

Once you successfully upload your app to Apple, the status of the app in iTunes Connect should change to “Upload Received” and then “Waiting for Review.”

If you are using an older version of Application Loader, you might get an error message such as “the dwarfdump binary must exist” or “com.apple.transporter.util.StreamUtil” when you upload the .zip file. You can solve this problem by downloading and installing the most recent version of Application Loader.

Wait for approval from Apple

Apple will notify you via email when your app is accepted or rejected. You can use iTunes Connect to track the status. For details, see the Apple Developer Guide.

If you notice an error in your app after you have submitted it, but before it is approved, you can submit a new binary while your app is still pending. Go the Manage Applications section of iTunes Connect, select the app, click View Details, click Binary Details, and then click Reject Binary. Then submit a new version of the app.

Updating an app

You may want to revise or update a Digital Publishing Suite app that you previously submitted to the App Store.

Digital Publishing Suite Professional Edition and Enterprise Edition customers can revise their apps (and submit their rebuilt apps to Apple) for as long as they are Digital Publishing Suite subscribers.

When you revise your app, you can either create a new version of the app in DPS App Builder or edit an existing version. In either case, use a mobileprovision file based on the same App ID. In DPS App Builder, select the existing app you created, and click Edit. Note that if you change the type of app, such as converting a multi-folio app to a subscription app, you need to build a new app from scratch in DPS App Builder. Again, as long as you use mobileprovision files based on the same App ID as the previous version, Apple will recognize the app you submit as a version update.

Download and test the development file.

In iTunes Connect, click Manage Your Applications, click the app you want to update, and then click Add Version. Follow the prompts, and then use Application Loader to upload the .zip file.

For details about updating an app, see this article: http://adobe.ly/Zbirxo

iPad publishing troubleshooting

Blank password not accepted

When prompted for a password while creating your p12 certificates, do not use a blank password. Type a real password.

"Invalid certificate" or "Invalid ZIP format"

If you upload an .ipa file to Apple from a computer running Snow Leopard 10.5 and the certificates have been created on a computer running 10.6, one of these messages may appear. For best results, upload the .ipa file from the same OS X 10.6 computer on which the certificates were created.

Error: Identity of iPhone developer doesn't match any identity in any profile

This error occurs when files are generated under different profile names. For best results, make sure that the same person uses the same profile to create the certificates on the same computer.

"the dwarfdump binary must exist" or "com.apple.transporter.util.StreamUtil" error when you upload the .zip file

This error can occur when you are using an older version of the Application Loader. You can solve this problem by downloading and installing the most recent version of the Application Loader.

The "Subscribe" button does not work in development app

Make sure that you have specified the shared secret information using the Account Administration tool. Also make sure that you have specified the correct In-App Purchase Product ID information in DPS App Builder.

Cannot load the developer viewer on your iPad or iPhone

Make sure that you included the device's UDID in the developer mobileprovision file. Only provisioned iPads or iPhones can view developer viewer content.

Folios not showing up in multi-issue viewer

If your free folio is not showing up in your developer viewer or if it has a gray screen, do the following:

- Make sure that you created the folio using the same Adobe ID you specified in the Title ID field of DPS App Builder.
- Make sure that the published folio statuses are set to "Free" and "Public."

If your paid issue is not showing up in your developer viewer, do the following:

- Make sure the Product ID you used to publish the folio in the Folio Producer tool matches the Product ID of the In App Purchase created in iTunes Connect.
- Make sure the published folio statuses of the paid issue are set to "Retail" and "Public."
- In the In-App Purchase section of iTunes Connect, make sure that you've selected "Cleared for Sale" so you can test the app.
- Make sure that all your tax and banking information has been entered and approved by Apple. No in-app purchases will show up if it hasn't, and there is no warning message indicating that this needs to be done.
- For subscription viewer apps, make sure that you specify the shared secret information using the Account Administrator tool and then you sign in to the Folio Builder Organizer afterwards to register the shared secret.

Certificates expired or set to expire

If your development and distribution .p12 certificates expire, users can continue to use your app. However, you must edit or revoke and rebuild your certificates before you update your app. When you revoke a certificate, follow the same steps described in this guide to create a new certificate.

An expired push production certificate can affect only push itself, not the ability to use the app. If your push certificate is expired, you'll likely get an error message when you click Notify. Users can still subscribe, download, and view folios, but they may not get badges or background downloads. The best approach is to update your push production certificate in the Apple Developer site before the certificate expires. However, if the certificate expires, you can revoke and re-create the push certificates. It isn't necessary to export new .p12 certificates or resubmit the app. If you rebuild the expired production push certificate, you should be able to click Notify without getting an error message. However, we recommend that you create new .p12 push certificates and mobileprovision files so that everything is in place the next time you submit a new version of your app.

Certificate is invalid due to missing private keys

Certificates might be invalid because the corresponding private key is not in your keychain. Try to restore your missing private keys from a developer profile backup, as described in "Exporting and Importing Certificates and Provisioning Profiles." If you cannot retrieve your private keys from another Mac, refer to "Re-Creating Certificates and Updating Related Provisioning Profiles" to re-create all your certificates. You can perform these steps for one or more invalid certificates.

Your certificates have expired

You cannot renew expired certificates. Remove (revoke) and create new ones.

If your Developer ID certificates expire, users can still download and run apps that were signed with these certificates. However, you will need new certificates to update and create new apps.

You're Missing Signing Certificates

Your signing certificates may be missing from your keychain because you never requested them or because you moved to a Mac on which you haven't developed apps before.

If you never requested your certificates (there are none in your keychain). Follow the steps to create certificates as described in this guide.

If you moved to a new Mac, export your certificates as a developer profile file on the Mac you first requested the certificates from, and then import them on your new Mac. See "Exporting and Importing Certificates and Provisioning Profiles" in the Apple App Distribution Guide.

If you no longer have access to the other Mac or user account and you did not keep a backup of your certificates, see "Re-Creating Certificates and Updating Related Provisioning Profiles" in the Apple App Distribution Guide.

Here is a link to the Apple App Distribution Guide: http://bit.ly/Yjgzbx.