

Auckland, 16 November 2011 – Jade Software brings back its successful NZiDev (un)conference dedicated to iPhone and iPad developers, being held this year in Auckland on 3rd and 4th December.

Designed by Jade to bring together New Zealand's Apple iOS developer community, the event gives developers a chance to share ideas, experiences and collectively explore the infinite opportunities offered by Apple iOS.

Run as an (un)conference, the event has no set agenda. Instead the sessions, subjects and speakers are all drawn from the attendees. The conference will again be facilitated by well known New Zealand computer developer and author Nathan Torkington, creator of the Kiwi Foo Camp, and former O'Reilly editor.

Last year NZiDev attracted attendees from all walks of life from primary school aged kids coding robots to seasoned local iOS legends – Layton Duncan of Polar Bear Farm, 'Chopper Dave', and the team from Carnival Labs now creating apps for the likes of Dreamworks, Weta Workshop and Pepsi. Sessions covered everything from interface design and game development to the marketing and pricing of apps.

A new feature this year is pre-scheduled speakers such as Jonathan Mosen, a blind Apple advocate speaking on the importance of integrating voiceover in the design process, along with marketing sessions hosted by a well renowned New Zealand industry expert.

Visit <http://www.jadeworld.com/nzidev/index.php> for conference and registration details.

For more information, please contact

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About Jade Software

Jade Software brings together creative people, integrated design methods and performance engineered technology to solve hard business problems. The company has leading operational intelligence, mobile integration, investigations, risk management and smart logistics solutions.

Jade Software markets and sells its products through more than 40 partners in 80 countries and has offices in the United Kingdom, United States, Canada, Australia and New Zealand.

For more information please visit www.jadeworld.com