



Adobe

Step-by-Step

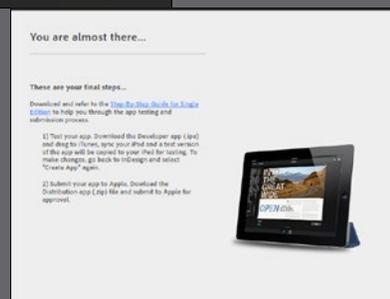
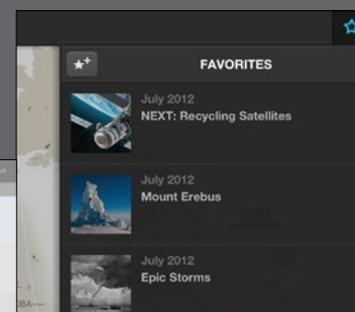
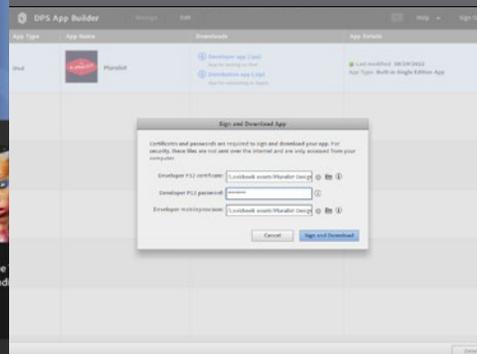
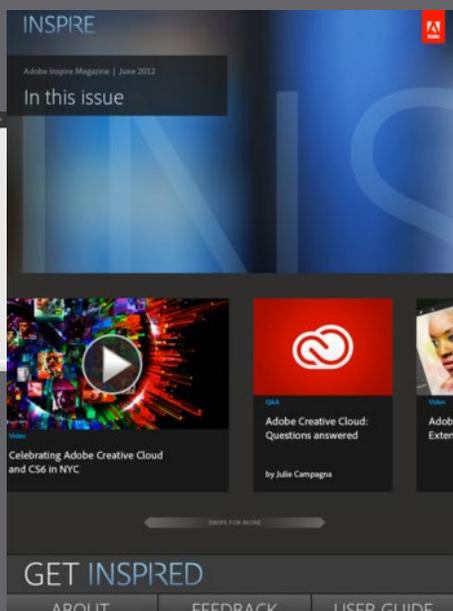
Guide to Publishing iPad Apps

with DPS,

Single

Edition

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Legal notice

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Introduction

IF YOU ARE READING THIS GUIDE, you have probably begun, or are about to begin, the process of creating an iPad app with Adobe Digital Publishing Suite. The first step in this process is to use Adobe InDesign, along with the Adobe DPS plugins, to create a working app that you can preview using Adobe Content Viewer on your iPad. Once you have created this working “Preview app,” this guide will show you how to build the final app and submit it to Apple’s App Store.

Creative Cloud subscribers can create an unlimited number of “Single Issue” apps free of charge. If you are not a Creative Cloud subscriber, you can purchase serial numbers for creating single issue apps from the Adobe Store. If you want to create a “Multi-issue” app, you will need a [Professional](#) or [Enterprise](#) subscription to DPS.

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.

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.

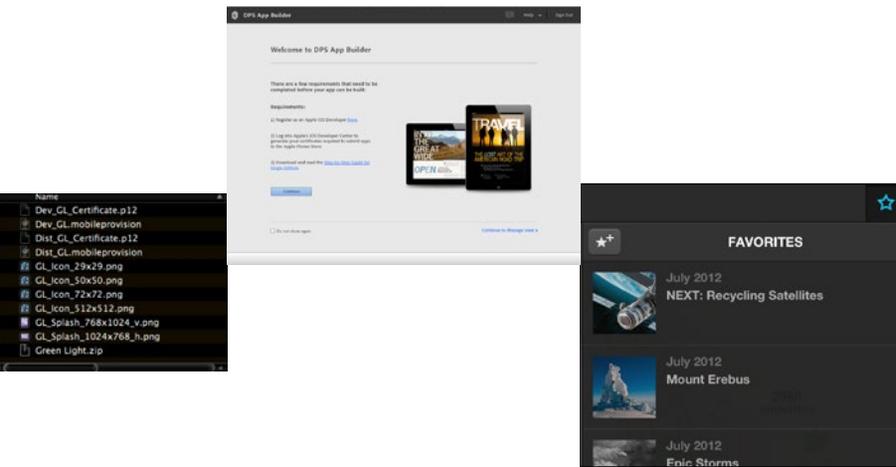
The DPS tools are revised frequently. This guide is up to date for the September 2012 version of the DPS tools.

A checklist for building your first app

Creating your first app? Do these things ahead of time, *before* your Folio is completed:

- Enroll in Apple's iOS Developer Program | page 8
- Read the App Store Review Guidelines | page 11
- Download and install Xcode on your Mac | page 12
- Create certificates | page 13
- Test your certificates | page 27
- Register your test iPads with Apple | page 28
- Create an App ID | page 31
- Create mobileprovision files | page 33
- Create required assets | page 37
- Purchase a Single Edition serial number if you are not a member of Creative Cloud | page 40

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



Do these things *after* your Folio is completed:

- Build the app with DPS App Builder | page 41
- Test the development app | page 48
- Download the distribution app | page 49
- Submit the distribution app to the App Store | page 51
- Wait for approval from Apple | page 58

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* your Folio is completed:

- Create an App ID | page 31
- Create mobileprovision files | page 33
- Create required assets | page 37
- Purchase a Single Edition serial number if you are not a member of Creative Cloud | page 40

These steps
are required by
Apple Computer
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Apple websites.

Do these things *after* your Folio is completed:

- Build the app with DPS App Builder | page 41
- Test the development app | page 48
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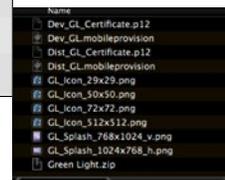


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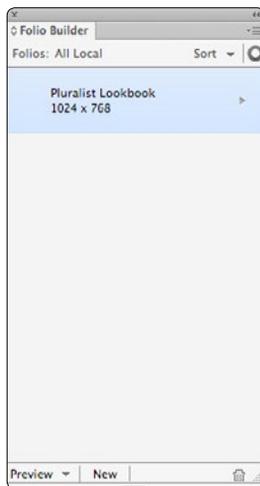
Build your Folio

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. If you haven't yet created your Folio, now is the time to begin.

You will use the Folio Builder panel in InDesign to create a Folio. 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.

You can do many of the following steps before you have finished your Folio. See the Checklist on page 5 for more information.

To learn more about how to use the Folio Builder panel to create Folios and preview Folios on your iPad, see the Online Help at adobe.ly/PjSo8K.



Adobe® Content Viewer

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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.

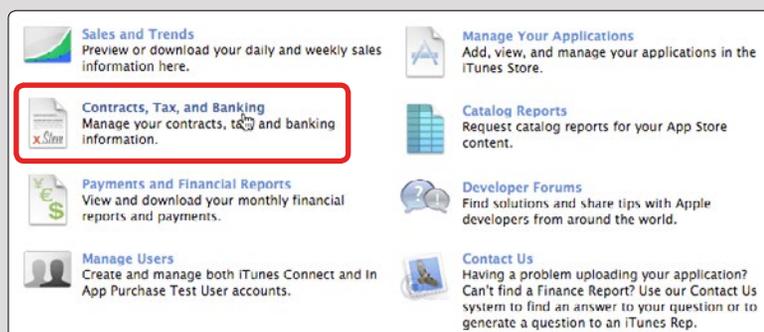
Someone else in your company may already be enrolled in the iOS Developer Program. You may be able to ask your IT department to create the required App ID, certificates, and mobileprovision files. If so, this will make the process much easier for you. No knowledge of InDesign or Adobe DPS is required 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 creating a paid app)

If you wish to make your app available for sale through Apple, you must agree to the iOS Paid Applications agreement. If your app is going to be free, you can skip to page 11.

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.*

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

Contracts, Tax, and Banking

Request Contracts

Select the contract(s) you would like to view from the list and click Request. You can distribute your free apps without entering into the contracts below. Note: Only users with the Legal role can enter into contracts.

Contract Region	Contract Type	Legal Entity	
All	iOS Paid Applications	Apple (USA) - 1000 Apple Lane, Cupertino, CA 95014, USA	Request
World	iAd Network	Apple (USA) - 1000 Apple Lane, Cupertino, CA 95014, USA	Request

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

Review Agreement

Please review the agreement below:

By Your clicking to agree to this Schedule 2, which is hereby offered to You by Apple, You agree with Apple to amend that certain iOS Developer Program License Agreement currently in effect between You and Apple (the "Agreement") to add this Schedule 2 thereto (supplanting any existing Schedule 2). Except as otherwise provided herein, all capitalized terms shall have the meanings set forth in the Agreement.

Schedule 2

1. Appointment of Agent and Commissionaire

1.1 You hereby appoint Apple and Apple Subsidiaries (collectively "Apple") as: (i) Your agent for the marketing and delivery of the Licensed Applications to end-users located in those countries listed on Exhibit A, Section 1 to this Schedule 2, subject to change; and (ii) Your commissionaire for the marketing and delivery of the Licensed Applications to end-users located in those countries listed on exhibit A, Section 2 to this Schedule 2, subject to change, during the Delivery Period. The most current list of App Store countries among which you may select shall be set forth in the iTunes Connect site and may be updated by Apple from time to time. You hereby acknowledge that Apple will market and make the Licensed Applications available for download by end users through one or more App Stores, for You and on Your behalf. For purposes of this Schedule 2, the term "Licensed Application" includes any additional permitted functionality, content or services sold by You from within a Licensed Application using the In-App Purchase API, and "end-user" includes actual end-users of Licensed Applications as well as authorized institutional customers, such as educational institutions approved by Apple, which may require

I have read and agree to the agreement presented above.

[Printable Version](#)

For inquiries regarding the agreement presented above, [Contact Us](#).

[Go Back](#) **Submit**

- 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.

Contracts In Process
Once you complete setup and the effective date has been reached, the contract will be moved to the Contracts In Effect section.

Contract Region	Contract Type	Contract Number	Contact Info	Bank Info	Tax Info	Download	Status
All (See Contract)	iOS Paid Applications		Set Up	Set Up	Set Up		Pending Tax, Bank, Contact

- 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.

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.

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 tens 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.

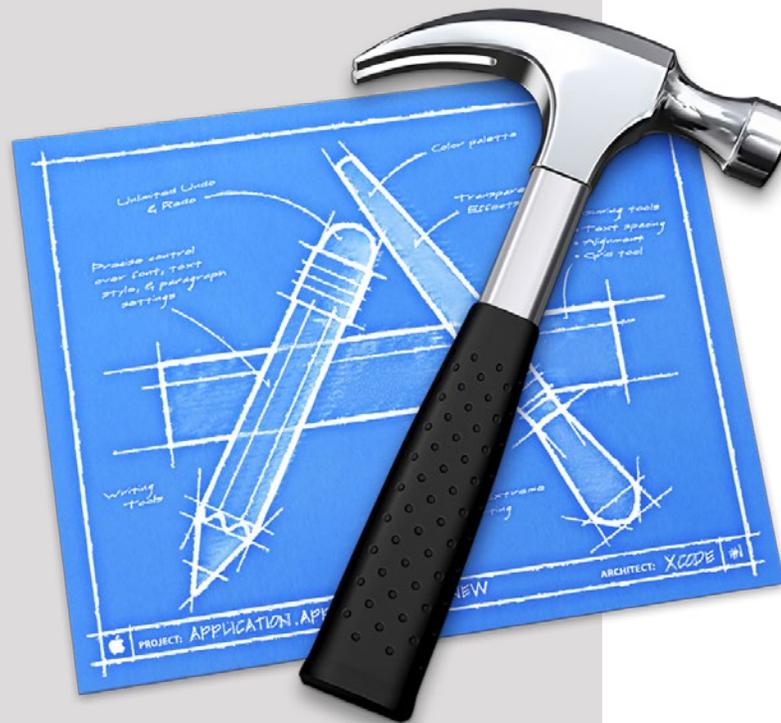
We view Apps different than books or songs, which we do not curate. If you want to criticize a religion, write a book. If you want to describe sex, write a book or a song, or create a medical app. It can get complicated, but we have decided to not allow certain kinds of content in the App Store. It may 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 350,000 apps in the App Store. We don't need any more Fart apps. If your app doesn't do something useful 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.
- If your app is rejected, we have a Review Board that you can appeal to. If you run to the press and trash us, it never helps.
- If you attempt to cheat the system (for example, by trying to trick the review process, steal data from users, copy another developer's work, or manipulate the ratings) your apps will be removed from the store and you will be expelled from the developer program.

▪ This is a living document, and new apps presenting new questions may result in new rules at any

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.



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 in the next section).

Overview

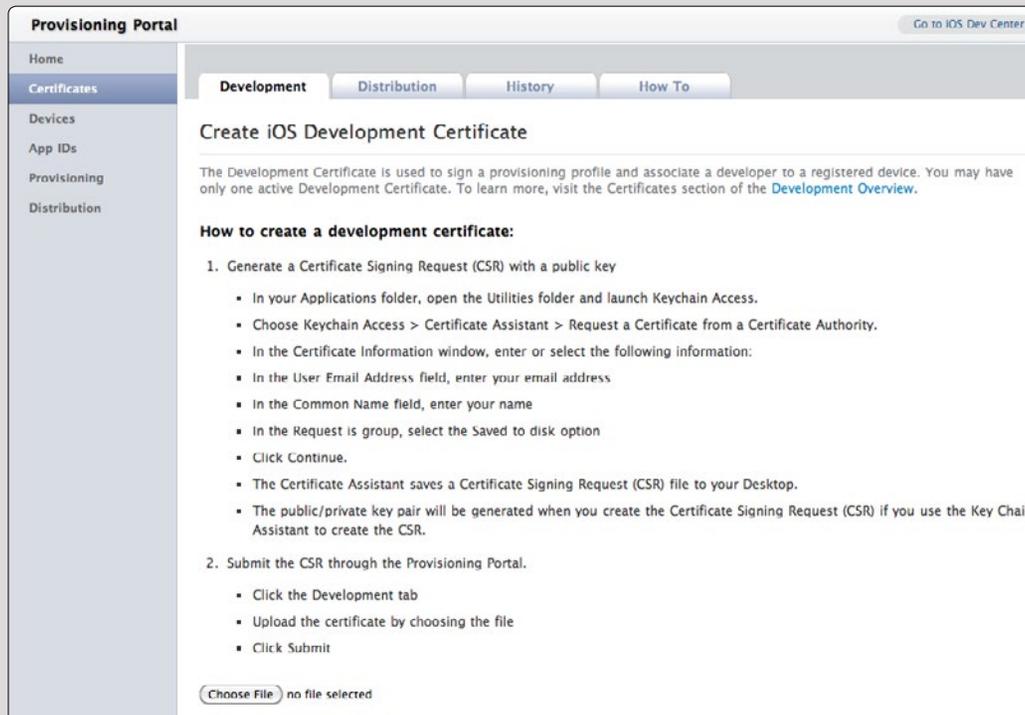
The process of creating a p12 certificate file might seem complicated, but it's not that difficult if you follow the steps carefully. Creating the certificates involves a back-and-forth process between the Apple Developer site and the Keychain Access utility on your computer. You use the Keychain Access utility to create a certificate signing request, 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.

Create a Development Certificate Signing Request

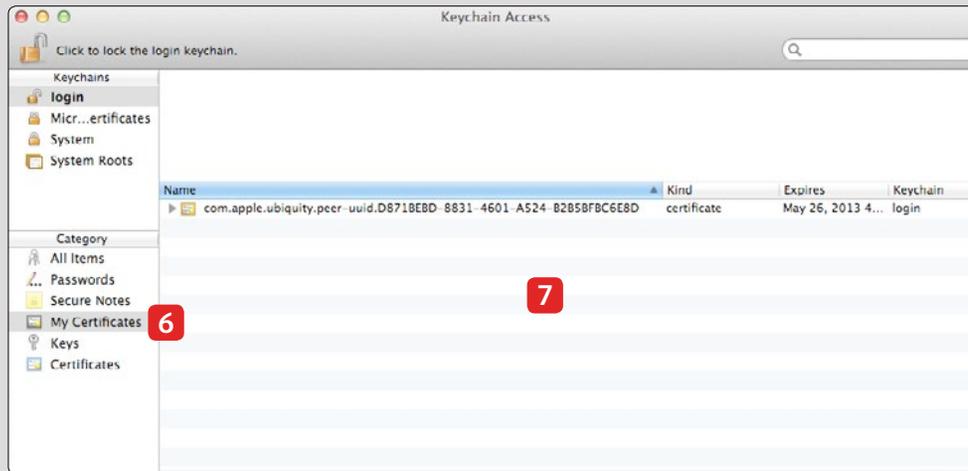
1. Go to the iOS Provisioning Portal at bit.ly/OVbhu5. You will need to sign in with your Apple ID.
2. Click Certificates on the left side of the window. **2**

Notice that there are separate tabs for Development and Distribution. You will create the Development certificate files first.

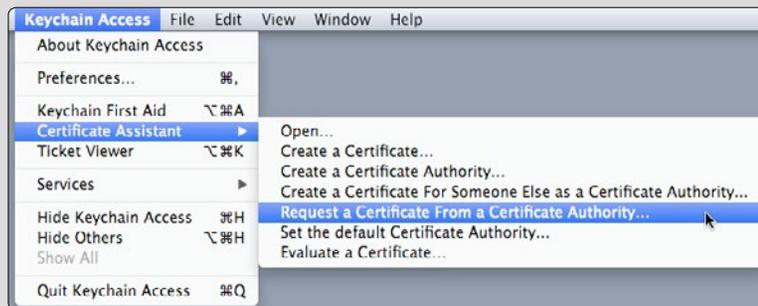
3. Make sure that the Development tab is selected. **3**
4. Click Request Certificate. **4**



5. Open the Keychain Access utility, found in the Utilities folder in your Applications folder.
6. Click on 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**



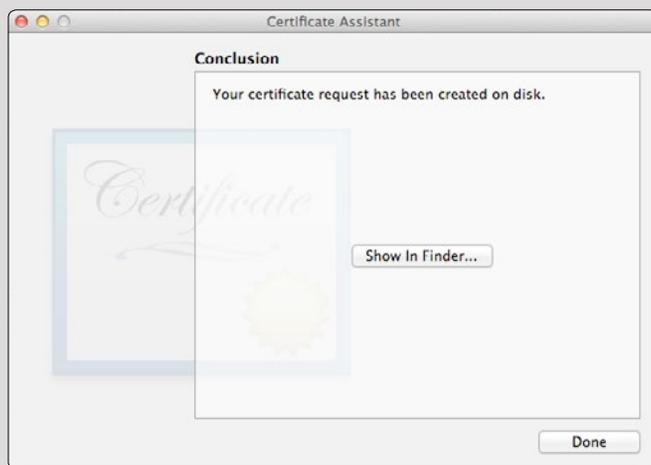
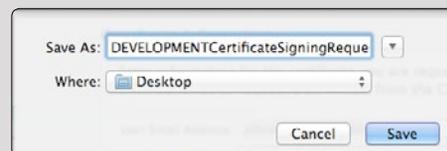
8. Choose Keychain Access > Certificate Assistant > Request a Certificate From a Certificate Authority.



9. For User Email Address, specify a valid email address. 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
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. You will use this file to create a development certificate in the next section.
15. When the certificate request is created, click Done.

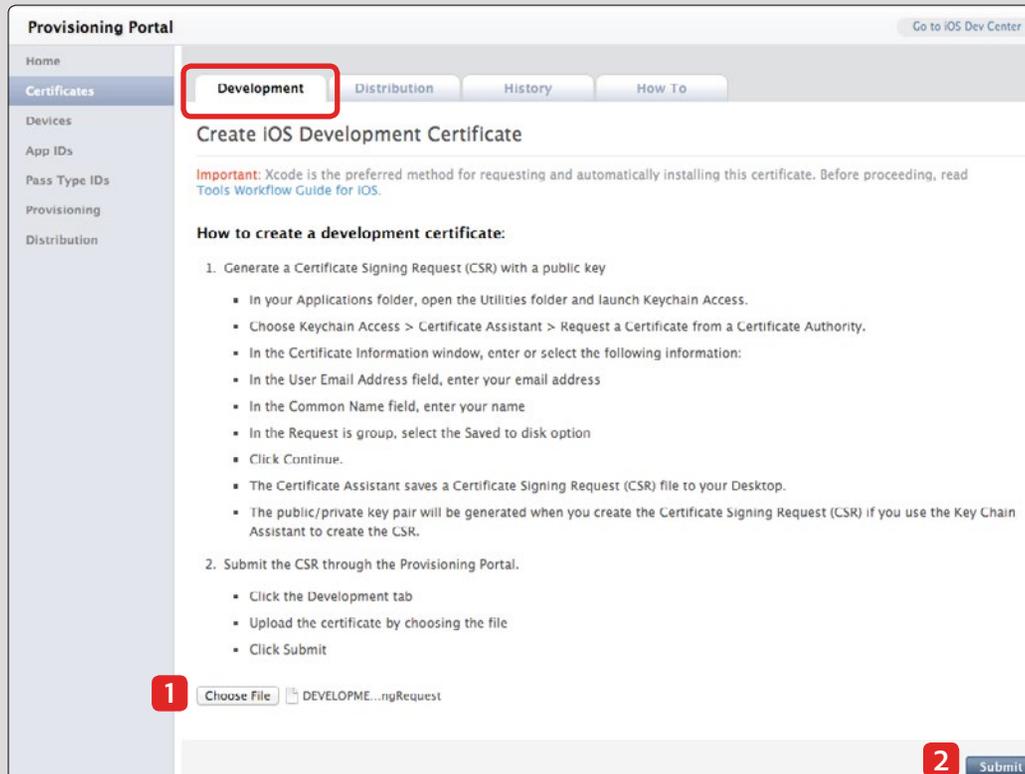


*During this process, you are going to be creating **several files** that you will **need to keep track of**. It is helpful to create a new folder in an easy-to-access location to store all of these **"bits and pieces"** that you will need later in the process.*

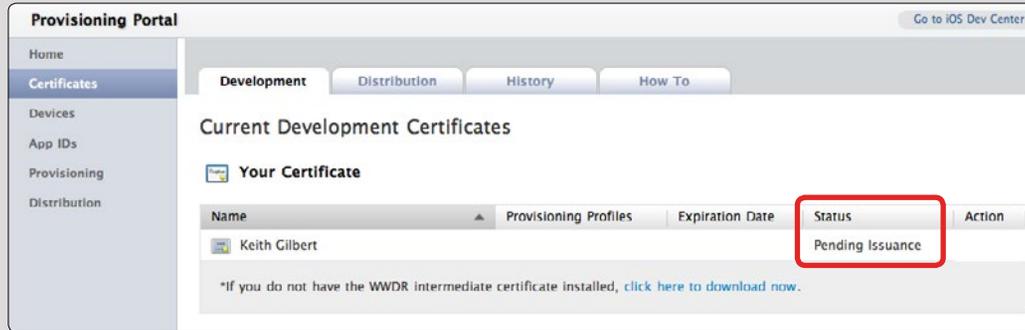
Generate a Development Certificate

Now that you've created the certificate signing request file, you need to submit it to the iOS Provisioning Portal to create the required development certificate.

1. In the iOS Provisioning Portal, click Choose File, and double-click the certificate request file you just saved in the previous steps. **1**
2. Click Submit. **2**



- Your development certificate is added to the Provisioning Portal with a "Pending Issuance" status.



- To check the status of the certificate, click a different tab and then click the Development tab again, or refresh your browser window. It normally takes only a few moments before the status changes to "Issued."



- 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.

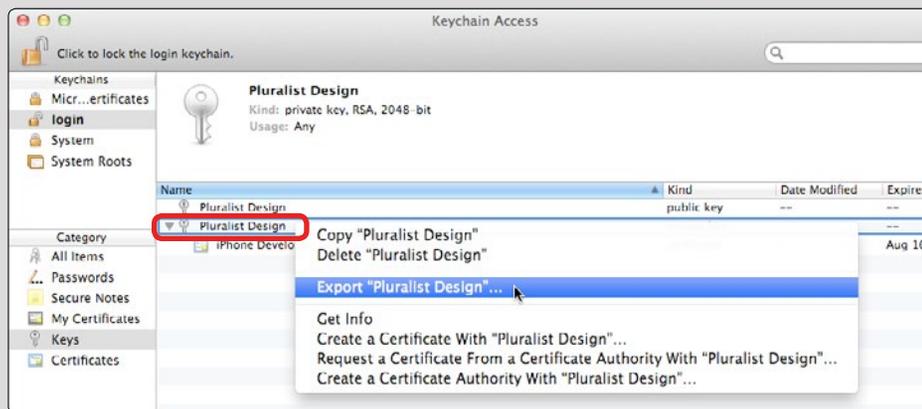


Create a p12 Development Certificate

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, 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.

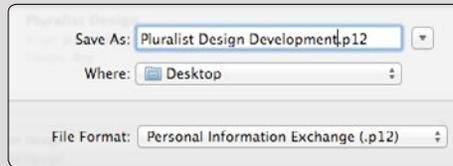


3. Control-click or right-click the private key associated with your certificate, and choose Export "[name]." Important: Control-click the private key (highlighted in red below), not the certificate.



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.

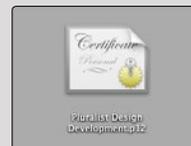


- When prompted, specify a password for your p12 certificate, and click OK.

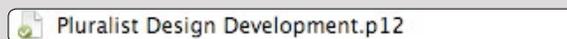
Remember this password. Do not use a blank password. You will need this password later when building your app in the DPS App Builder.



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



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, as they are no longer needed. Keep your development p12 certificate in a safe place. Next, you will follow similar steps to create the distribution p12 certificate.



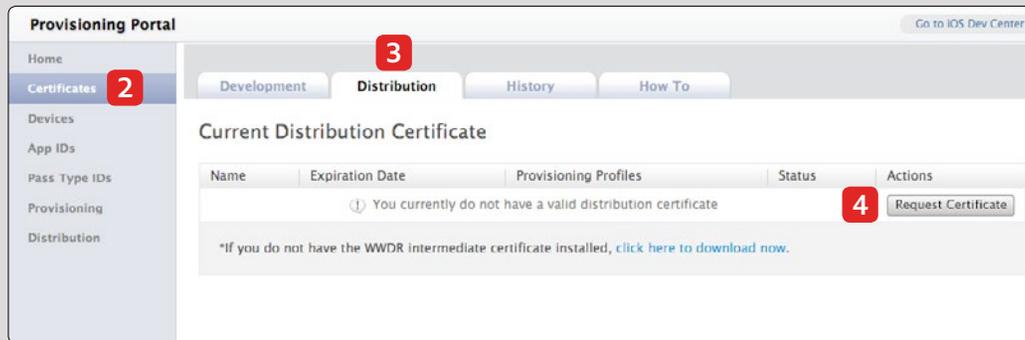
ADOBE TIP

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.

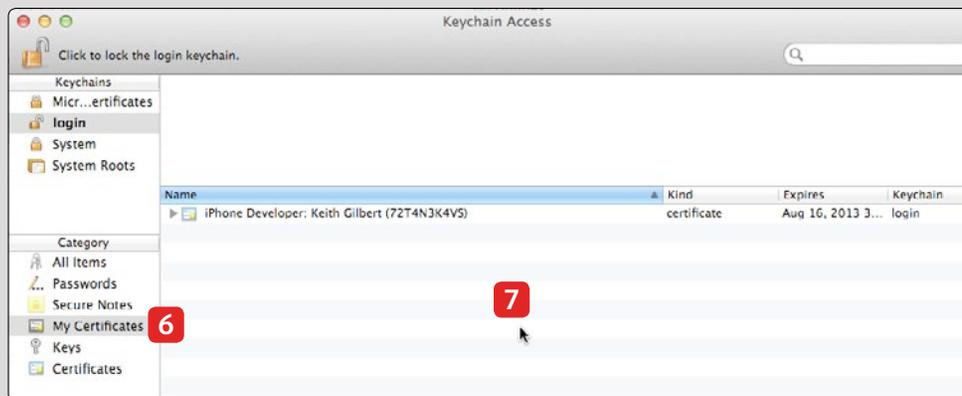
Create a Distribution Certificate Signing Request

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

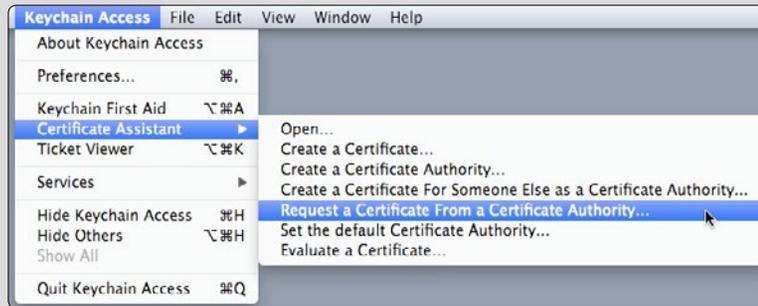
1. If the Keychain Access utility is still running on your computer, choose Keychain Access > Quit Keychain Access to quit the program (leaving the Keychain Access utility running while doing steps 2–4 can cause problems).
2. In the iOS Provisioning Portal, click Certificates on the left side of the window. **2**
3. Make sure that the Distribution tab is selected. **3**
4. Click Request Certificate. **4**



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



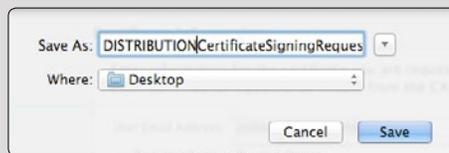
8. Choose Keychain Access > Certificate Assistant > Request a Certificate From a Certificate Authority.



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
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.

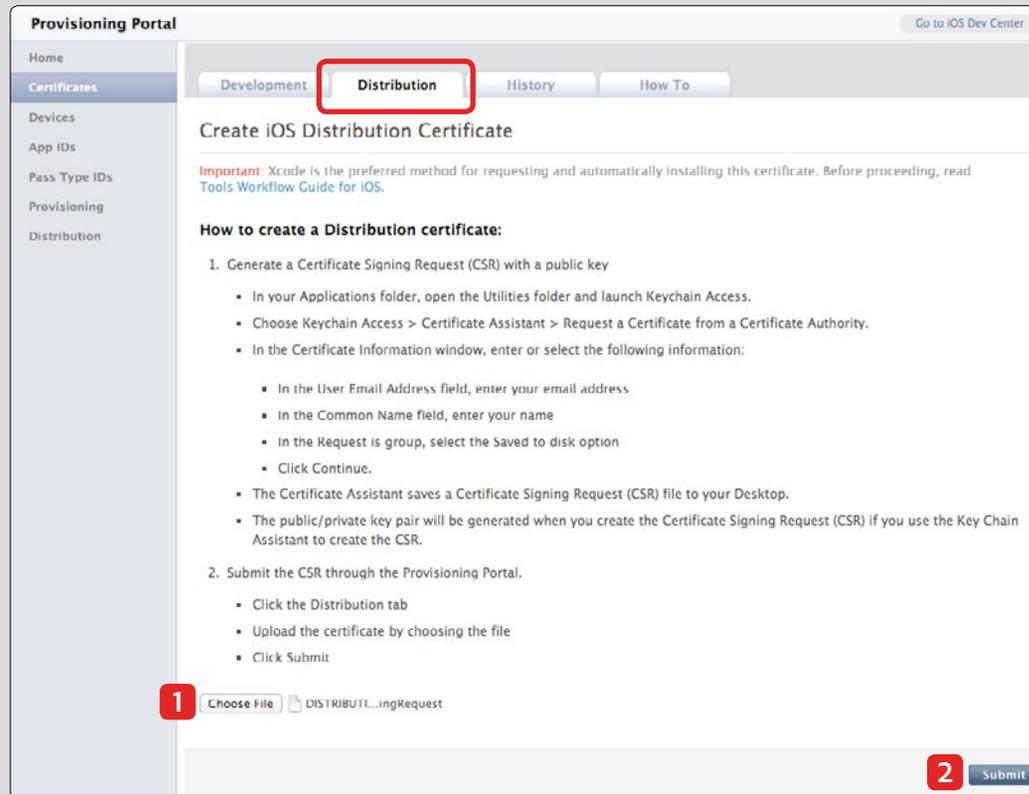


15. When the certificate request is created, click Done.

Generate a Distribution Certificate

Now that you've created the certificate signing request file, you need to submit it to the iOS Provisioning Portal to create the required distribution certificate.

1. In the iOS Provisioning Portal, click Choose File, and double-click the certificate request file you just saved in the previous steps. Be sure to select the distribution certificate signing request file, not the development certificate signing request file. **1**
2. Click the Submit button. **2**



3. Your distribution certificate is added to the Provisioning Portal.

- To update the status from “Pending issuance,” click a different tab and then click the Distribution tab again, or refresh your browser window. It normally takes only a few moments before the status changes to “Issued.”



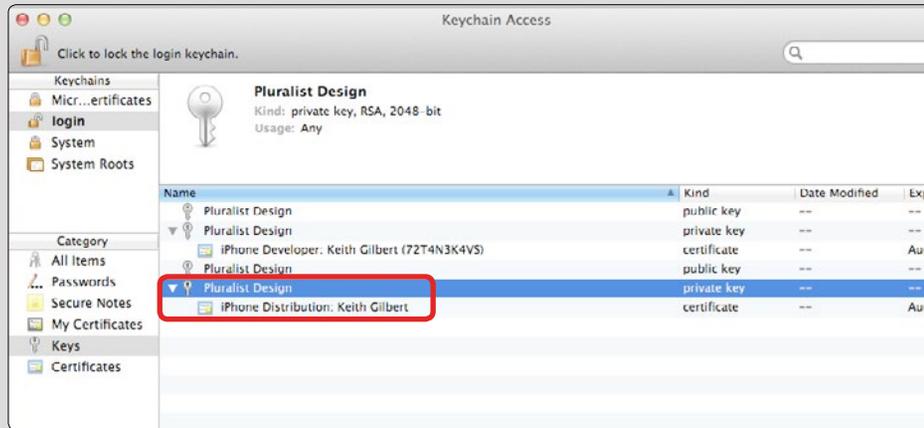
- Click Download, and then download the certificate to a known location.
- This distribution certificate is called `ios_distribution.cer`. This file is required to create your p12 certificate.



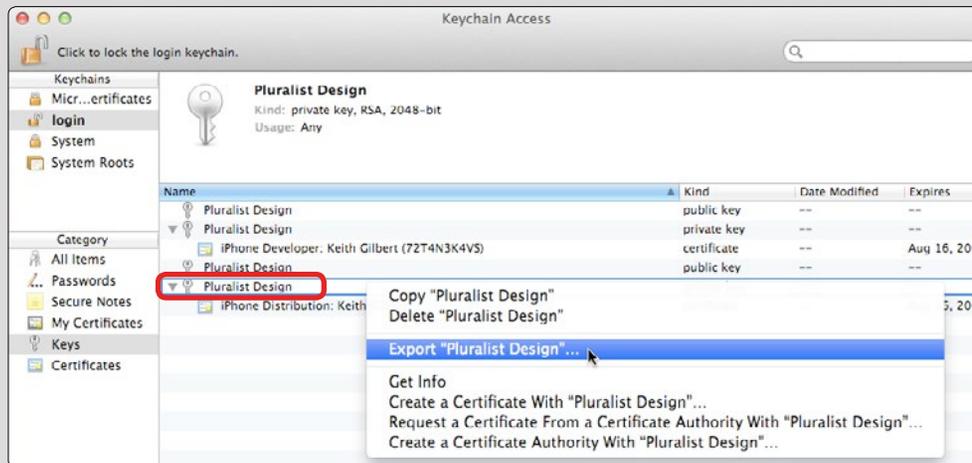
Create a p12 Distribution Certificate

- In the Finder, locate the `ios_distribution.cer` file you created, and double-click it.
- 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

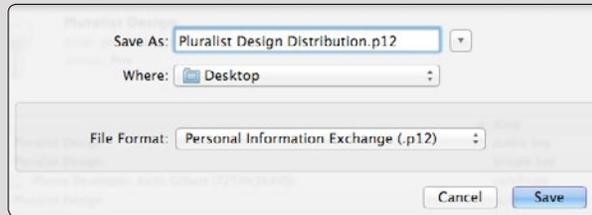
as shown below, then launch Keychain Access, and choose File > Import Items to specify the .cer file.



- 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.



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.

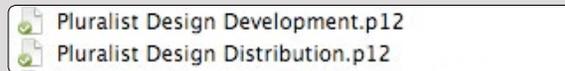


5. When prompted, specify a password for your p12 certificate, and click OK.

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.

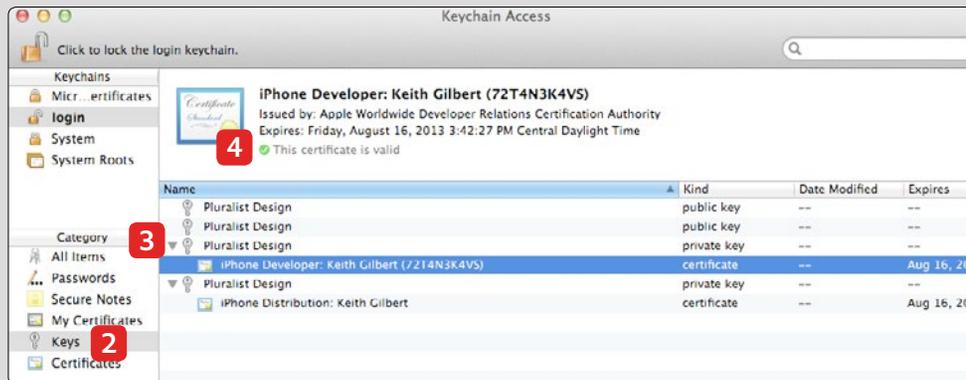
You now have both of the p12 certificates that you need to create apps for the App Store. Store these files in a safe place. You can now delete the certificate signing request file and the `ios_distribution.cer` file, as they are no longer needed.



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 aren't developing an app for the iPhone. This is normal.

Register your **test iPads** with Apple

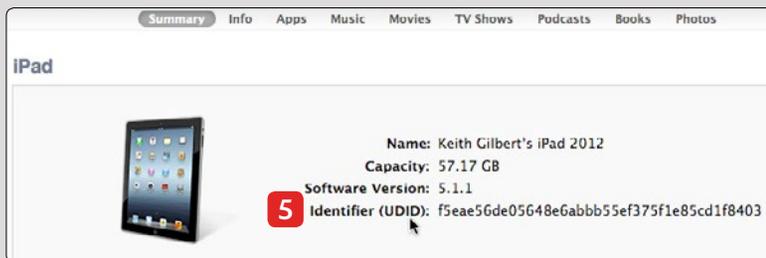
When you build your app with DPS App Builder, you will have an opportunity to preview the actual app on one or more iPads before submitting the app to the App Store. This preview will include your app icon, app name, and the fully functional app. To preview the app, you will need to provide Apple with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

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

1. Attach your iPad to your Macintosh with a USB cable.
2. Launch iTunes.
3. Select your iPad in the list of devices on the left.
4. On the right, in the Summary section, locate the serial number of your iPad.



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



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.

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 that you will use to preview your app.
8. Go to the iOS Provisioning Portal 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 Add Devices. ¹⁰



11. Enter a name and a UDID for one of the iPads 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 iPad, click the plus icon to add another device. When you have entered a UDID for each device that you need, click the Submit button.



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

The screenshot shows the 'Provisioning Portal' interface. On the left is a navigation sidebar with links for Home, Certificates, **Devices**, App IDs, Pass Type IDs, Provisioning, and Distribution. The main content area is titled 'Current Registered Devices' and includes buttons for 'Upload Devices' and 'Add Devices'. A yellow warning box contains text about the consequences of providing pre-release software. Below this, a message states 'You can register 94 additional devices' and provides details on the 100-device limit. At the bottom, a table lists registered devices.

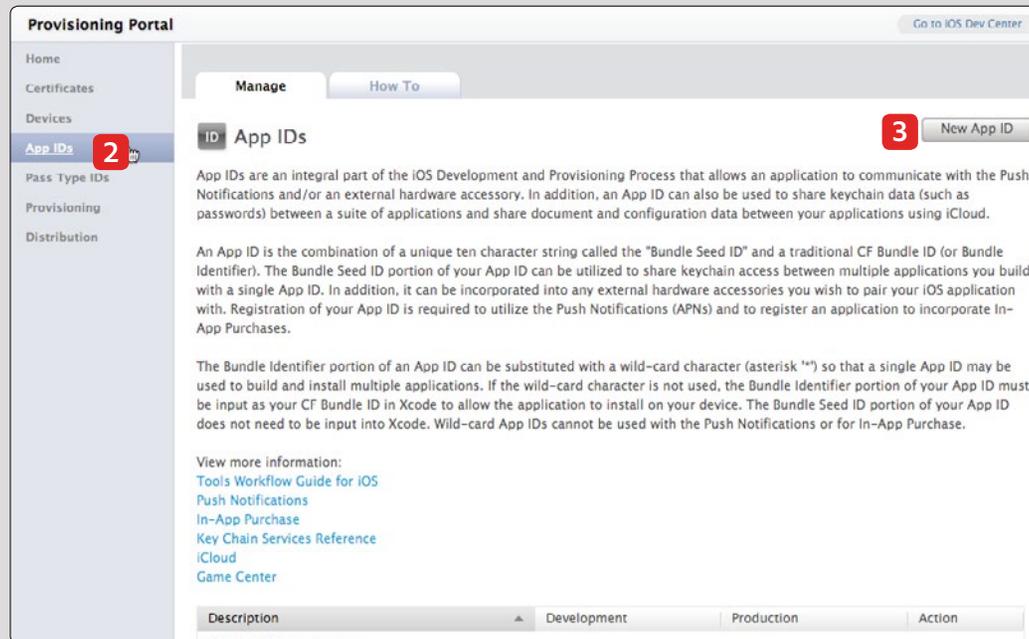
<input type="checkbox"/>	Device Name	Device ID	Profiles	Actions
<input type="checkbox"/>	Keith's iPad 2	5a1bb0a4097c05d1ab963e4840...	0 (Details)	Edit
<input type="checkbox"/>	Keith's iPad 2012	f5eae56de05648ebabb55ef37...	0 (Details)	Edit

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 iOS Provisioning Portal to create an App ID.

A different App ID is required for each app that you create. Once created, you cannot edit or delete an App ID.

1. Go to the iOS Provisioning Portal at bit.ly/OVbhu5. You will need to sign in with your Apple ID.
2. Click App IDs. **2**
3. Click New App ID. **3**



- Type a description, such as the name of your app. **4**
- Leave Bundle Seed ID set at Generate New (if this is the first App ID you've generated) or Use Team ID (for additional App IDs). **5**
- Specify a Bundle Identifier. The 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`. Be careful here—an App ID cannot be deleted later and then reused. If you are just testing how to create an App ID, use something like `com.acme.test` so that you don't "waste" an App ID. **6**

Provisioning Portal [Go to iOS Dev Center](#)

Home
Certificates
Devices
App IDs
Pass Type IDs
Provisioning
Distribution

Manage **How To**

Create App ID

Description

Enter a common name or description of your App ID using alphanumeric characters. The description you specify will be used throughout the Provisioning Portal to identify this App ID.

4 You cannot use special characters as @, &, *, * in your description.

Bundle Seed ID (App ID Prefix)

Use your Team ID or select an existing Bundle Seed ID for your App ID.

5 If you are creating a suite of applications that will share the same Keychain access, use the same bundle Seed ID for each of your application's App IDs.

Bundle Identifier (App ID Suffix)

Enter a unique identifier for your App ID. The recommended practice is to use a reverse-domain name style string for the Bundle Identifier portion of the App ID.

6 Example: com.domainname.appname

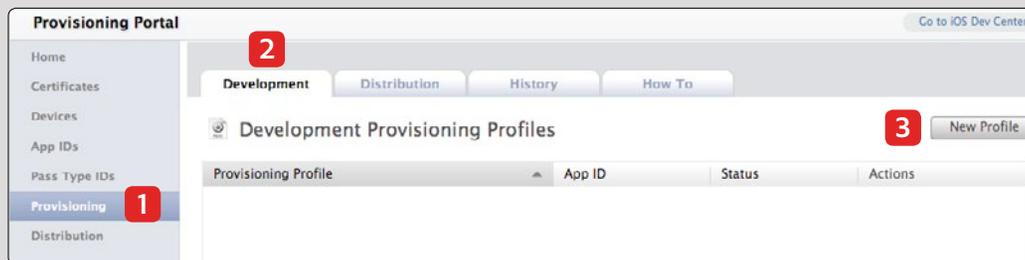
- Click the Submit button.
- The App ID will appear in the list. This same App ID will appear in various screens in later steps in this process.

Create mobileprovision files

THE MOBILEPROVISION FILES determine which iPads 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 re-created for each new app you design.

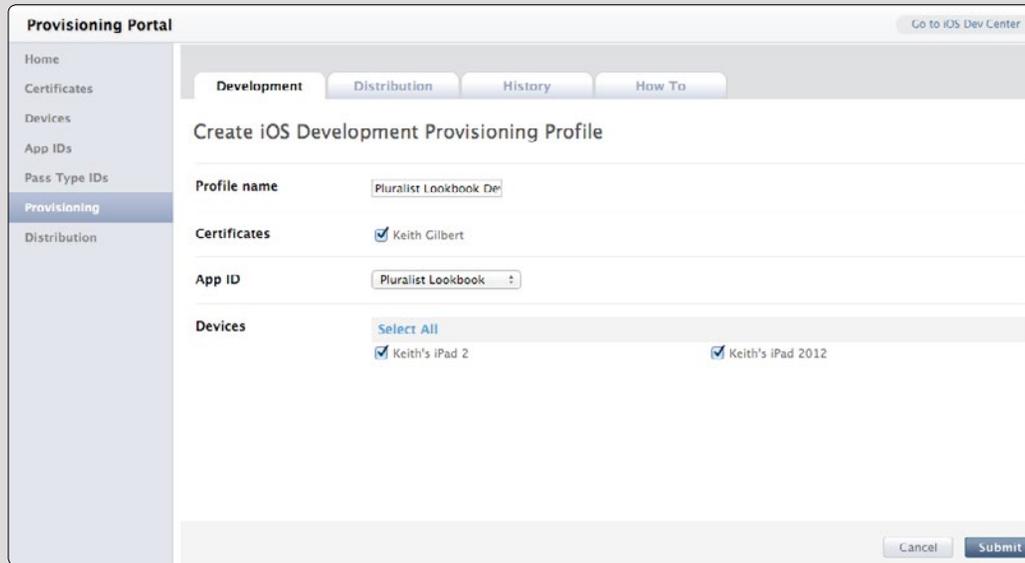
Create a development mobileprovision file

1. Click Provisioning on the left side of the window. **1**
2. Ensure that the Development tab is selected. **2**
3. Click New Profile. **3**



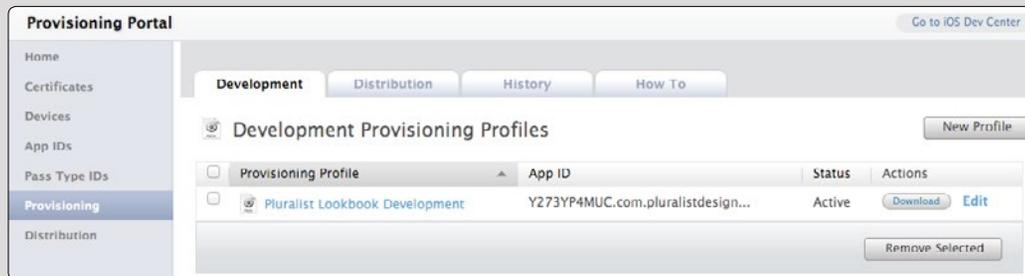
4. Specify the Profile name. Since the mobileprovision files must be recreated for each app, you may wish to use the name of your app for the Profile name. Include “Development” in the name to distinguish it from the distribution file, but don’t include

any special characters (such as asterisks) in the name. Select the certificate, choose the App ID, and specify the devices you want to provision. Then click the Submit button.



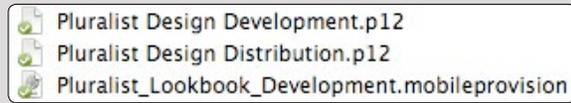
Your development certificate is added to the Provisioning Portal.

- To update the status from “Pending issuance,” click a different tab and then click the Development tab again, or refresh your browser window. It normally takes only a few moments before the status changes to “Active.”



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

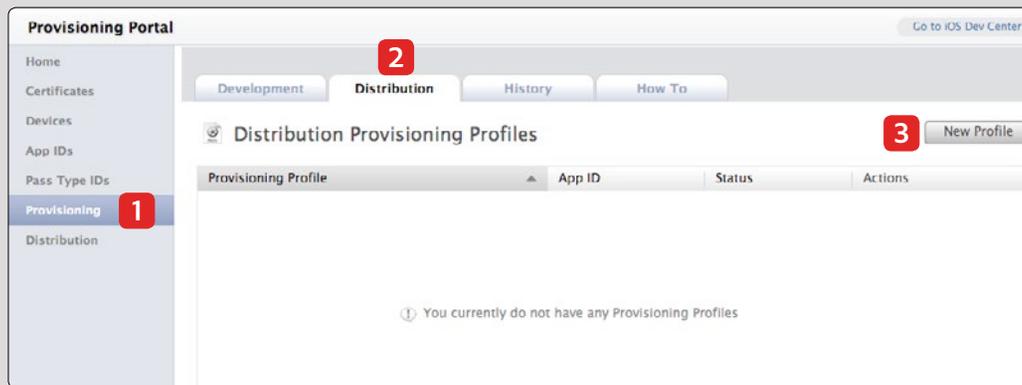
You have now created the development mobileprovision file that the DPS App Builder needs to build the development and distribution apps. Store this file in a safe place. Next, you will create the distribution mobileprovision file.



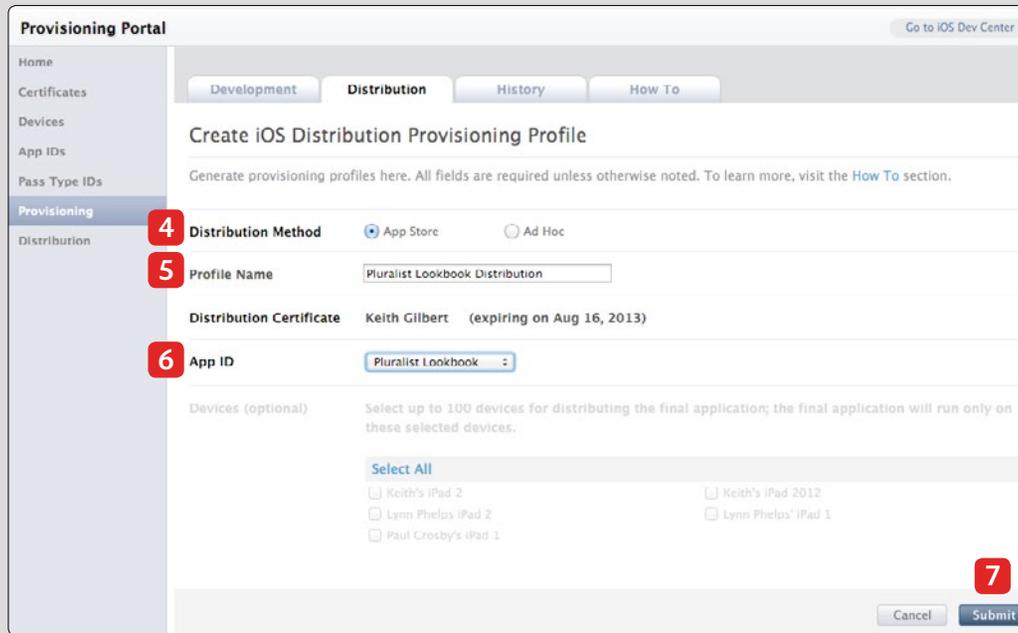
Create a distribution mobileprovision file

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 iOS Provisioning Portal, click Provisioning on the left side of the window. **1**
2. Click the Distribution Tab. **2**
3. Click New Profile. **3**



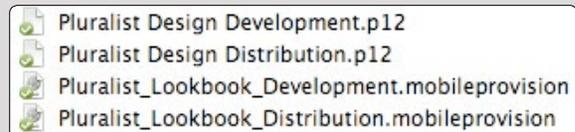
4. For Distribution Method, select App Store. **4**
5. Specify the Profile name. Unlike the p12 certificates that can be reused for multiple apps, the mobile-provision files must be recreated for each app, so you may wish to use the name of your app for the Profile name (include “Distribution” in the name to distinguish it from the development file). **5**
6. Choose the App ID. **6**
7. Click the Submit button. **7**



Your provisioning profile is added to the Provisioning Portal.

8. To update the status from “Pending,” click a different tab and then click the Distribution tab again, or refresh your browser window. It normally takes only a few moments before the status changes to “Active.”
9. 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.



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

This is how much you plan to charge for the 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.

 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

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.

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 iPad, a splash screen appears for approximately three seconds. 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 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 . . .”

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.

Purchase a Single Edition serial number

An Adobe Creative Cloud membership allows you to create an unlimited number of single-issue apps at no extra cost beyond your monthly subscription fee. Learn more about Adobe Creative Cloud at adobe.ly/RcuWJt.

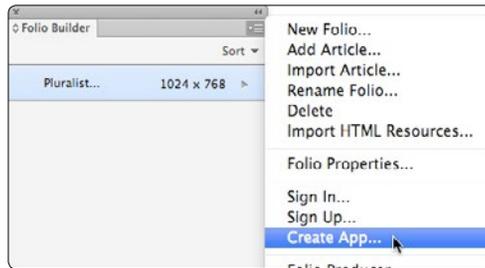
If you are an Adobe Creative Cloud subscriber or have an Adobe Digital Publishing Suite Professional or Enterprise Edition account, you can skip to page 41. Otherwise, you will need to purchase a DPS Single Edition serial number. See adobe.ly/OJmJrm.



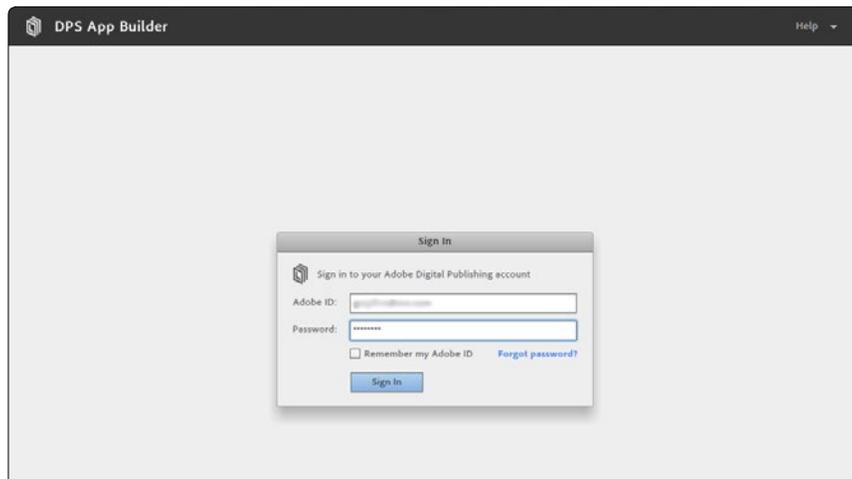
Build the app with DPS App Builder

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.

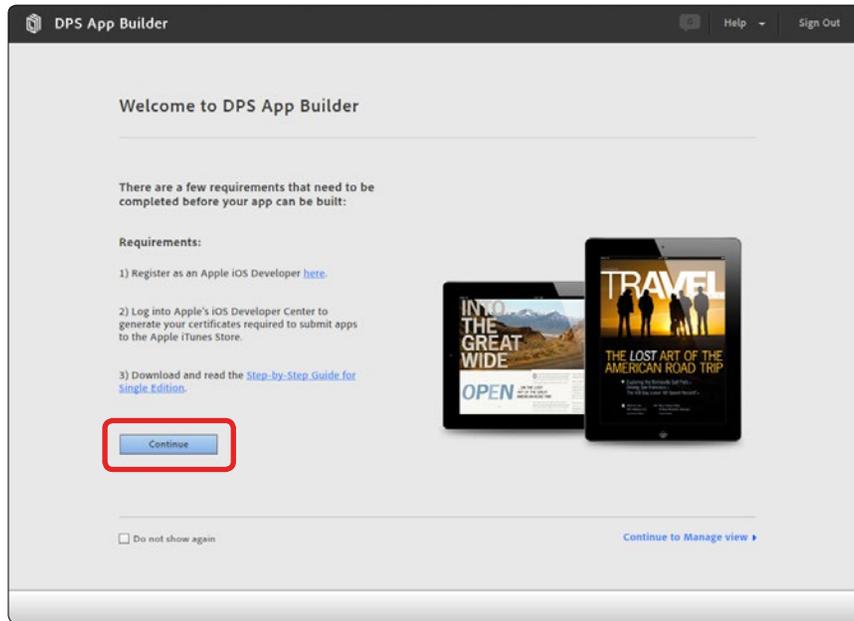
1. In InDesign, in the Folio Builder panel, select the Folio that you want to turn into an app. In the Folio Builder panel menu, choose Create App to launch the DPS App Builder program.



2. Sign in with your Adobe ID and password. If you are a Creative Cloud subscriber, you must use the same Adobe ID that you use to sign in to Creative Cloud.



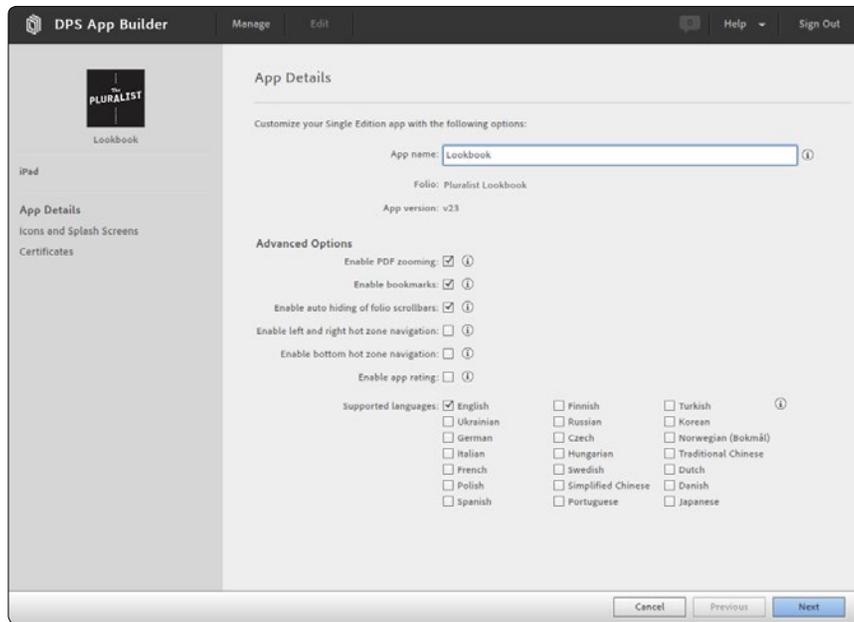
3. Click Continue.



Next, you will be prompted to fill in several screens with details about your app and various icons and assets. You should have already gathered up all these items, as specified in the “Create required assets” section on page 37.

App Details panel

1. Fill in the App Details screen.



App Name: Enter the 12–14 character name that you wish to display below the app icon on the iPad.

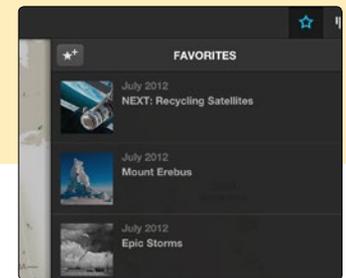
App Version: Choose the latest version of the Viewer, unless you have a specific reason to use an older version.

Enable PDF Zooming: If selected, this will allow the user to pinch and zoom on any page content. This will work only for articles in your folio which are built using the PDF format.

Enable Bookmarks: This lets your users identify and bookmark favorite articles. The bookmarks appear in a drop-down menu designated by a star icon in the upper right corner of the screen.

Enable Auto Hiding Of Folio Scrollbars: With this option selected, vertical scroll bars do not appear on the screen until the user swipes vertically. (When enabled, the scroll bars are semi-opaque and overlay the page content. This allows page content to fill the entire screen.) With this option not selected, a 6-pixel area on the right side of the screen is reserved for scroll bars.

Enable Left And Right Hot Zone Navigation: If you enable hot zones, users can tap the left and right side of the article to jump to the previous or next page. The size of the hot zones is determined by the percentage you specify. Hot zones take precedence over all overlays except buttons. Buttons effectively sit on top of the hot zone.



If you enable bookmarks in the DPS App Builder, users will be able to tap the star icon in the upper right corner of the screen and add an article to their “favorites” list.

Enable Bottom Hot Zone Navigation: If you enable bottom hot zone navigation, users can tap the bottom of the screen to display the view controls (the bar at the top of the screen that displays the home icon, back button, table of contents icon, etc.)

Enable App Rating: If you select this option, a pop-up dialog box will appear asking the user to rate the app. The dialog box will allow the user to a) rate the app, b) remind me later, or c) never rate the app.

Supported Languages: Select the language(s) that this app is translated into. This is not where you choose the countries in which you want to make the app available. That option is specified later when submitting the app to the App Store.

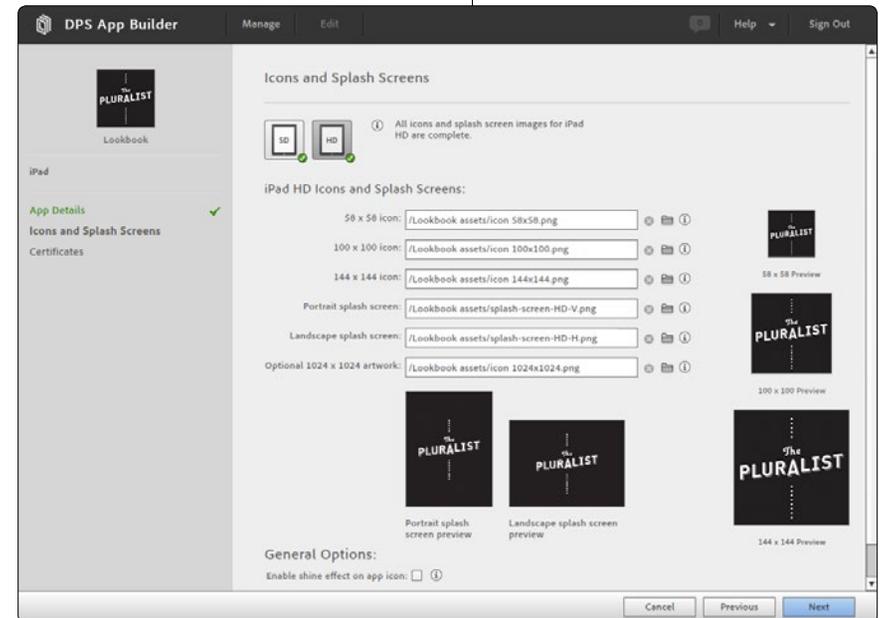
2. When you have completed this screen, click Next.

Icons and Splash Screens panel

1. Click the SD icon, and then click on the folder to the right of each field to navigate to the appropriate icon image.
2. Click the HD icon, and select each of the images required on that screen. When finished, both the SD and HD icons should have a green circle with a white check mark on the icon.

ADOBE TIP

If you store all of your icons and splash screen images in the same folder, you can simply select all of the icon and splash screen files in the Finder and drag them into the Icons And Splash Screens window in DPS App Builder. Based on the pixel dimensions of the files, DPS App Builder will figure out which file goes where. You will need to repeat this for both the SD and the HD windows. You can view a video about how this works at youtu.be/nOQtZxtZTf8.



General Options

1. Be sure to scroll down to the bottom of the Icons And Splash Screens section to view the General Options (if your DPS App Builder window is small, it is easy to miss this).

Enable Shine Effect On App Icon: If you select this option, Apple will apply a “shine” effect to the app icon when the app is built.



No Shine



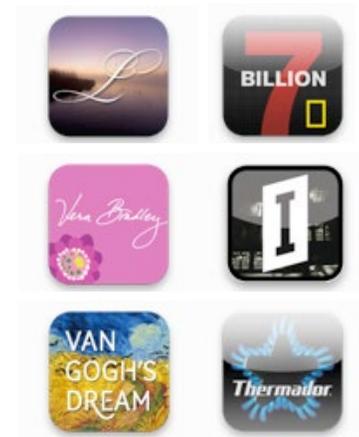
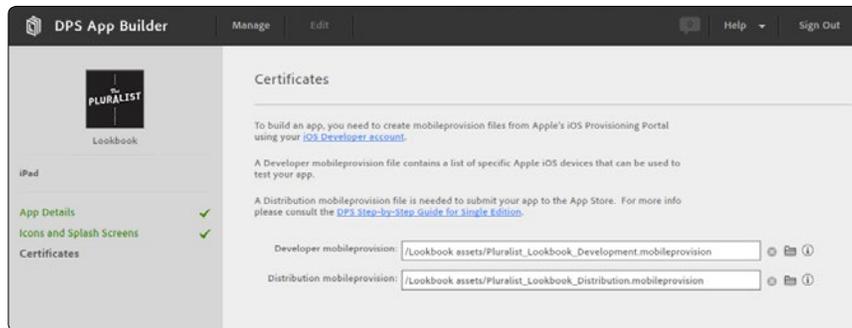
Shine effect applied

Optional Fonts ZIP For HTML: If you have included an HTML article or Web View Overlay in your folio, and haven't included the fonts in the folio, choose the zip file containing the required fonts.

2. When you have completed this screen, click Next.

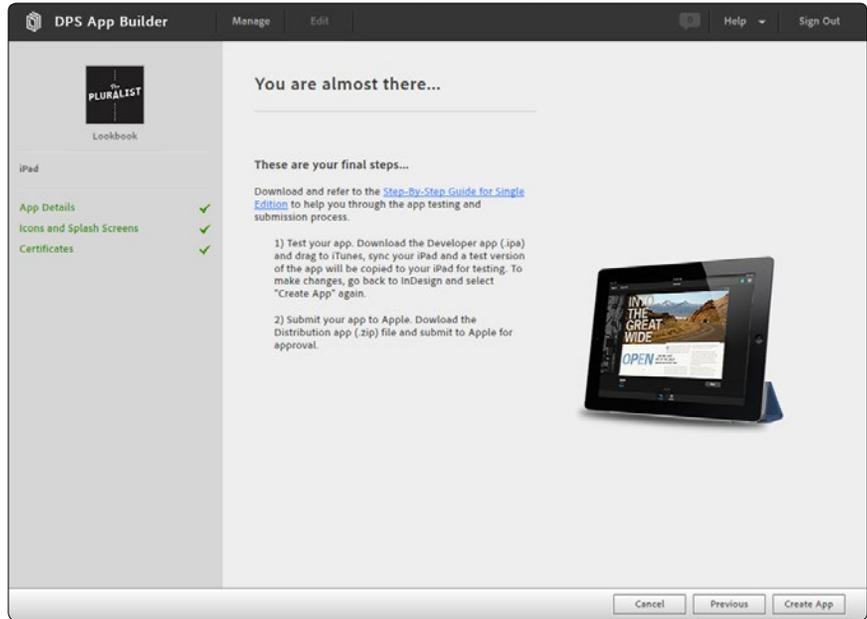
Certificates panel

1. In the Certificates panel, select your Development and Distribution mobileprovision files, and then click Next. If your mobileprovision files are not accepted, go back to the Apple Developer site and re-create them.
2. Click Next.

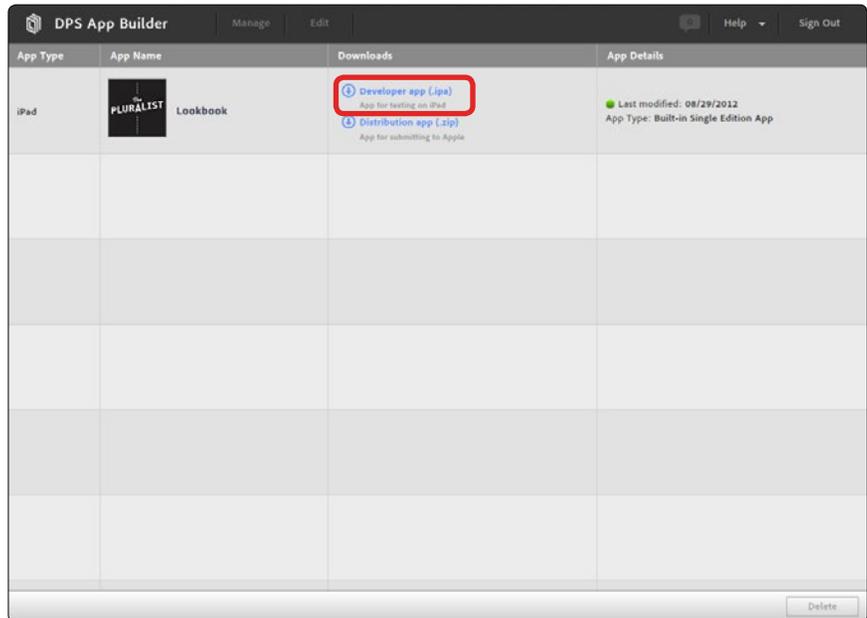


DPS app icons without shine (left side, top to bottom): *Our Collective Legacy, Vera Bradley Fall 2012, Van Gogh's Dream*. DPS app icons with shine: *National Geographic 7 Billion, Ideopolis Magazine, Design Guide, Thermador*.

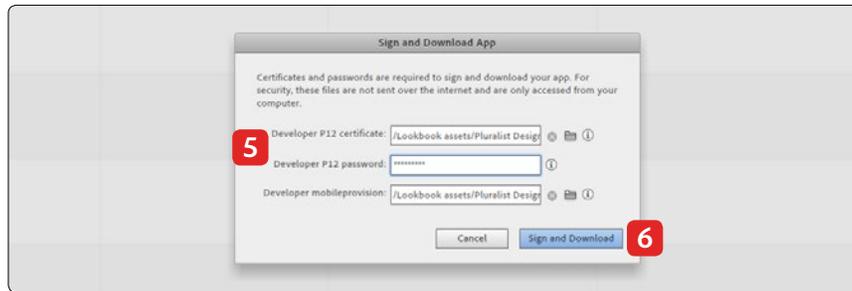
3. Click Create App.



4. Click Developer App in the Downloads column.



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



7. After a brief pause, the Download Complete message should appear on your screen. Click OK.

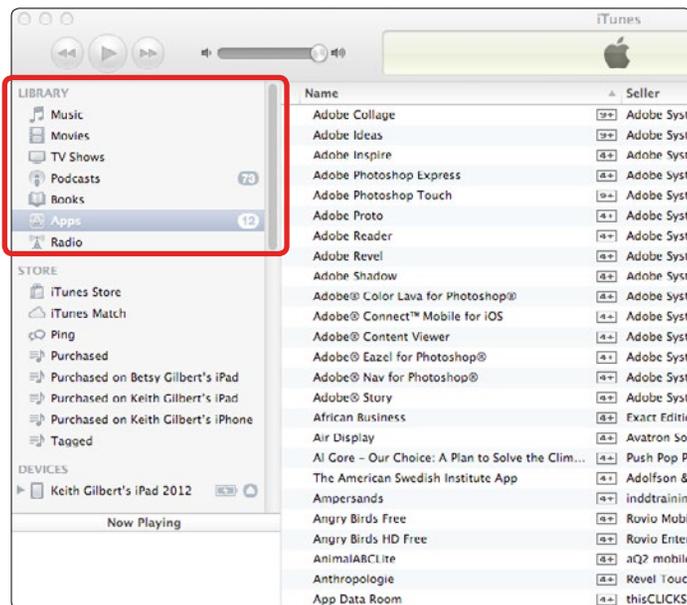


The developer-viewer.ipa file is downloaded to your desktop. This is the file that you will use to test the app on your iPad, as described in the next section.

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.

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:
 - a. 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.
 - b. If the app works as designed, continue on in this guide to submit the distribution app to the App Store.

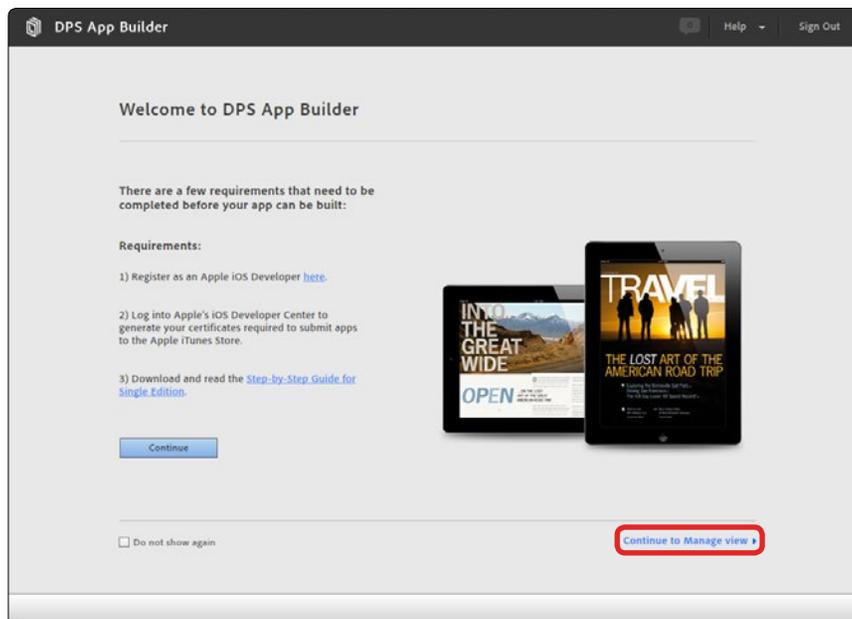
Download the **distribution app**

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.

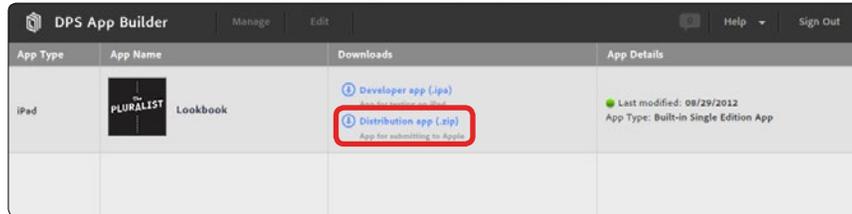
1. If you still have DPS App Builder running, skip to step 4. If DPS App Builder is not running on your computer, find DPS App Builder in your Applications folder, and double-click on it.
2. Sign in with your Adobe ID and password.
3. Click OK to bypass the Alert box that appears.



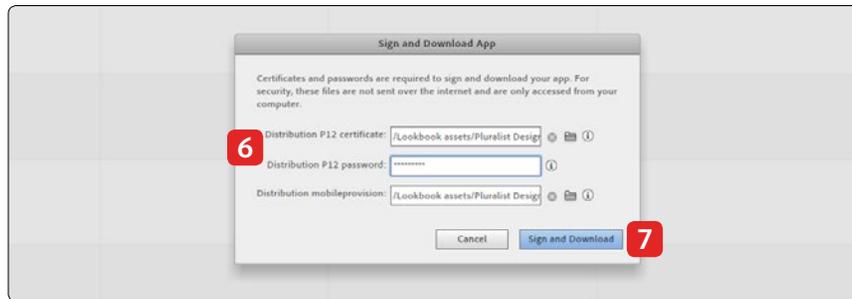
4. In the Welcome to DPS App Builder screen, click Continue To Manage View.



- In DPS App Builder, click Distribution App in the Downloads column.



- Select your distribution p12 certificate, and then enter your distribution p12 password. **6**
The distribution mobileprovision file information will be entered automatically for you.
- Click Sign And Download. **7**



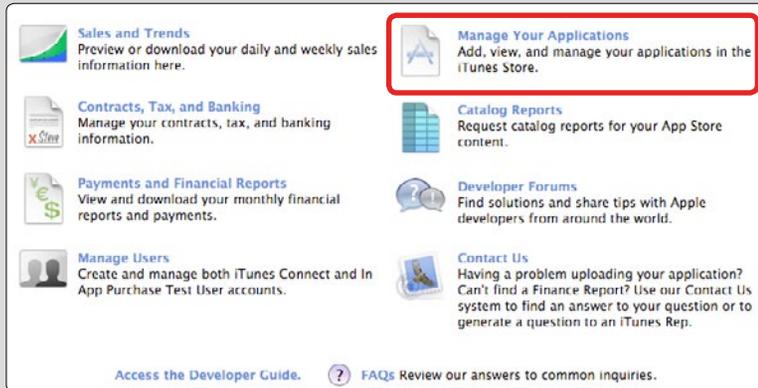
- Click OK.
- A distribution-viewer.zip file is downloaded to your desktop. This is the file that you will submit to Apple, as described in the next section.

Submit your app to the App Store

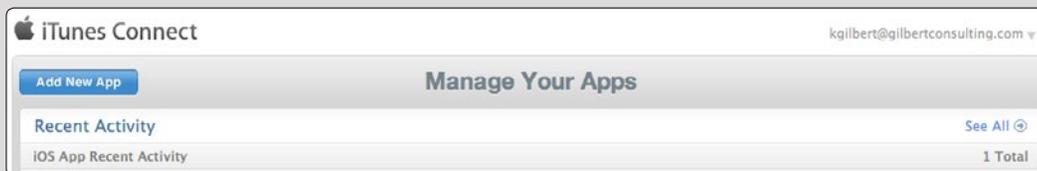
NOW THAT YOUR APP IS BUILT and tested, the final step is to submit the app to the App Store. To do this, you will use the iTunes Connect Web portal to enter various details about your app, and then upload the Distribution app to Apple for approval.

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 step-by-step 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 Applications.



4. Click on Add New App.



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 37.

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.

App Information

Enter the following information about your app.

Default Language: English ⓘ

App Name: Pluralist Lookbook ⓘ

SKU Number: 1000 ⓘ

Bundle ID: Pluralist Lookbook - com.pluralistdesign.pluralistlookbook ⓘ
You can register a new Bundle ID [here](#).

Note: Note that the Bundle ID cannot be changed if the first version of your app has been approved or if you have enabled Game Center or the iAd Network.

Does your app have specific device requirements? [Learn more](#)

Cancel Continue

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.

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.

Pluralist Lookbook

Select the availability date and price tier for your app.

Availability Date 08/Aug 17 2012 ?

Price Tier free ?

[View Pricing Matrix](#)

Discount for Educational Institutions ?

Custom B2B App ?

Unless you select **specific stores**, your app will be for sale in all App Stores worldwide.

Go Back Continue

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.

Secondary Category: If desired, choose a secondary category.

Pluralist Lookbook

Enter the following information in English.

Version Information

Version Number ?

Copyright ?

Primary Category ?

Secondary Category (Optional) ?

Review Notes (Optional) ?

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

Rating

For each content description, choose the level of frequency that best describes your app.

[App Rating Details](#)

Apps must not contain any obscene, pornographic, offensive or defamatory content or materials of any kind (text, graphics, images, photographs, etc.), or other content or materials that in Apple's reasonable judgment may be found objectionable.

Apple Content Descriptions	None	Infrequent/Mild	Frequent/Intense
Cartoon or Fantasy Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realistic Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual Content or Nudity	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profanity or Crude Humor	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol, Tobacco, or Drug Use or References	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mature/Suggestive Themes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simulated Gambling	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horror/Fear Themes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prolonged Graphic or Sadistic Realistic Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphic Sexual Content and Nudity	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



App Rating

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.

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.

Metadata

Description ?

This exciting app contains the latest styles in the Pluralist collection.

Nullam libero, congue a euismod sit amet, condimentum eget nisl. Etiam ultrices mauris at ipsum fringilla sodales. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. In suscipit purus vitae massa luctus pulvinar.

Praesent malesuada tortor sit amet elit pretium accumsan in at dui. Nulla turpis odio, varius id faucibus at, consequat quis libero. Nunc nec risus vehicula justo aliquam condimentum. Aliquam massa tortor, porttitor et suscipit at, convallis nec metus.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Pellentesque eget odio dolor, in tincidunt sem.
- Vivamus bibendum justo quis libero vestibulum vel fermentum dolor sodales.

Keywords ?

Support Email Address ?

Support URL ?

Marketing URL (Optional) ?

Privacy Policy URL (Optional) ?

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: You can skip this.

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.

Uploads

Large App Icon ?



[Choose File](#)

iPhone and iPod touch Screenshots ?

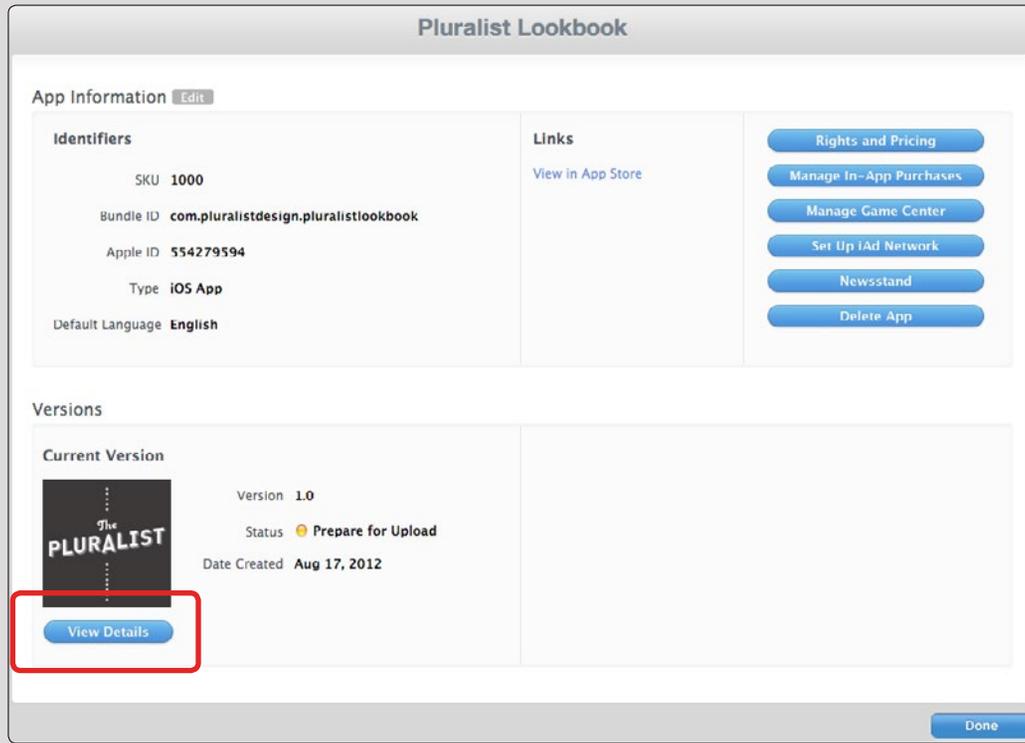
[Choose File](#)

iPad Screenshots (drag and drop to change the order) ?

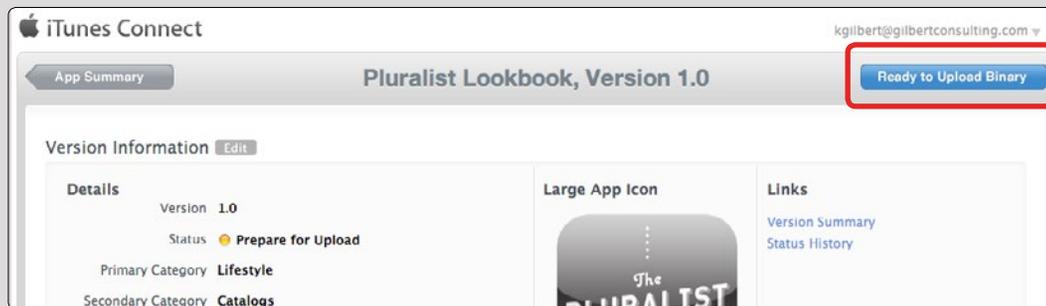


[Choose File](#)

14. Click the View Details button.



15. Click Ready To Upload Binary.



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

Export laws require that products containing encryption be properly authorized for export. Failure to comply could result in severe penalties. For further information, [click here](#).

Is your product designed to use cryptography or does it contain or incorporate cryptography? Yes No

17. Click the Save button.

18. 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.)

You are now ready to upload your binary using Application Loader. Application Loader can only be used when your app status is Waiting for Upload. Once the binary is uploaded, your app status will change first to Upload Received and then to Waiting for Review. If we encounter any issues with the binary itself, your app status will change to Invalid Binary and you will receive an email explaining the issues and the steps you can take to correct them.

If you have downloaded Xcode 3.2.5 or later, you should already have Application Loader stored here:
/Developer/Applications/Utilities/Application Loader.app (or in your equivalent custom install location). If you do not find it, download and install the [latest version of Application Loader](#).

19. 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 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 to 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 Single Edition 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. Subscribers to Adobe Creative Cloud can revise their apps (and submit their rebuilt apps to Apple) for as long as they are Creative Cloud subscribers. Users who purchase a serial number for Digital Publishing Suite Single Edition (as described on page 40) have one year to revise their app (and submit their rebuilt app to Apple). For more information, see the terms of use for your edition of Digital Publishing Suite.

When you revise your app, use the same App ID and distribution provisioning profile to create the new custom viewer. In DPS App Builder, select the existing app you created, and click Edit. Specify the most recent app version, if desired, and follow the prompts to create a new app. 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.

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.