

移动互联网下的软硬结合

移动互联网生态现状



移动互联网生态现状



移动互联网生态现状

- PPS、搜狗、91助手、UC、新浪微博、大众点评、嘀嘀打车、快的打车、高德地图、去哪儿、陌陌、魔漫相机.....
- BAT下的移动互联网生态现状



昵图网 www.nipic.com

Byou1066514327 No.20130329112149E75166

移动互联网生态现状

- 产品快速迭代
- 产品快速替代
- Angry Birds——>Flappy Birds
- 微博——>微信
- 魔漫相机——>脸萌

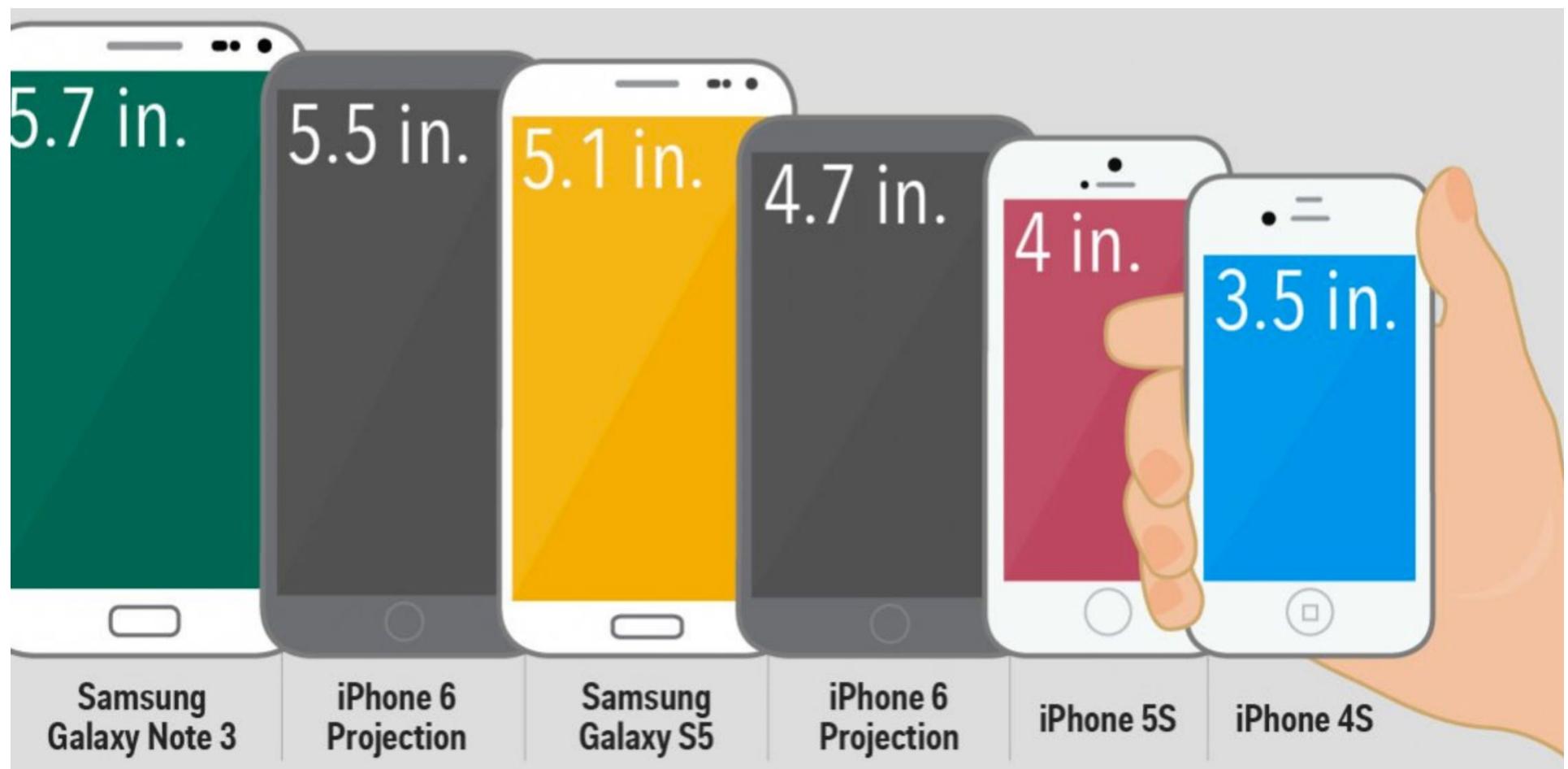
世界变平了



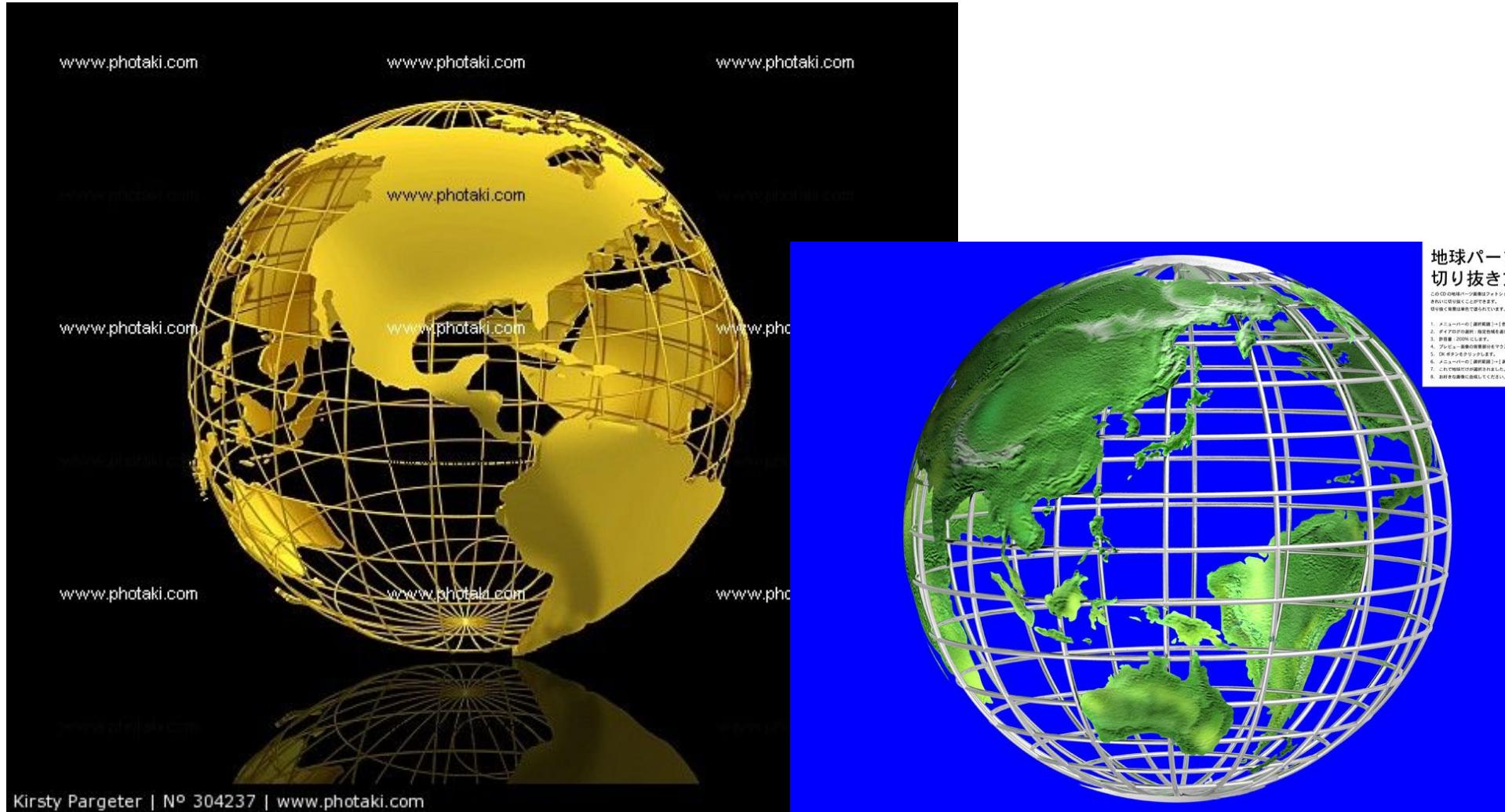
世界扁平了



为什么？



世界真的是平的？



- 屏幕之外皆是蓝海



KICKSTARTER Discover great projects Start your project

BLOG HELP

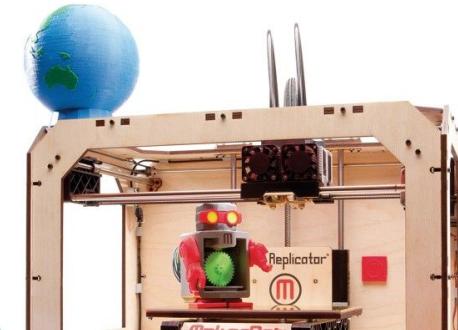
Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology

Home Updates 11 Backers 68929 Comments 7,416

Funded! This project successfully raised its funding goal on May 18.

68,929 backers \$10,200 pledged of \$100,000 0 seconds to go

A screenshot of a Kickstarter campaign page for the Pebble smartwatch. The page shows three Pebble watches: one white with a digital face, one red with a digital face, and one black with an analog-style face. The digital faces display various data such as time, distance, and a play button. The campaign has reached its funding goal of \$10,200 from 68,929 backers.

微信开放硬件接口

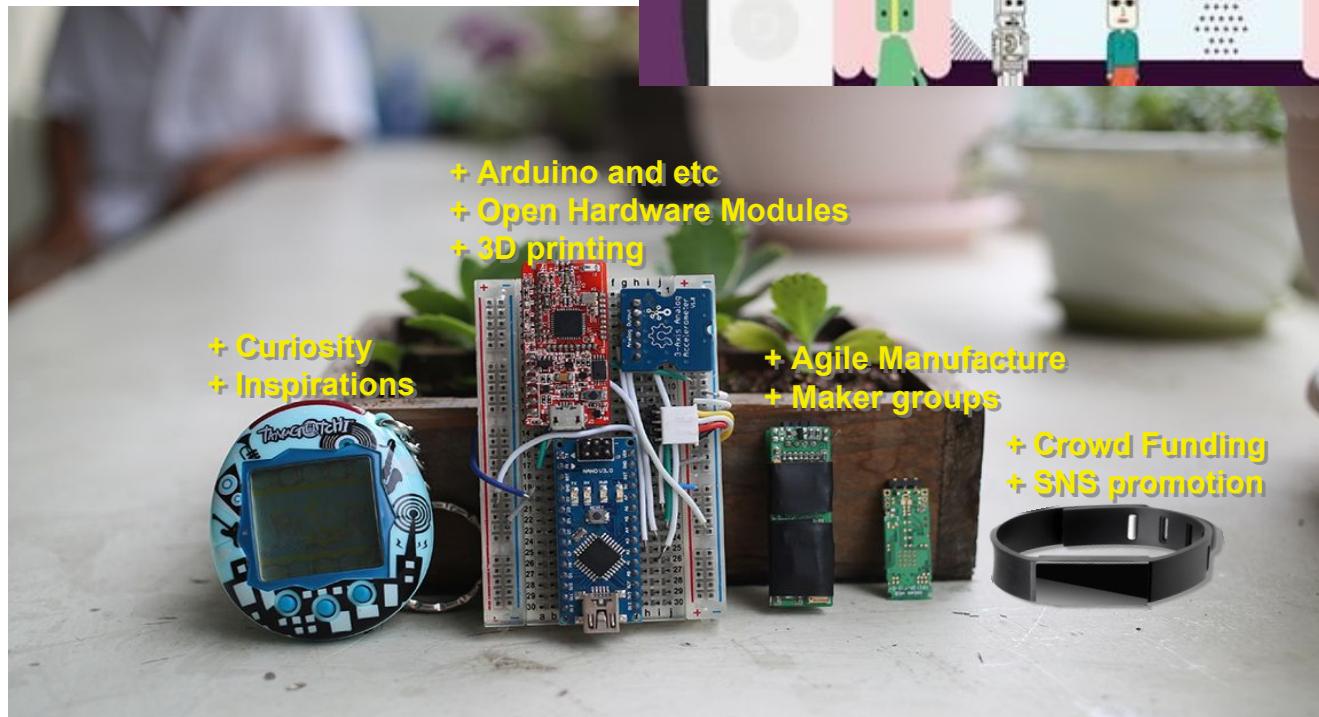
- 摆出来的会是什么？

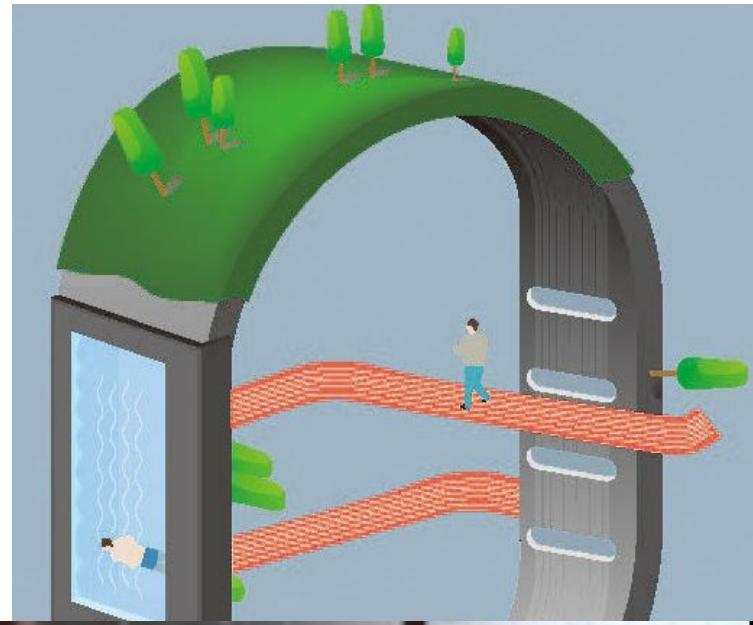
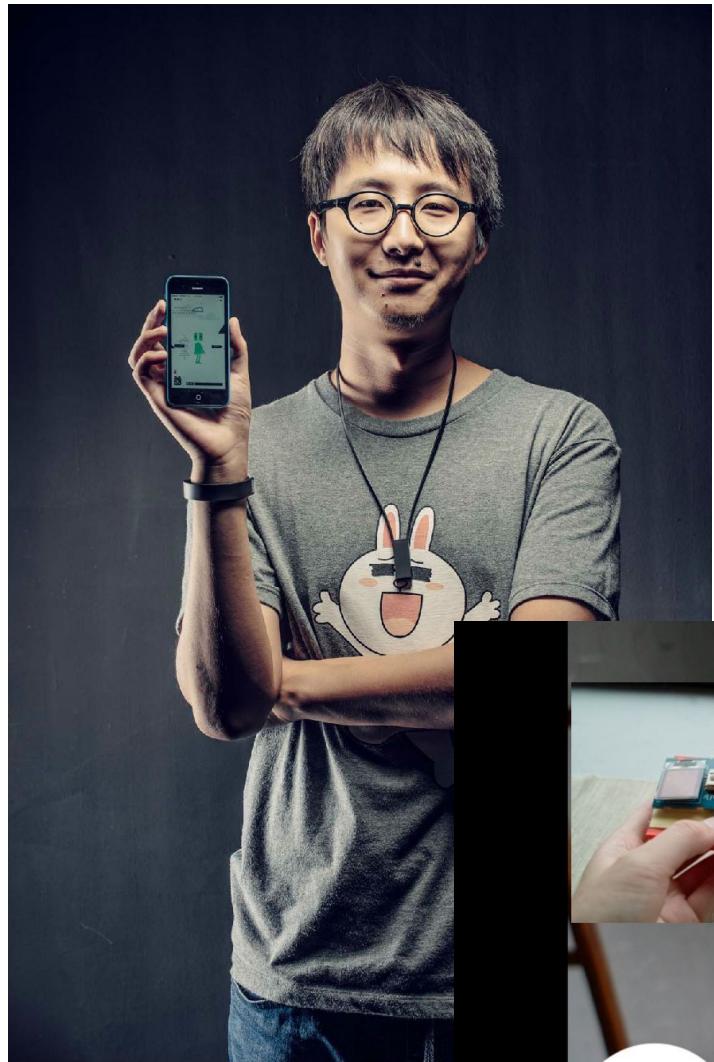


讲点眼前的

- 举两个栗子

- 魅族
- Connect to MEIZU
- 新我手环





Tamagome

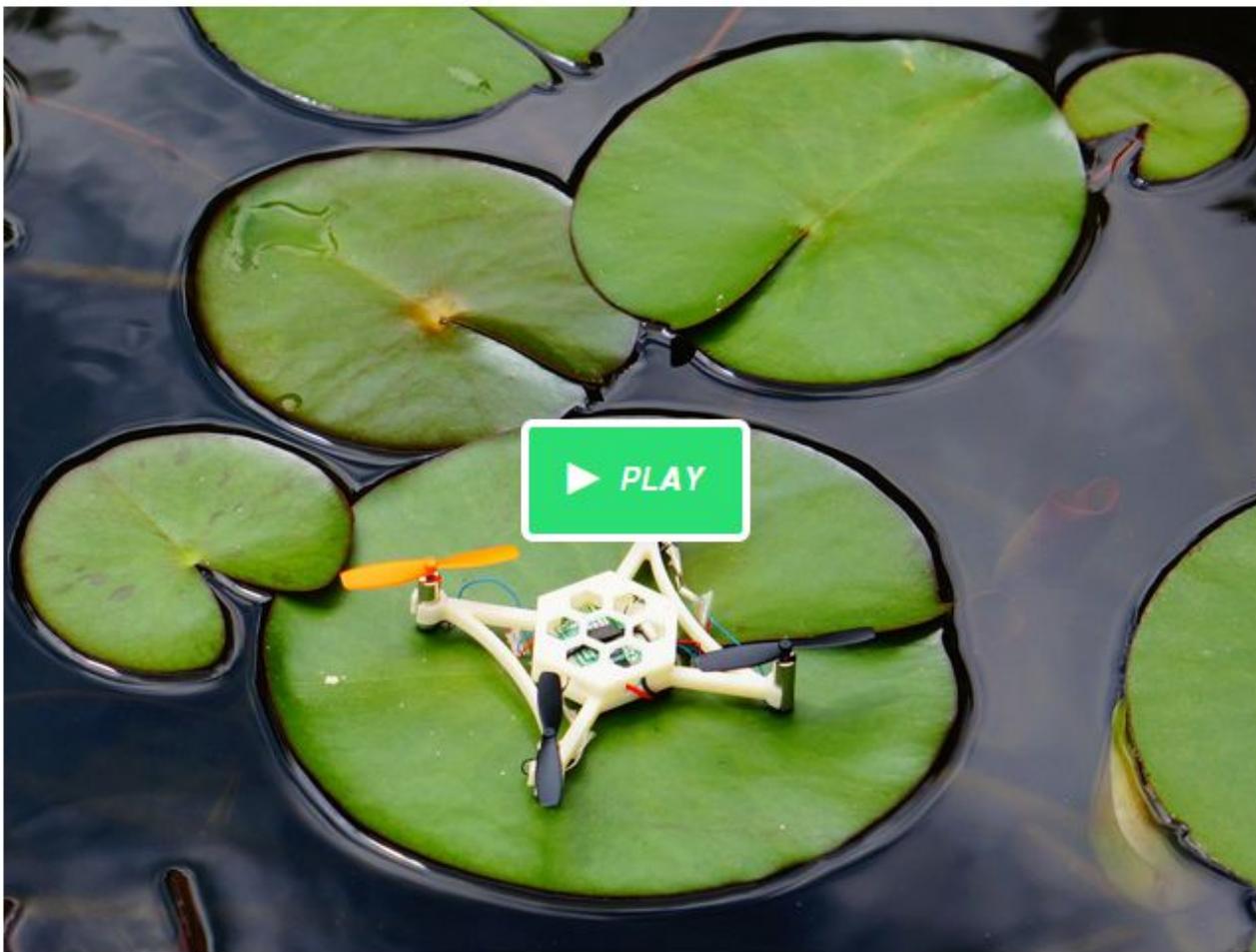
imlab 可穿戴健康管理设备
电子新我

The collage includes several components:

- A hand holding a smartphone displaying the Tamagome game interface, which shows a character standing in front of a mountain, with text like "TAMAGOME", "+2 NEWS", "STEPS 200", "LEVEL 0009", and "POINTS 076200".
- Four circular icons with labels:
 - Behavior: Shows a person at a desk icon.
 - Environment Data: Shows a forest icon.
 - Advisor: Shows a red and white bar chart icon.
 - Avatar: Shows a family icon.
- A close-up image of a small green electronic device being held over a liquid in a glass.
- A circular icon labeled "Online Family" showing a family icon.

讲点眼前的





4,670

Backers

\$563,721

pledged of \$10,000 goal

0

seconds to go

Project by



Benjamin Black
Los Angeles, CA

First created · 1 backed

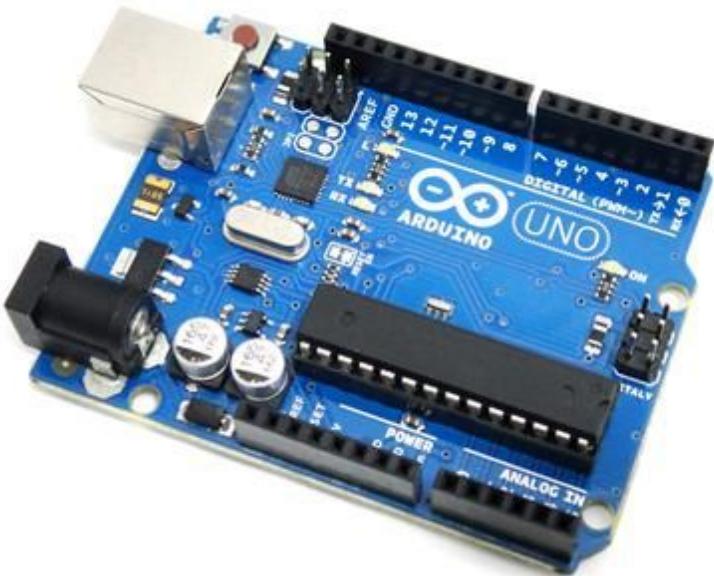
Ben Black 251 friends

hexairbot.com

软件开发人员如何硬起来？

- 不需要懂电子、电路设计
- 现有的开源硬件平台
- Arduino, Raspberry Pi, CubieBoard, Micro Python, Espruino...

- Arduino



The screenshot shows the Arduino IDE interface with a sketch named 'sketch_jul14a'. The code is as follows:

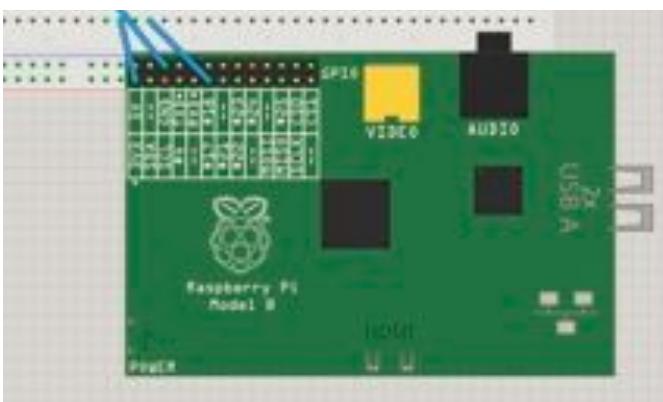
```
int ledPin = 13;

void setup()
{
    pinMode(ledPin, OUTPUT);
}

void loop()
{
    digitalWrite(ledPin, HIGH);
    delay(1000);
    digitalWrite(ledPin, LOW);
    delay(1000);
}
```

The status bar at the bottom right indicates 'Arduino Uno on COM6'.

- Raspberry Pi



```
import time
import RPi.GPIO as GPIO

GPIO_PIR = 11

def detectedAndPrint():
    GPIO.setup(GPIO_PIR, GPIO.IN)
    print "Nothing"
    while 1:
        isDetected()
        time.sleep(0.1)
        print "PIR sensor detected some stuff"

def isDetected():
    while GPIO.input(GPIO_PIR) == GPIO.LOW:
        return False

    while GPIO.input(GPIO_PIR) == GPIO.HIGH:
        return True

if __name__ == '__main__':
    # rpi board gpio or bcm gpio
    GPIO.setmode(GPIO.BCM)

    # Loop method
    detectedAndPrint()
```

Micro Python: Python for microcontrollers

by Damien George

Home

Updates 36

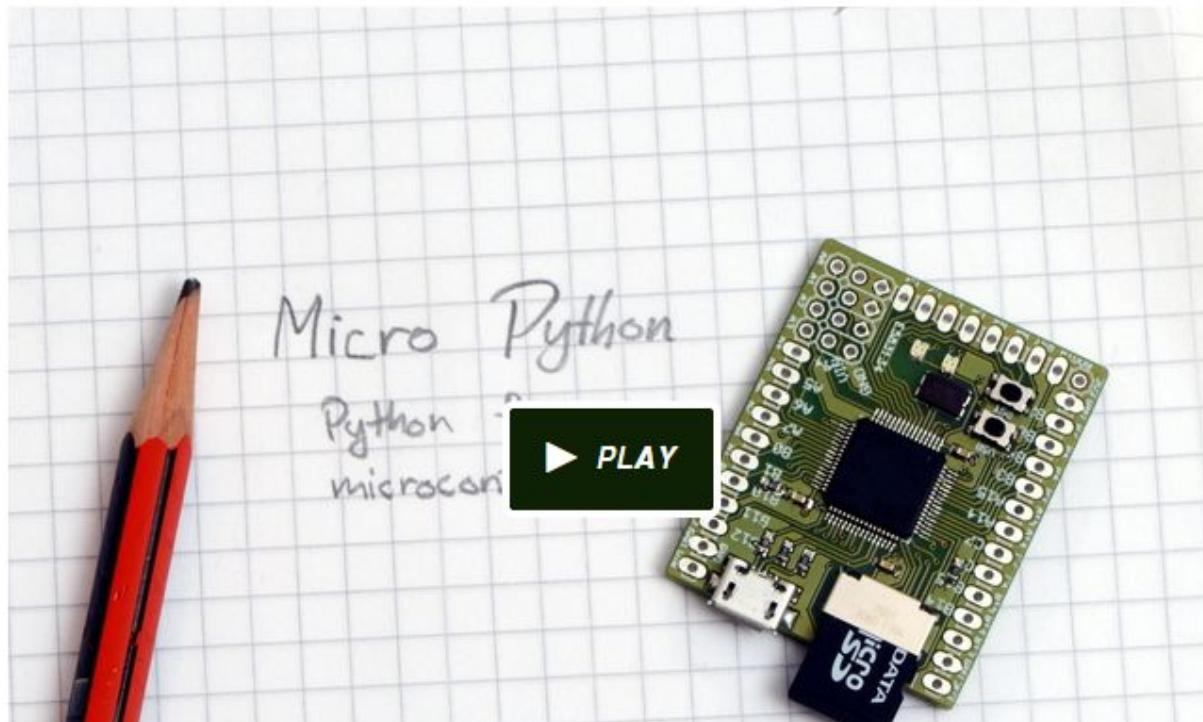
Backers 1,931

Comments 482

Cambridge, UK

Hardware

Funded! This project was successfully funded on December 13, 2013.



1,931

Backers

£97,803

pledged of £15,000 goal

0

seconds to go

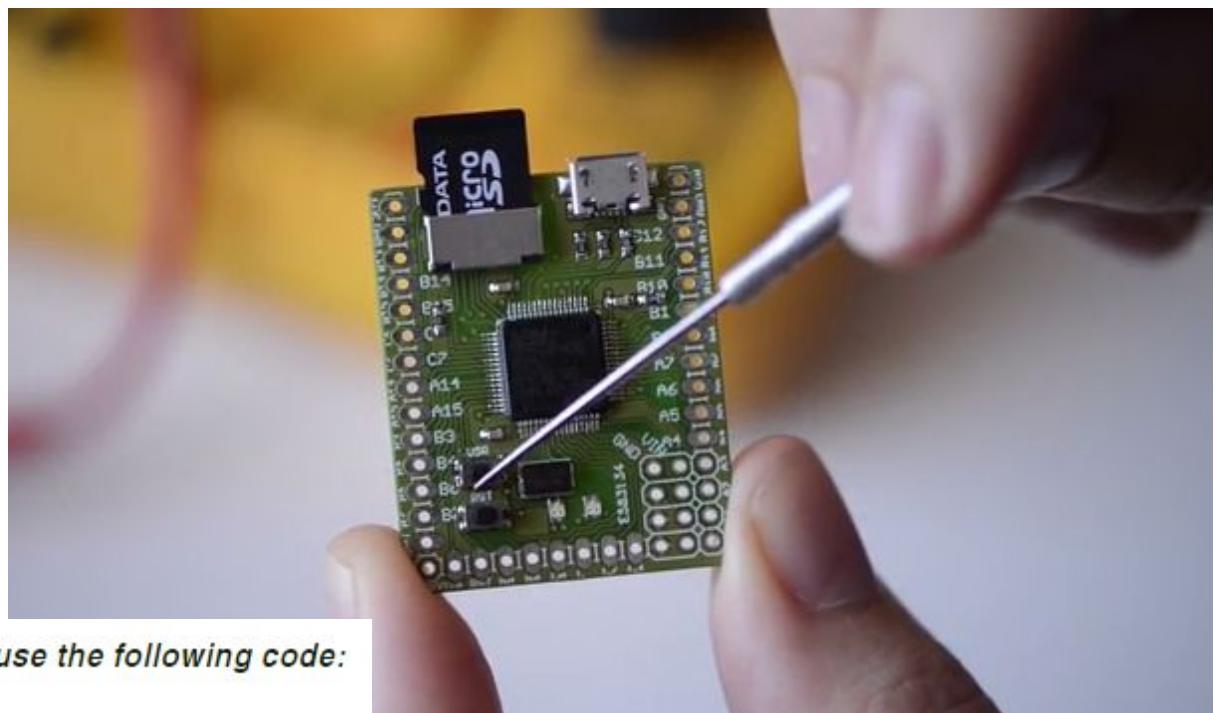


Project by

Damien George

Cambridge, UK

- Micro Python



To flash an LED once a second, you could use the following code:

```
while True:          # loop forever
    pyb.led(True)    # turn the LED on
    pyb.delay(1000)   # wait 1000 ms = 1 second
    pyb.led(False)   # turn the LED off
    pyb.delay(1000)   # wait 1000 ms = 1 second
```

Micro Python

Python standard libraries

The following standard Python libraries are built in to Micro Python.

For additional libraries, please download them from the [micropython-lib repos](#)

- `cmath` – mathematical functions for complex numbers
- `gc` – control the garbage collector
- `math` – mathematical functions
- `os` – basic “operating system” services
- `select` – Provides select function to wait for events on a stream
- `struct` – pack and unpack primitive data types
- `sys` – system specific functions
- `time` – time related functions

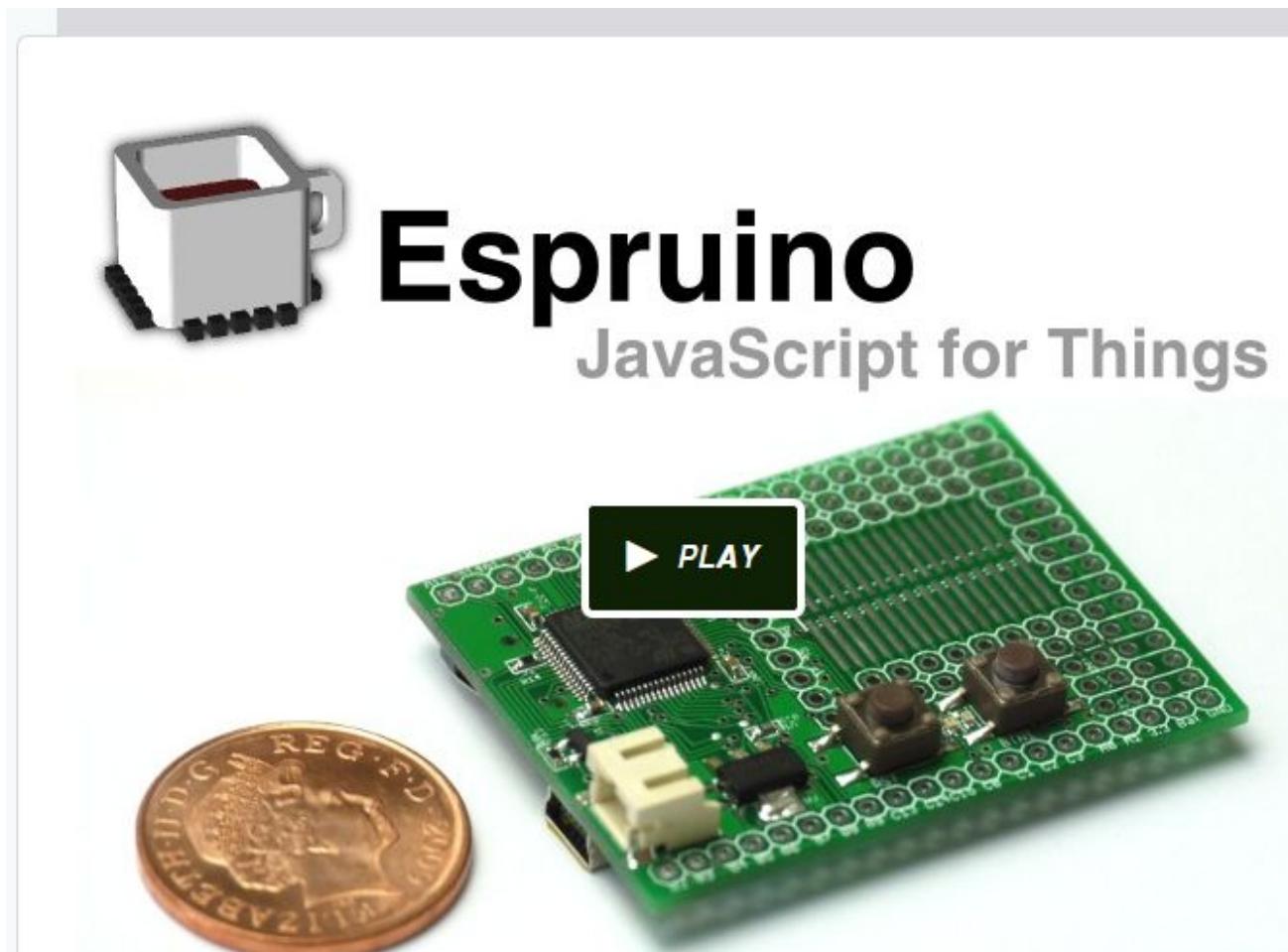
Micro Python

Libraries specific to the pyboard

The following libraries are specific to the pyboard.

- `pyb` – functions related to the pyboard
 - Time related functions
 - Reset related functions
 - Interrupt related functions
 - Power related functions
 - Miscellaneous functions
 - Classes
- `network` – network configuration
 - class CC3k
 - class WIZnet5k

Espruino



The image shows a screenshot of a Kickstarter campaign page for Espruino. At the top left is a white coffee cup icon. To its right, the word "Espruino" is written in large, bold, black letters, with "JavaScript for Things" in smaller, gray letters below it. A green printed circuit board (PCB) is centered, featuring a black microcontroller chip, two push buttons, and a yellow USB port. A small black rectangle with a white play button icon and the word "PLAY" is overlaid on the PCB. To the left of the PCB is a British one-pound coin for scale. The background is white.

Espruino
JavaScript for Things

▶ PLAY

1,692
Backers

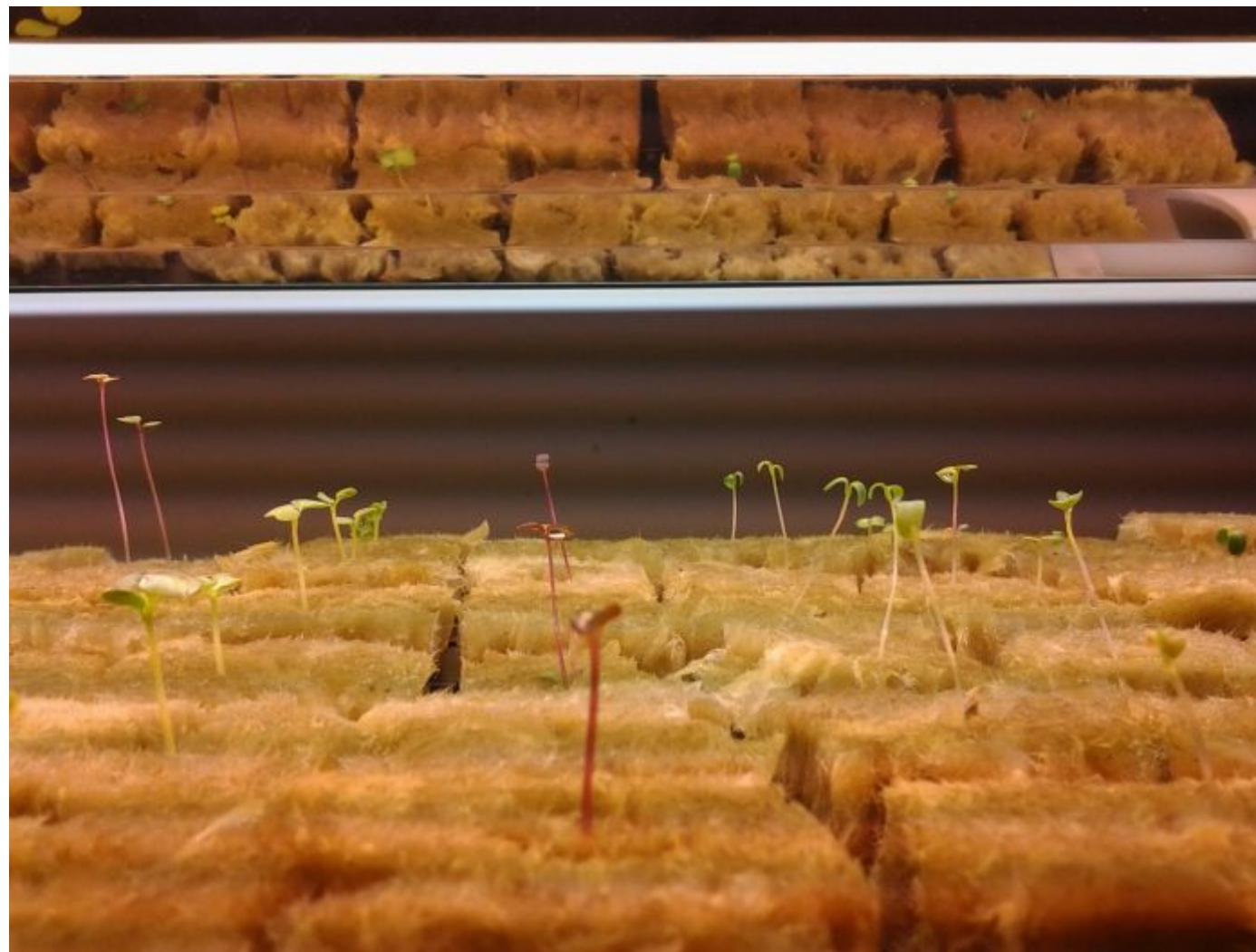
£100,710
pledged of £20,000 goal

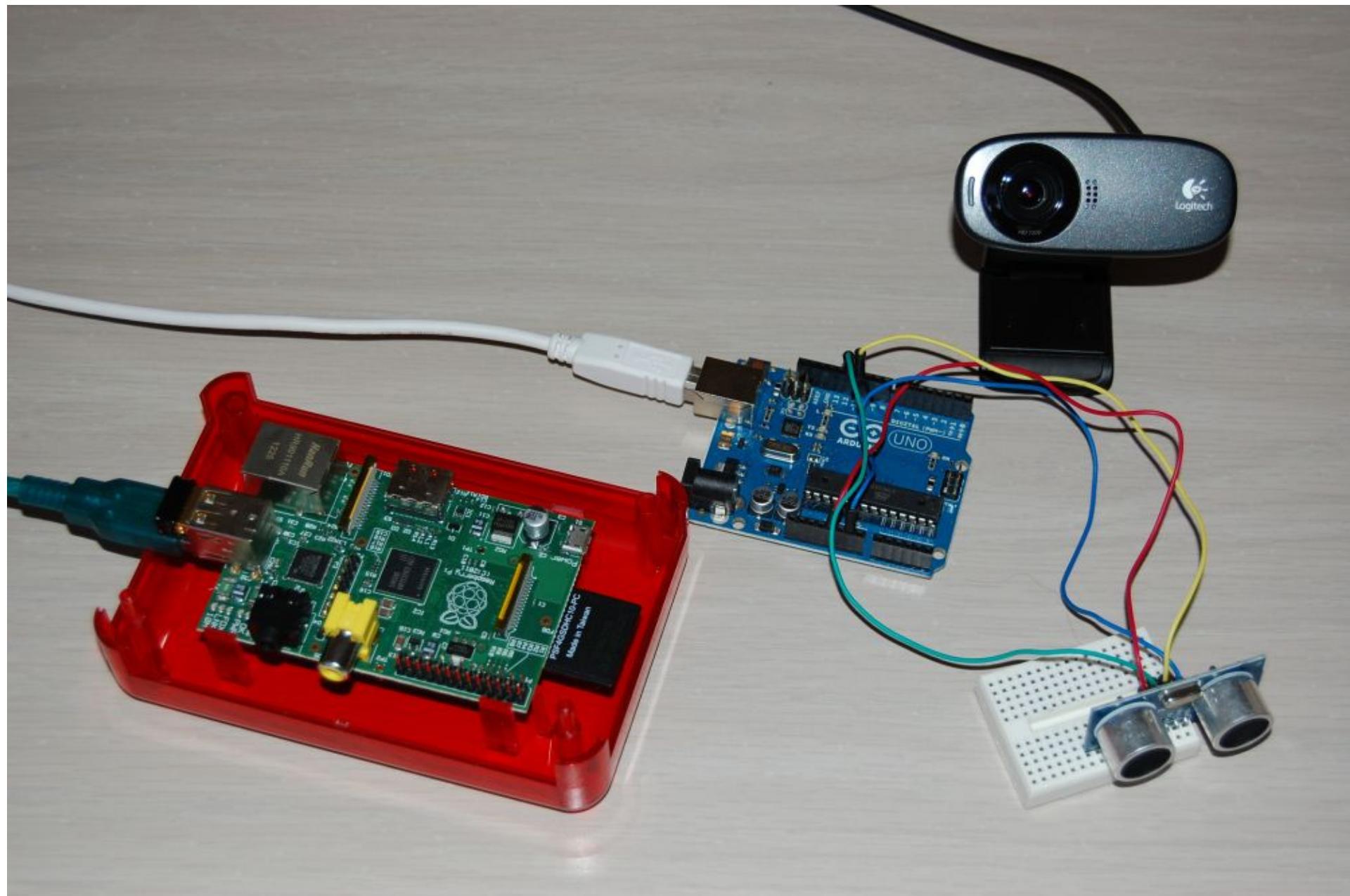
0
seconds to go

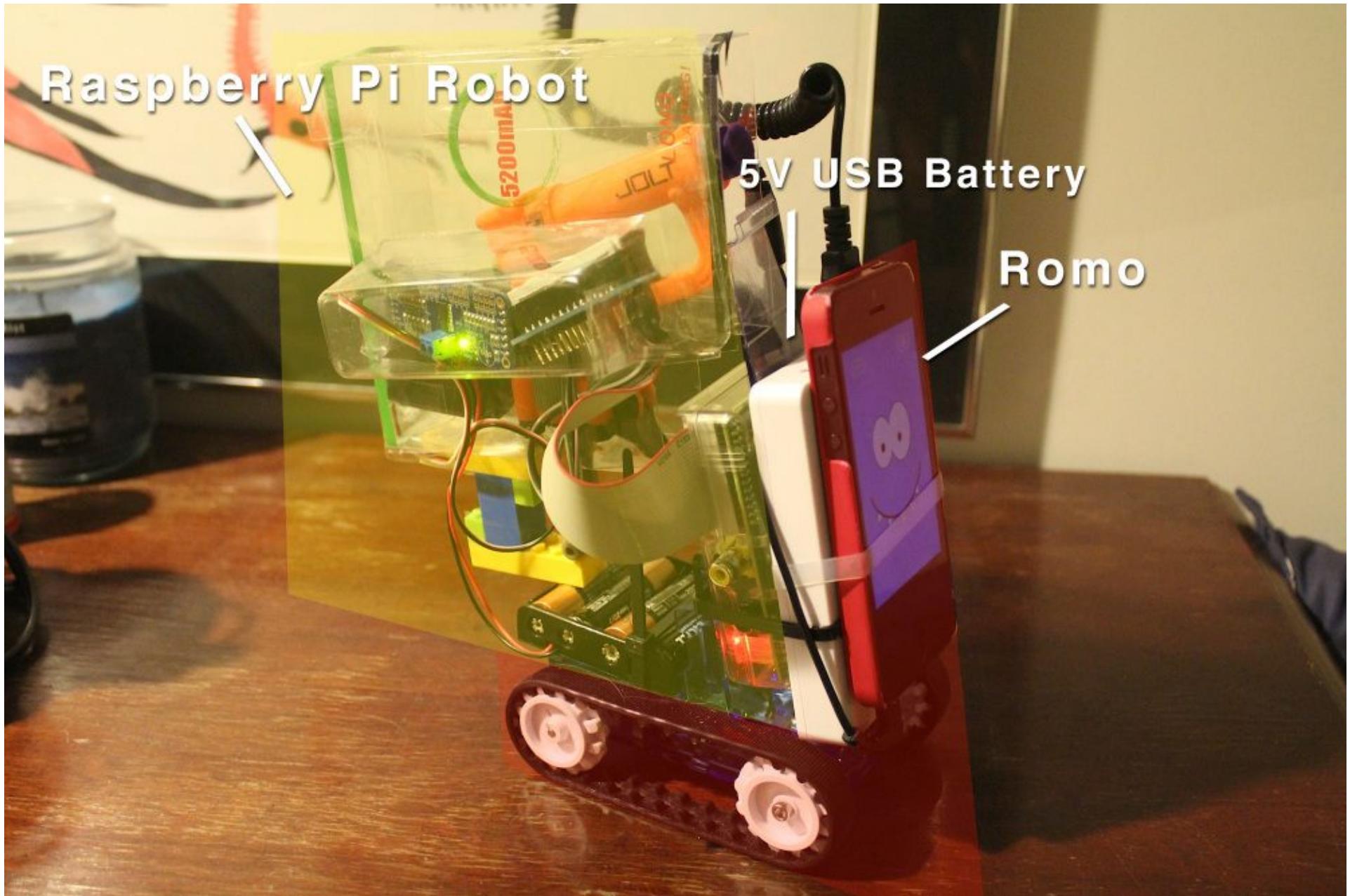


Project by
Gordon Williams
Oxford, UK

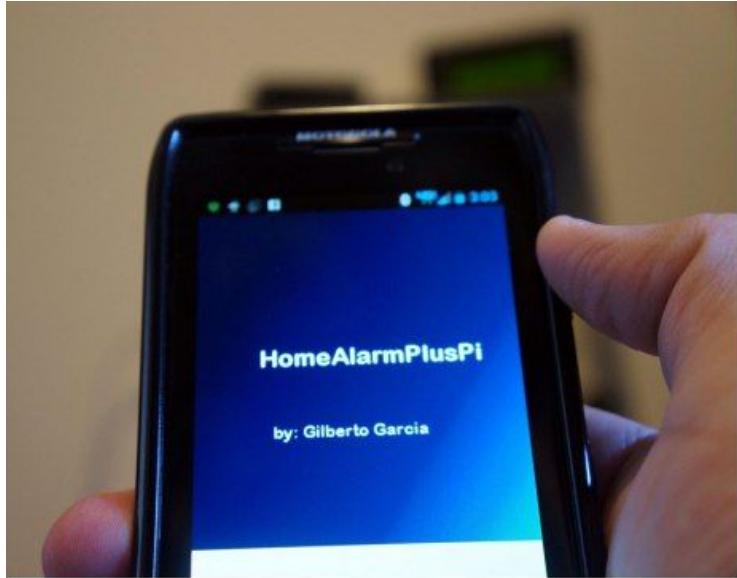
K 2 created · 5 backed
F Gordon Williams · 100+ funded





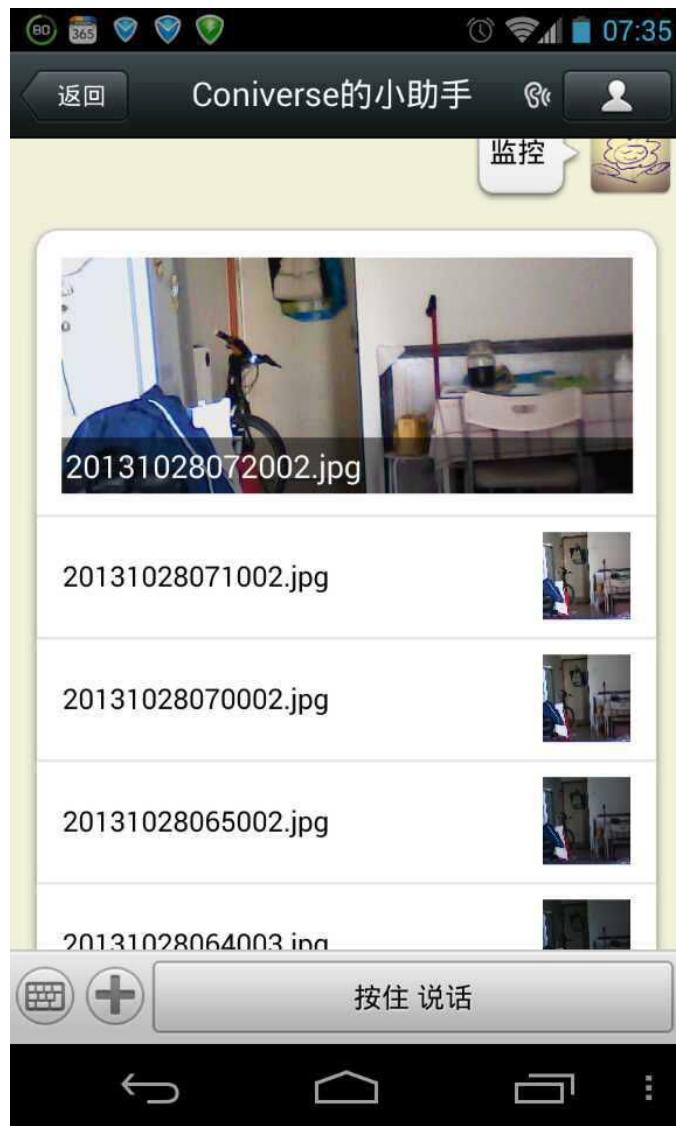






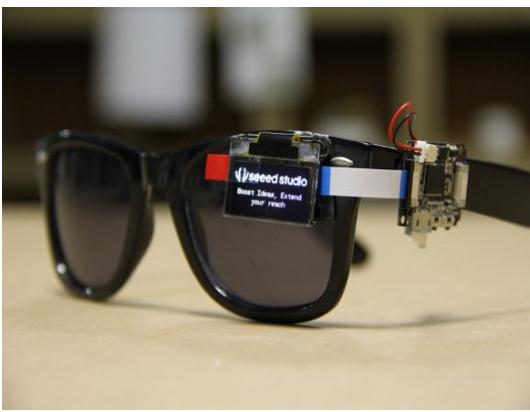
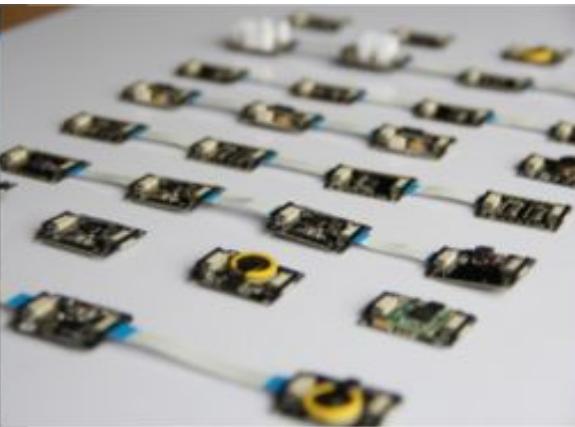
- 还有一个栗子：
 - 微信小助手(视频监控、浇花提醒、地理位置PM2.5信息)



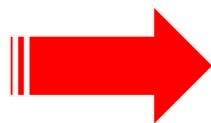








Cheap Mobile phone



Open Hardware Toolkit

**ARM7
GSM
GPRS
GPS
BLE
Wifi
SD-card**
**Arduino Compatible
Open Source
Ready to remix**

=
LinkIt One



<http://www.bunniestudios.com/blog/?p=3040>

 **seeed**
Grow the Difference

 MEDIATEK

硬件其实从来没有离开程序员

拓展我们的IO
数据源

让我们从此硬起来