



The development teams at Addition and Agworld, two clients who used the iXpand SDK, offer two examples of how the iXpand SDK was used to benefit app users. Each had a particular need that was satisfied with the integration of the iXpand Flash Drive into their services. In this section, we explore their thought processes during iXpand integration.

Addition

It's Playing is an app that allows iOS users to play high-definition videos of any format, anywhere, without the need for prior conversion. The development team at Addition, a software company based in Lisbon, utilized the iXpand SDK to allow users the ability to manage large video files beyond the memory limits of their iOS devices. An elegantly simple video playback app deserves a simple, user-friendly solution, and the team at Addition found just that with the iXpand SDK.



Company: Addition

App: It's Playing

Category: Photo & Video

Platforms: iPhone and iPad

Cost: Free

Rated 4+



The iXpand™ SDK Integration Series: Application Case Studies

Download the
SanDisk iXpand SDK at:
developer.sandisk.com

“With It's Playing we are always looking for new ways to play media, to enable users to play anything, anywhere. Our users value the ability to transport media in external devices, to increase the available amount of storage and share media between devices in situations where the cloud may not be available at the highest performance demanded for the media requirements.

The iXpand Flash Drive seemed like a natural choice to enable a more focused and simpler solution to deal with external media. Even with portable wireless devices, the user would be handicapped by the wireless bitrate and the wireless storage battery, that would limit the ability in time and quality to play media.

The iXpand Flash Drive allows users of It's Playing to access media at a higher bitrate with lower battery and resources usages, enabling longer playback periods. The accessory is recognised in the Network & Accessories listing of It's Playing automatically, after being plugged into the iPhone or iPad. From there, the user can explore the contents of the drive with a similar experience to the app documents storage interface. Regarding the file access for buffering, the SDK also proved to be capable of handling multi-thread buffering without any extra thread safety measures, beyond the ones already used in the player.

We have been working with SanDisk almost since the beginning of It's Playing and, since then, SanDisk has been very helpful, providing us the devices, SDK, feedback and help we needed. It has been a unique and positive experience in the domain of wired and wireless devices.

With the acquired experience and insurance in the SDK performance, we can confirm that the iXpand SDK is an option to be included in any project that requires access to external media.” -Provided from the development team at Addition

Agworld

Agworld creates collaborative farming solutions used by over 17,000 agricultural professionals, from growers to retailers. Its apps allow disparate teams to work as one, providing document management, data capture tools, farm maps, library of labels and communication tools. Agworld’s iPhone and iPad apps allow users to work from anywhere, whether online or offline. Because users are often dealing with sensitive information in the field, relying solely on cloud-based data transfer isn’t enough. They turned to the iXpand SDK to offer their clients a reliable external media alternative to cloud storage.

“Adoption in the Ag industry of ‘over the air’ solutions to transfer data to and from tractors and machinery out in the field has been slow, and many operations run more than one brand of tractor which require separate subscriptions. Agworld already provided an industry-leading ‘over the air’ job management and workflow solution using iPads, so the addition of a high-quality, robust Lightning-to-USB adapter to move data to and from the farm without the need for extra, costly subscriptions was an attractive proposition.

We searched for a high-quality, reliable device with a good set of iOS APIs to allow our developers to build a seamless experience for end users. Only SanDisk’s iXpand device seemed to offer all of this.

[The iXpand Flash Drive] is fully integrated into our app so that our customers can use just our single app and have it work seamlessly with the SanDisk drive without needing to use any other apps - no switching back and forth. In detail: we download their precision controller files in advance for jobs that are due imminently. This ensures that when

Learn more about the It’s Playing app and the Addition team at <http://addition.pt/np4/itsplaying.html>.



Company: Agworld

Apps: Agworld for iPhone: Farm Management for Agronomists and Farmers &

Agworld for iPad: Collaborative Farm Management

Category: Productivity

Platforms: iPhone and iPad

Cost: Free

Rated 4+

the customer is out in the field (often with no data connection), they have the controller file ready to go on the iPad - no need to return to the office or find a data connection. They plug in the SanDisk drive to the iPad, copy the controller file across from the job onto the drive, then plug the drive straight into their machinery and are ready to go. It’s a very quick and simple solution to a genuine problem of ‘How do I get this file from the cloud onto my machinery when I have no Internet connection?’ The SanDisk drives are very fast and responsive.

The SDK is flexible enough for us to tightly integrate the drive access and file copying into our app, so that there is a consistent look and feel throughout our apps.” -Provided from the development team at Agworld

Learn more about Agworld and their apps at: <http://www.agworld.co/apps>.