Marketing Gtk+

Marketing:
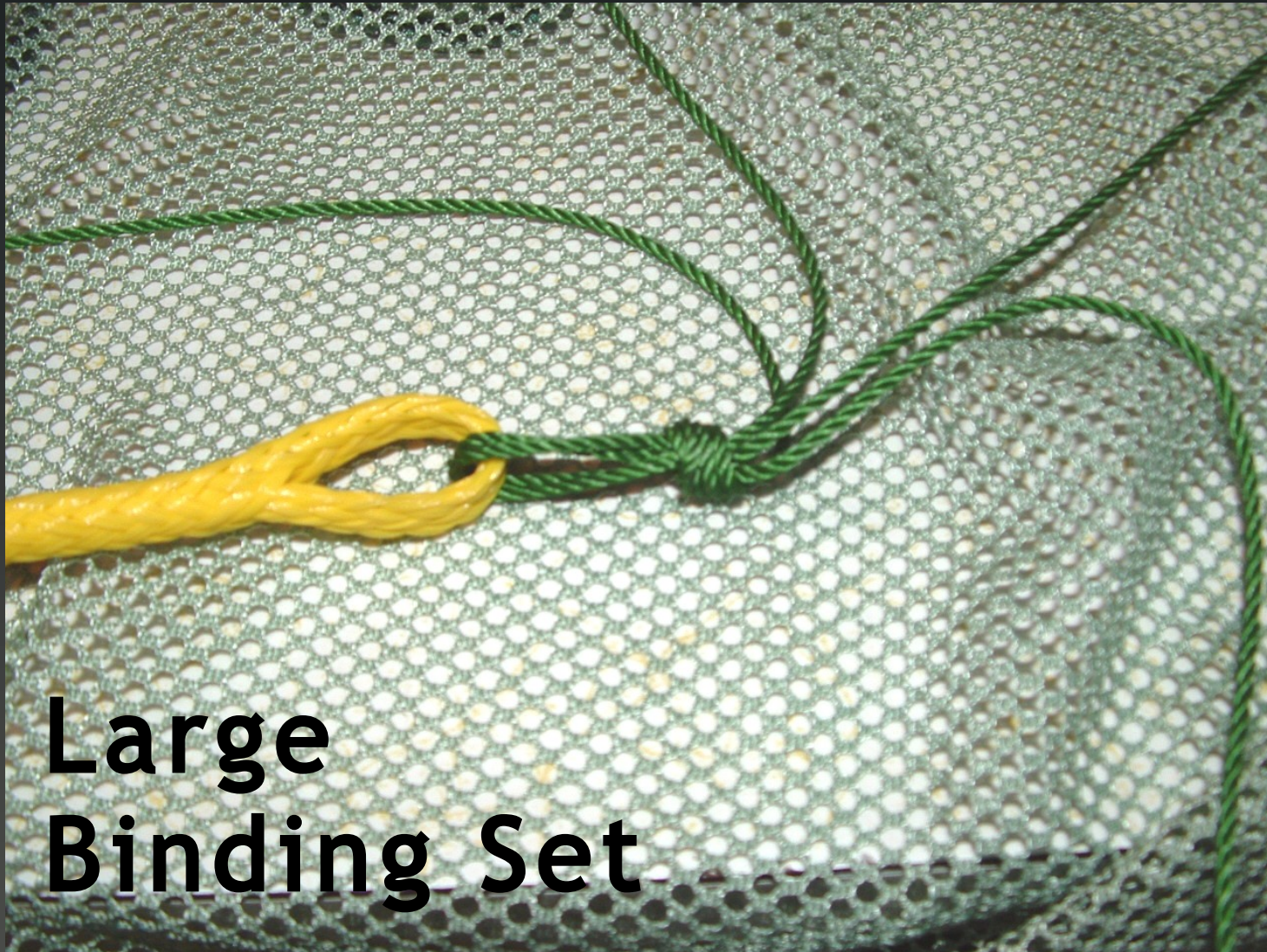## Understanding Choice

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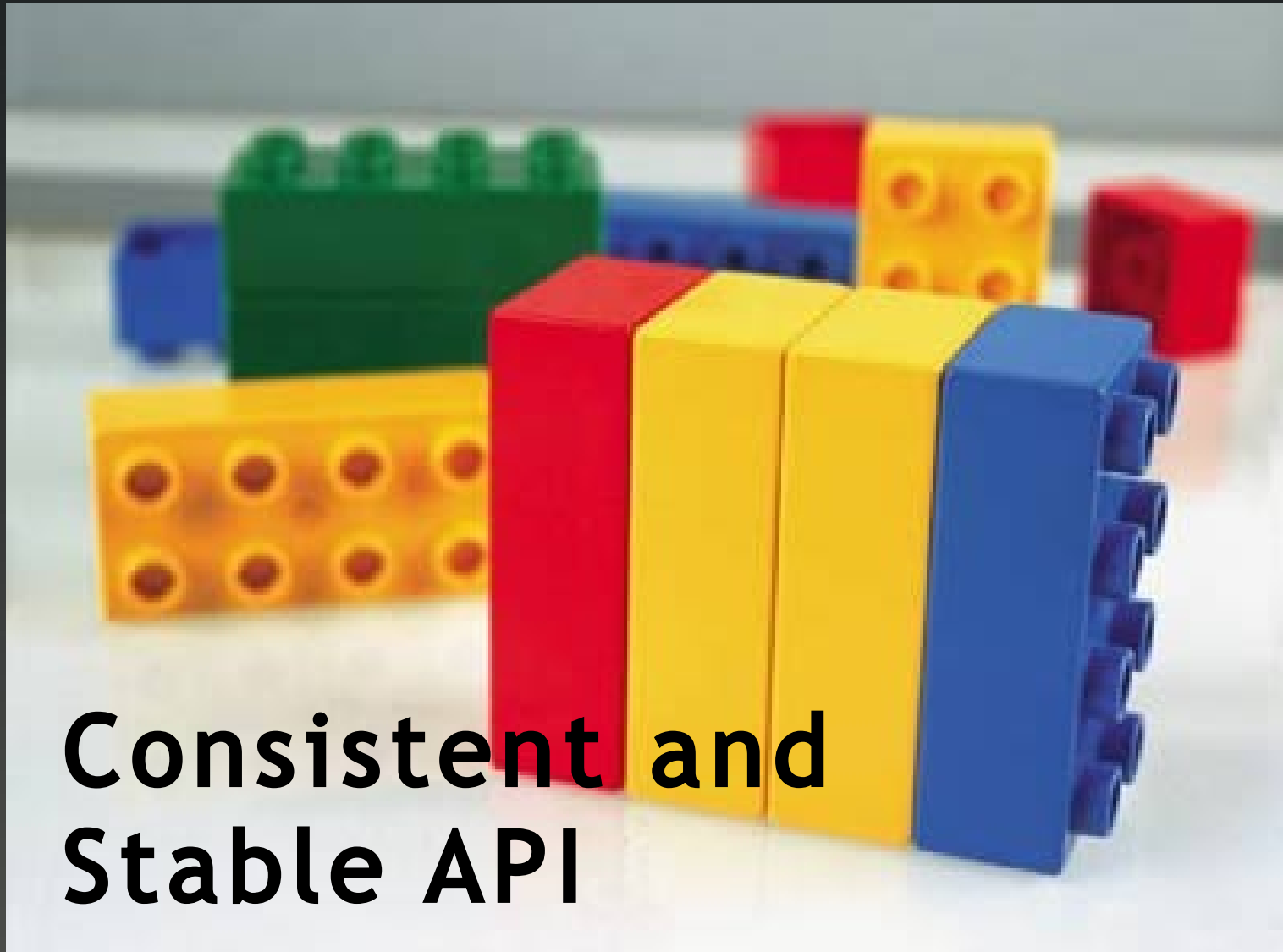
Core assets

Consistent and Stable API

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Core assets

Large
Binding Set

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Core assets

Cross platform!

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Core assets
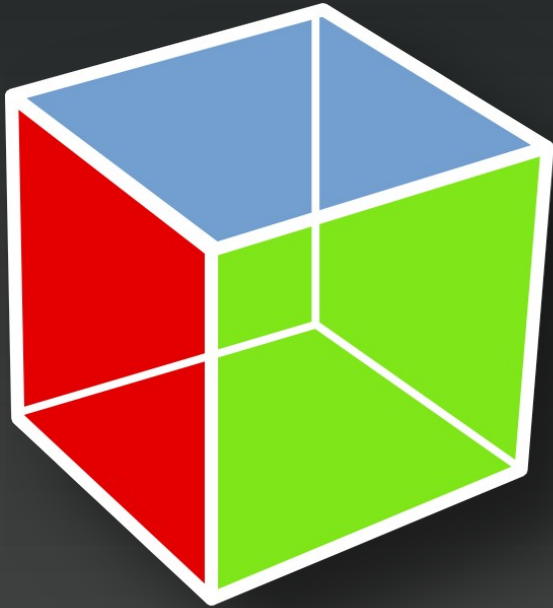
New brand!
(not just logo)

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We're quite sexy, don't we?

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Some outsiders' quotes

" We eventually went for Qt for its documentation quality, consistent API and Windows support
Jean-Baptiste Kempf, VLC

" If I had to make the decision today, I would use Gtk+ for an application that is Linux-focused, not for anything cross-platform.
Justin Karneges, PSI

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Common arguments against Gtk+

- C Sucks

- Bindings are just independent projects

- Gtk is ugly

- All themes look the same

- Ugly on Win32

- No native Mac port

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But if we agree we are sexy...

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... what's wrong with us then?

Documentation

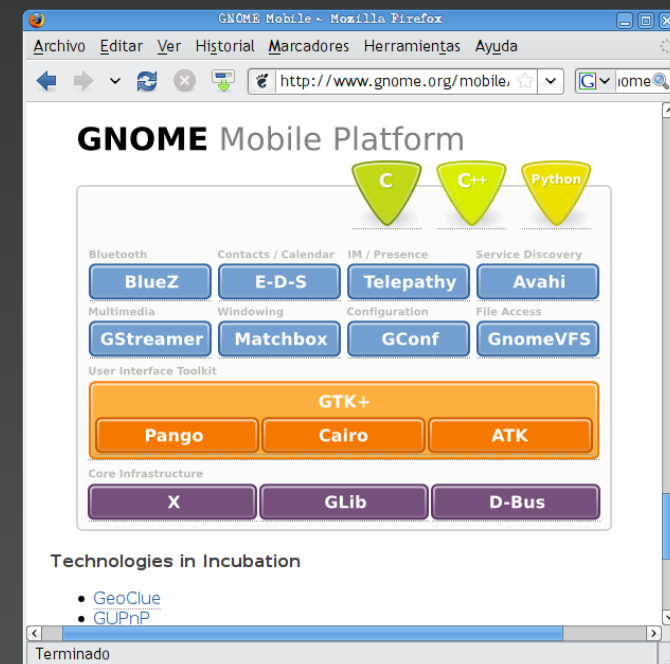## The Tutorial

Gtk+ 2.0 Tutorial

- Most obvious choice for beginners
- Not suitable to learn to write apps
- Code snippets not readable
- Rather Gtk Widget Manual
- Bad inspiration for bindings docs (gtkmm docs for the win)
- Assumes a bash like environment

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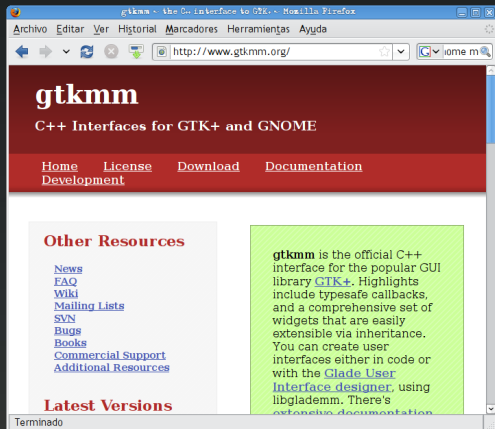
Documentation

Reference manuals: library.gnome.org

- Great tool btw! (kudos to fpeters)
- Plain list of ALL modules
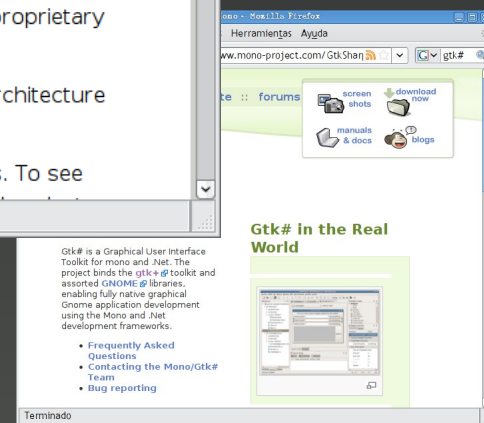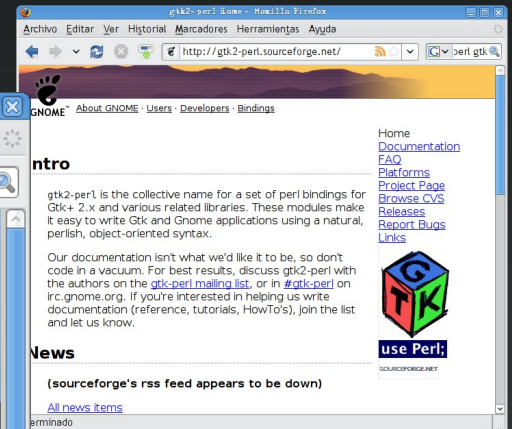- Order doesn't match relevance
- See mobile.gnome.org

Bindings

Bindings

Unify the brand and websites of certified bindings

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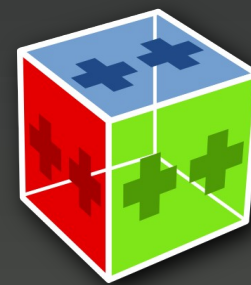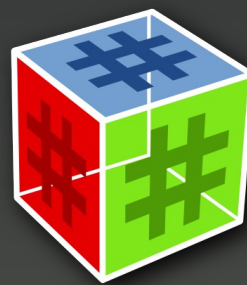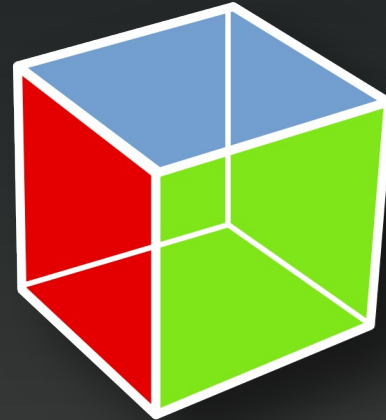
Distribution

Getting Gtk+ into the hand of developers, sysadmins and users

· Linux, OpenSolaris and BSD are doing fine

· No official installers on Windows or Mac (yet)

· Bad defaults

· Third party apps and binding are hard

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The PyGTK All-in-One story

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Distribution

Gtk+ as a native SDK

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Conclusions

- Really bad PR in the past
- Documentation needs love
- Cross platform support is essential
- No clear path to redistribute apps
- Gtk+ as a monolithic SDK
- Big audience out there waiting for it

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Thank you!
Questions anyone?

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