

Subject: Re: Facebook and Apple

From: "Steve Jobs" [Confidential]

Received(Date): Fri, 09 Apr 2010 00:35:58 +0000

To: "Ron Okamoto" [Confidential]

Cc: "Scott Forstall" [Confidential], "Philip Schiller"

[Confidential]

Date: Fri, 09 Apr 2010 00:35:58 +0000

I'd suggest we just cut Joe off from now on.

On Apr 8, 2010, at 5:25 PM, Ron Okamoto wrote:

Steve, Scott and Phil,

Some additional background: Earlier today Joe spoke to the press and was critical of our new PLA and Objective C. I called Ethan Beard and Henry Moissinac at Facebook and told them we were not happy with this because it was not the first time he's done this and it does not publicly reflect well on our partnership. I reminded them that we do not have Apple employees blogging and talking to the press being openly critical about Facebook.

Joe sent me an email after the press story hit explaining why he was "upset", and it looks like Joe has been working on a cross compiler.

- Here's a copy of the email he sent me:

"Hi Ron,

iPhone OS 4.0 looks amazing and I really want to develop for it. That's why I was a bit upset to read that the updated SDK agreement requires writing apps directly in Objective-C/C++ or JavaScript, banning cross-compilers.

Last time we met you asked that I contact you directly if I have an issue with Apple, and I definitely have issue with this. It appears to be a purely strategic limitation aimed straight at Adobe. To accept this limitation you would have to convince yourself that Objective-C and JavaScript are the best programming languages available, which I don't believe they are. A big part of the reason I stopped writing iPhone apps is that I find Objective-C to be very unpleasant to work with.

When last we met I was considering developing a Facebook iPad app. The reason I decided not to was because I wanted to focus on my other project, and my other project was a new UI programming language I'm developing which is cross-compiled to high performance C and Objective-C. I had planned to use this language to make developing iPhone and iPad apps for Facebook a much more efficient and fun process. Frankly, I think the language I'm creating is leagues better than Objective-C, so it's unfortunate that you would stifle innovation in programming languages just to keep crappy Flash ports out of the App Store. Not all cross-

compilers are going to produce low quality apps.

I hope that you and your peers would be willing to discuss this new policy and consider reasons why it could do more harm to your platform than good.

- Joe

- Here's what was reported earlier today:

Joe Hewitt vocal again.

Silicon Valley Insider

<http://finance.yahoo.com/news/Facebooks-iPhone-AppMaker-Is-siliconalley-3738774059.html?x=0&.v=2>

Facebook's iPhone App-Maker Is "Angry" About Apple's New SDK

Nicholas Carlson, On Thursday April 8, 2010, 4:47 pm

Joe Hewitt, the guy who made [Facebook's](#) very popular [iPhone app](#), is "angry" about changes [Apple](#) made today to it's iPhone software developers' kit (SDK).

Reached by email, Joe told us he's "unhappy" about a new rule forcing developers to use one programming language, Objective-C, to write iPhone apps.

"So much for programming language innovation on the iPhone platform," Joe [tweeted](#) earlier today.

He sent us this passage from the SDK:

Applications may only use Documented APIs in the manner prescribed by Apple and must not use or call any private APIs. Applications must be originally written in Objective-C, C, C++, or JavaScript as executed by the iPhone OS WebKit engine, and only code written in C, C++, and Objective-C may compile and directly link against the Documented APIs (e.g., Applications that link to Documented APIs through an intermediary translation or compatibility layer or tool are prohibited).

We asked Joe this makes him "angry" (as he wrote in a now deleted tweet), and he explained:

Apple has always banned "virtual machine" languages, presumably for performance reasons, which was understandable. However, there are an increasing number of cross-compilers that allow translating from one language to Objective-C, which allows performance to still be very good while allowing developers to use a language they prefer to Objective-C. Apple is now banning those as well, which means developers who don't enjoy working in Objective-C have no choice if they want to write a native iPhone app.

Back on Twitter, [Joe went on](#), "I'm upset because frankly I think Objective-C is mediocre and was excited about using other languages to make iPhone development fun again."

We're tempted to wonder if this change will make its platform less popular with developers. But we won't, because, for better or worse, when a platform can present so many attractive users the way Apple's iPhone can, developers tend to get in line -- no matter how much they don't want to.

From: Joe Hewitt [Confidential]

Date: April 8, 2010 4:53:58 PM PDT

To: Ron Okamoto [Confidential], Scott Forstall
[Confidential]

Subject: Facebook and Apple

Gentlemen,

I just received a call from a VP at Facebook asking me to stop making critical comments about your new SDK agreement in public. They seem to be worried that it might jeopardize Facebook's relationship with Apple. If so, that would be unfortunate, since my opinions are clearly my own and not Facebook's.

Still, I am sure you understand why I am being critical. I am a computer programmer and you are harming my craft. I love your products and I have every reason to believe iPhone/iPad will soon dominate in the marketplace, so shouldn't I be upset that a huge segment of the mobile market will be discouraging innovation in the field of programming languages?

I am sure your view is that if you can stomp out Flash and Android, the world will be a better place, and I'm inclined to agree with you, but I would prefer to help you win that war by making great developers tools to help people make great iPhone/iPad apps. I can't fight with you if you're using legalese as a weapon.

- Joe