

Hot Apple developers rally gets June 11 keynote

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Attendees walk by a sign for the new iCloud during the 2011 Apple World Wide Developers Conference in San Francisco, California. A sold-out Apple gathering devoted to tailoring programs for the company's coveted gadgets will kick off in San Francisco on June 11 with a keynote presentation by top executives.

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Apple's annual Worldwide Developers Conference (WWDC) is a venue for laying out plans and innovations focused on software powering [Macintosh computers](#) and iPads, iPhones, and [iPod touch](#) devices.

The Cupertino, California-based company has traditionally used the WWDC keynote to unveil new products, with past announcements

including iCloud online data storage service and new [iPhone](#) models.

"We have a great WWDC planned this year and can't wait to share the latest news about iOS and OS X [Mountain Lion](#) with developers," Apple senior vice president of worldwide marketing Philip Schiller said when the event was announced.

"The iOS platform has created an entirely new industry with fantastic opportunities for developers across the country and around the world."

The iOS platform powers Apple mobile devices.

Apple on Tuesday also released a WWDC schedule that was only available to the approximately 5,000 developers who snapped up event tickets, which were priced at \$1599 and sold out quickly.

The five-day conference will feature more than 100 technical sessions presented by Apple engineers as well as an Apple Design Awards ceremony to showcase the "most outstanding apps" from the past year.

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