



소프트웨어 인 라이프
<http://www.softwareinlife.com>

Social Network Game and Google App Engine

대표이사 장선진
@jangsunjin

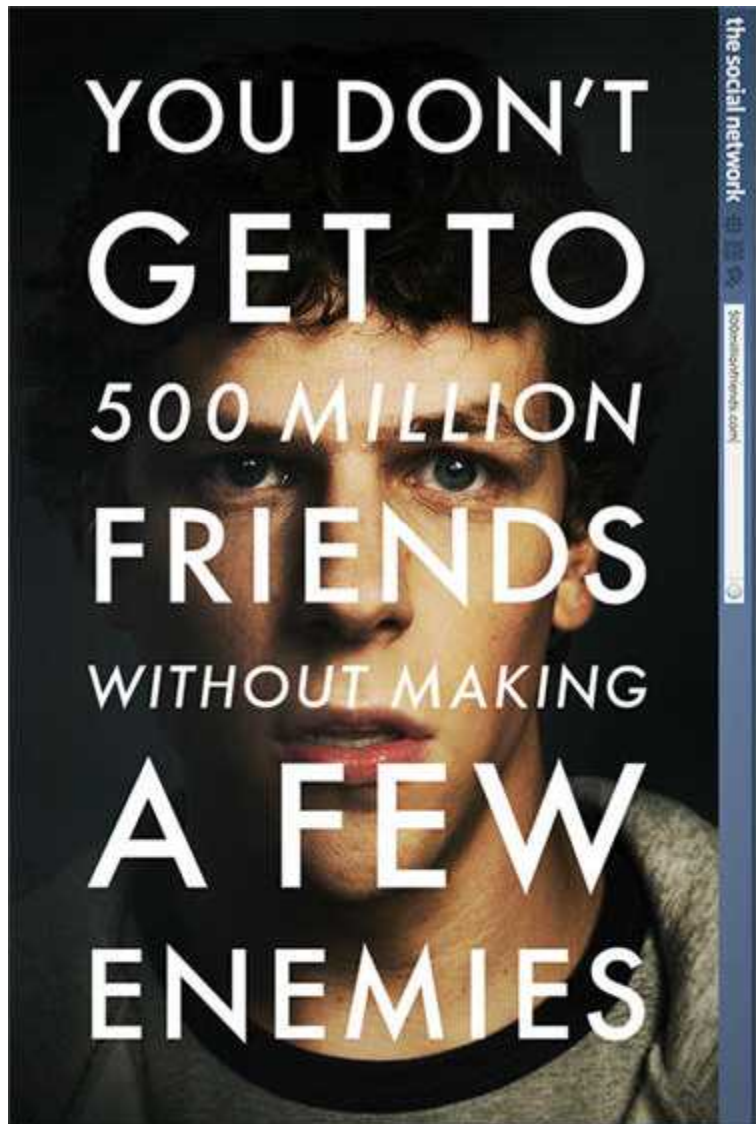
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소프트웨어 인 라이프



Facebook



<http://www.socialbakers.com/facebook-statistics/>



Worldwide Facebook Users

711 286 720

TOP5 Countries on Facebook

1.	United States	151 350 260
2.	Indonesia	38 860 460
3.	United Kingdom	29 880 860
4.	India	29 475 740
5.	Turkey	29 459 200



소프트웨어 인 라이프

SNG(Social Network Game) Market



App Leaderboard

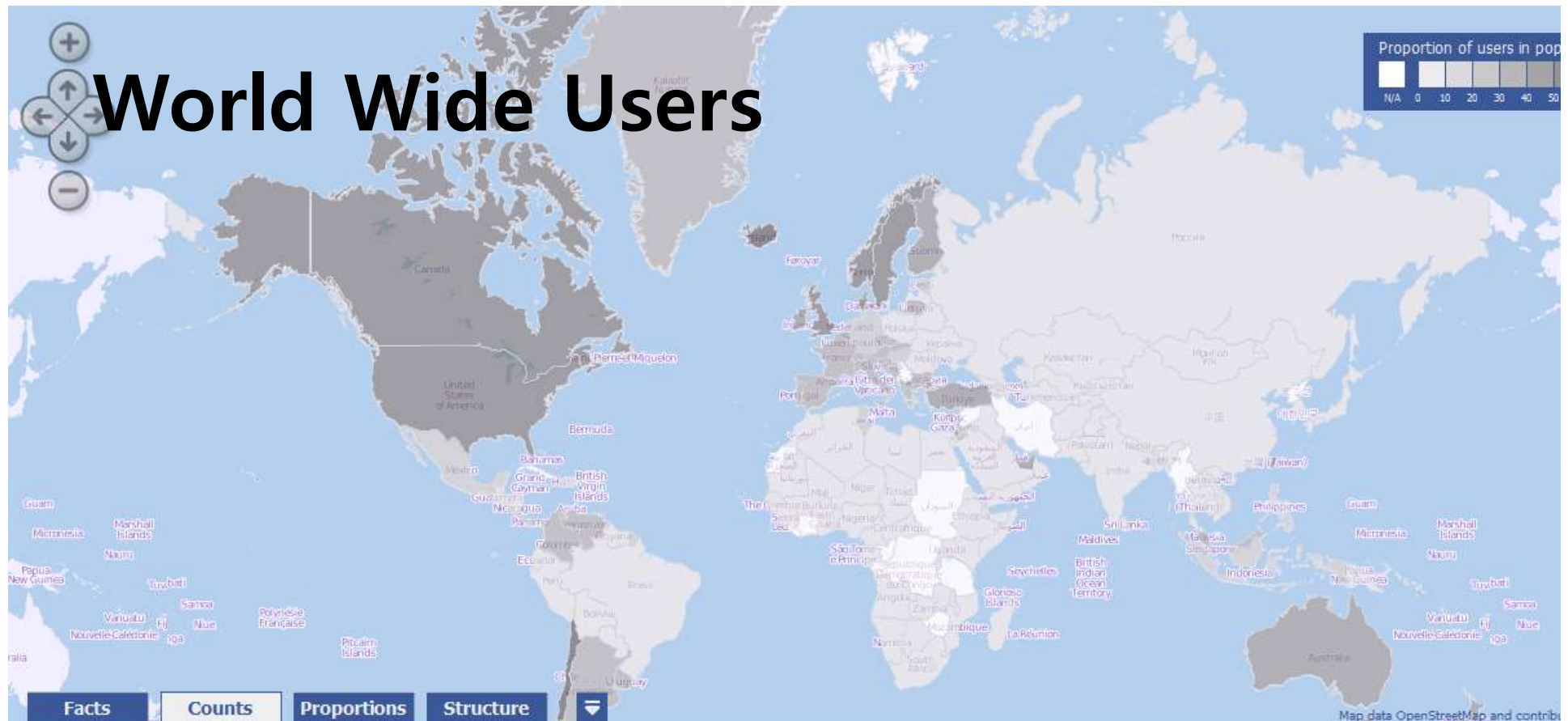
Rank By: MAU | DAU | DAU/MAU

1.	CityVille	89,740,933
2.	Badoo	67,474,257
3.	FarmVille	47,712,257
4.	Texas HoldEm Poker	36,859,488
5.	BandPage by RootMusic	21,586,916
6.	Phrases	19,250,783
7.	Windows Live Messenger	18,249,090
8.	Mafia Wars Game	17,414,292
9.	Causes	17,300,644
10.	FrontierVille	16,764,646
11.	Are YOU Interested?	16,135,848
12.	RewardVille	15,061,470
13.	Café World by Zynga	13,588,452
14.	Yahoo!	12,337,202
15.	Quiz Taco!	12,121,921



소프트웨어 인 라이프

World Wide Users



Number of users by country

The absolute counts of users are logically the highest in the countries with large population. There are 27 countries with over 1 million users. The number of users registered in USA is almost as high as the total for the whole Europe. However, more than 90 millions of American users live outside the USA today.

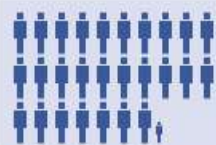
Choose Region:

World

Country	Count
United States	128,936,800
United Kingdom	27,020,020
Indonesia	26,277,000
Turkey	22,924,780
France	19,351,420
Italy	16,858,340
Canada	15,756,400

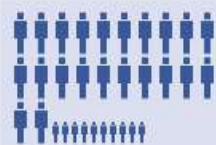
United Kingdom

27,020,020



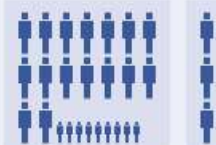
Turkey

22,924,780



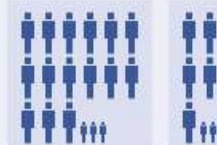
Italy

16,858,340



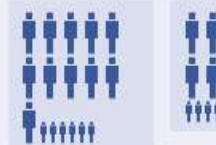
Philippines

15,284,460



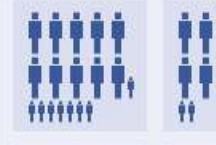
India

11,534,480



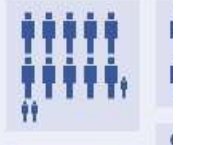
Spain

10,780,360



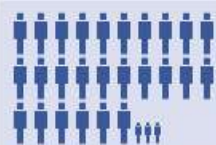
Germany

10,276,120



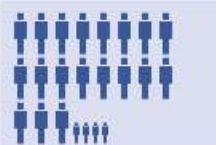
Indonesia

26,277,000



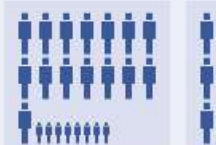
France

19,351,420



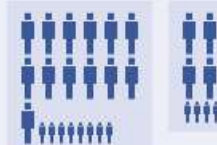
Canada

15,756,400



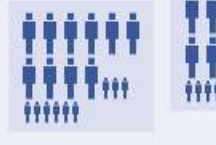
Mexico

13,788,560



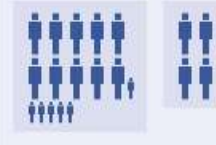
Argentina

10,859,940



Colombia

10,515,600



Australia

8,328,900



<http://geographics.cz/socialMap/>

Google App Engine

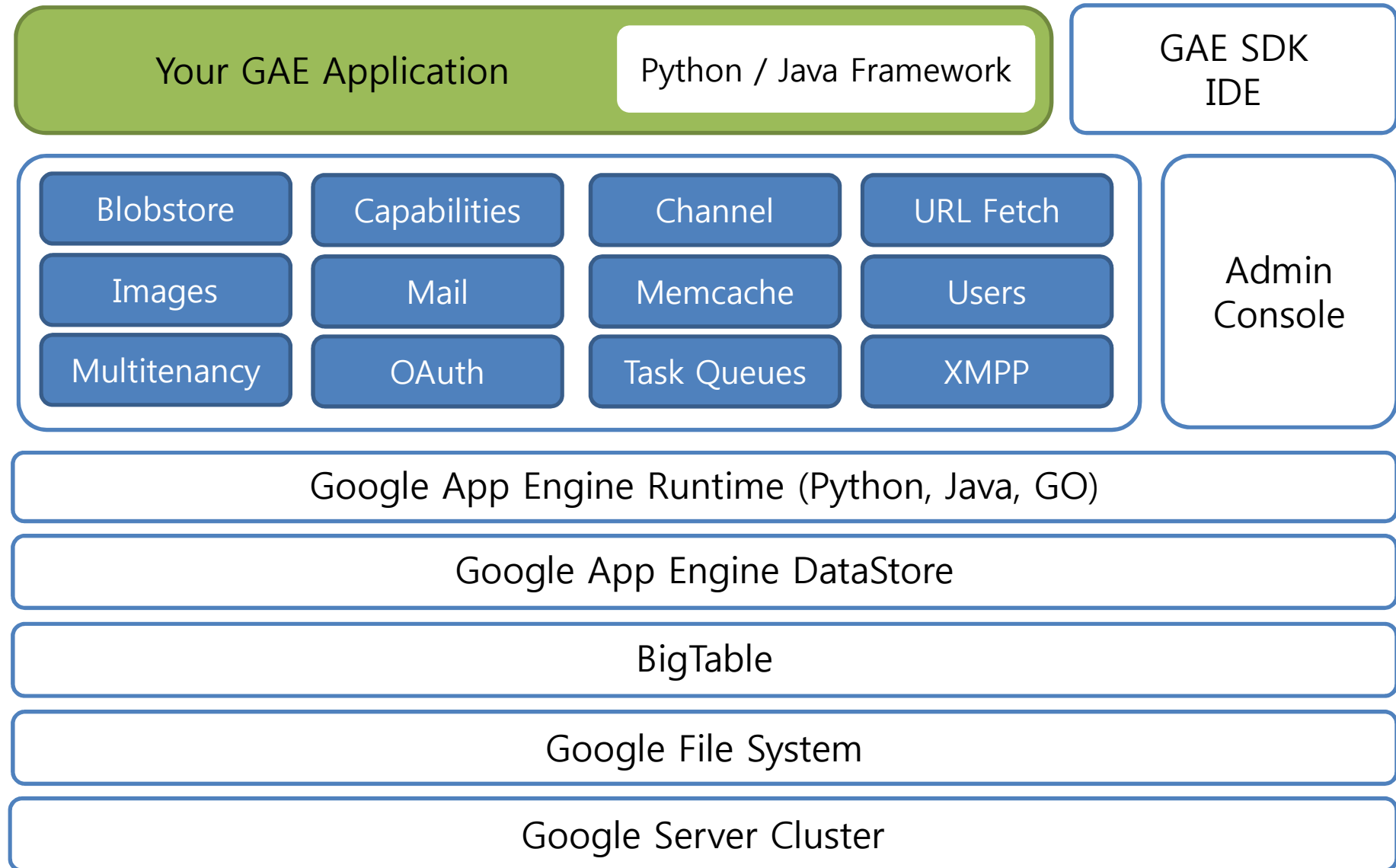


Google App Engine (often referred to as GAE or simply App Engine) is a platform for developing and hosting web applications in Google-managed data centers. It was first released as a beta version in April 2008.

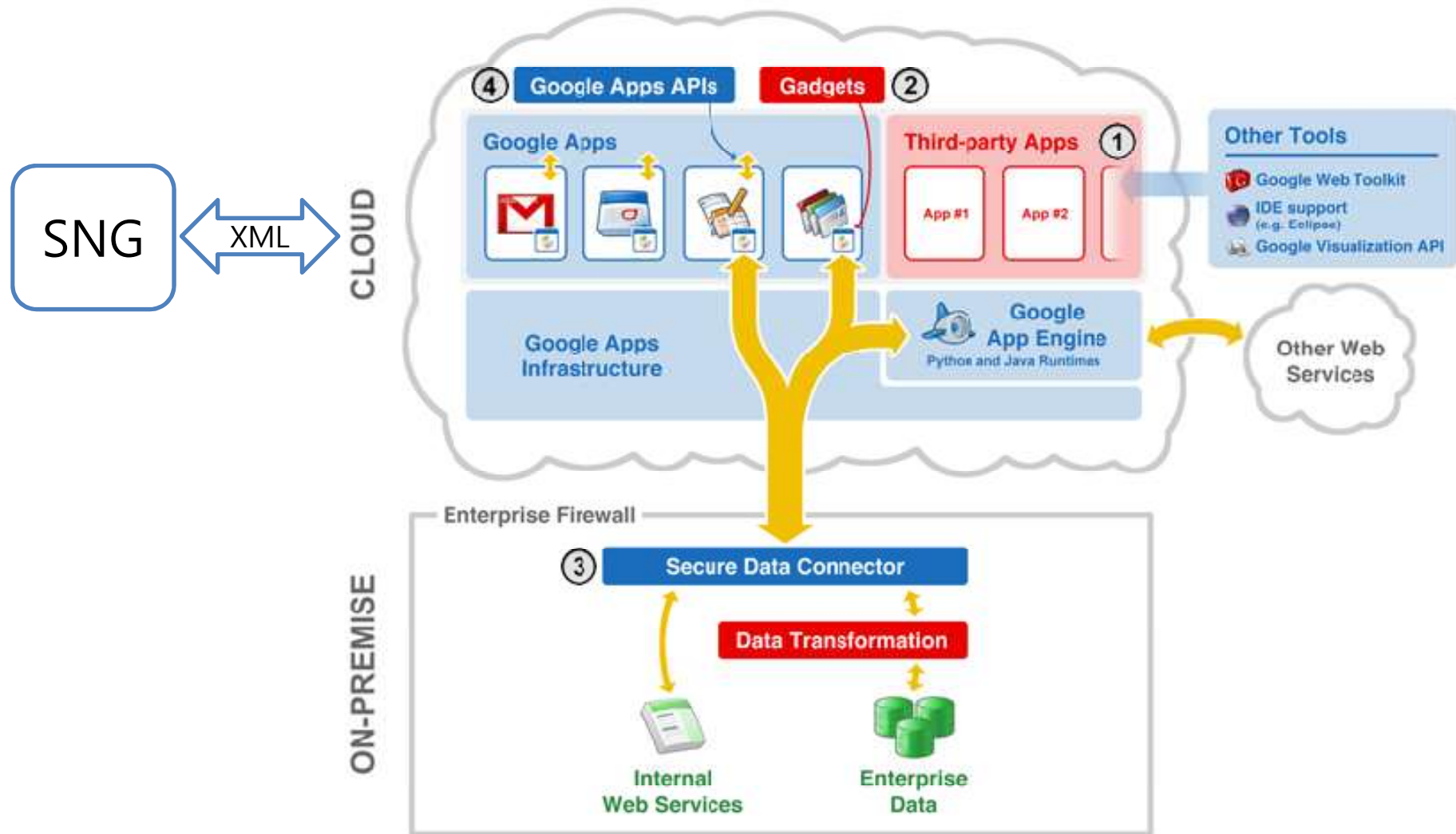
Google App Engine is **cloud computing technology**. It virtualizes applications across multiple servers.



Google App Engine Architecture



GAE Overview



Map of all Google data center locations



<http://www.wayfaring.com/maps/show/48030>



소프트웨어 인 라이프

Frequency Update



소프트웨어 인 라이프

Version of GAE

Version	Default	Deployed	Delete
☐ 1 	No	234 days, 22:18:48 ago by jangsunjin@gmail.com	<button>Delete</button>
☒ 2 	Yes	35 days, 15:54:26 ago by jangsunjin@gmail.com	<button>Delete</button>
<button>Make Default</button>			

 Learn more about uploading [Python versions](#) or [Java versions](#).

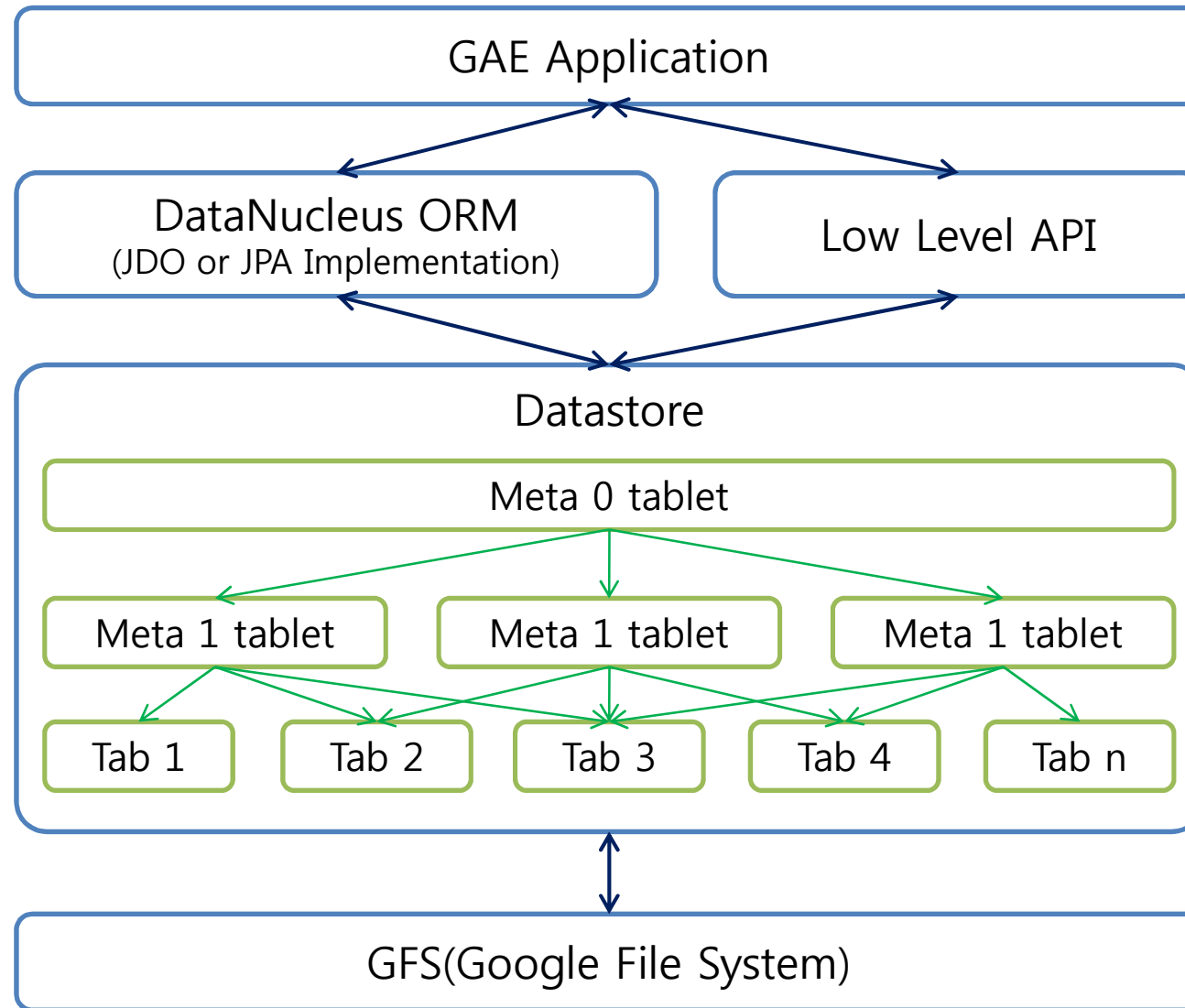
 Use the [appcfg](#) download_app command to download your application's code. If you do not want any admin to be able to download code, you can [permanently prohibit code downloads](#).



Hug Game Data



Datastore of GAE



Asynchronous game play



RESTful Web Service Architecture



POST /item/0001

GET /item/0001

PUT /item/0001/01

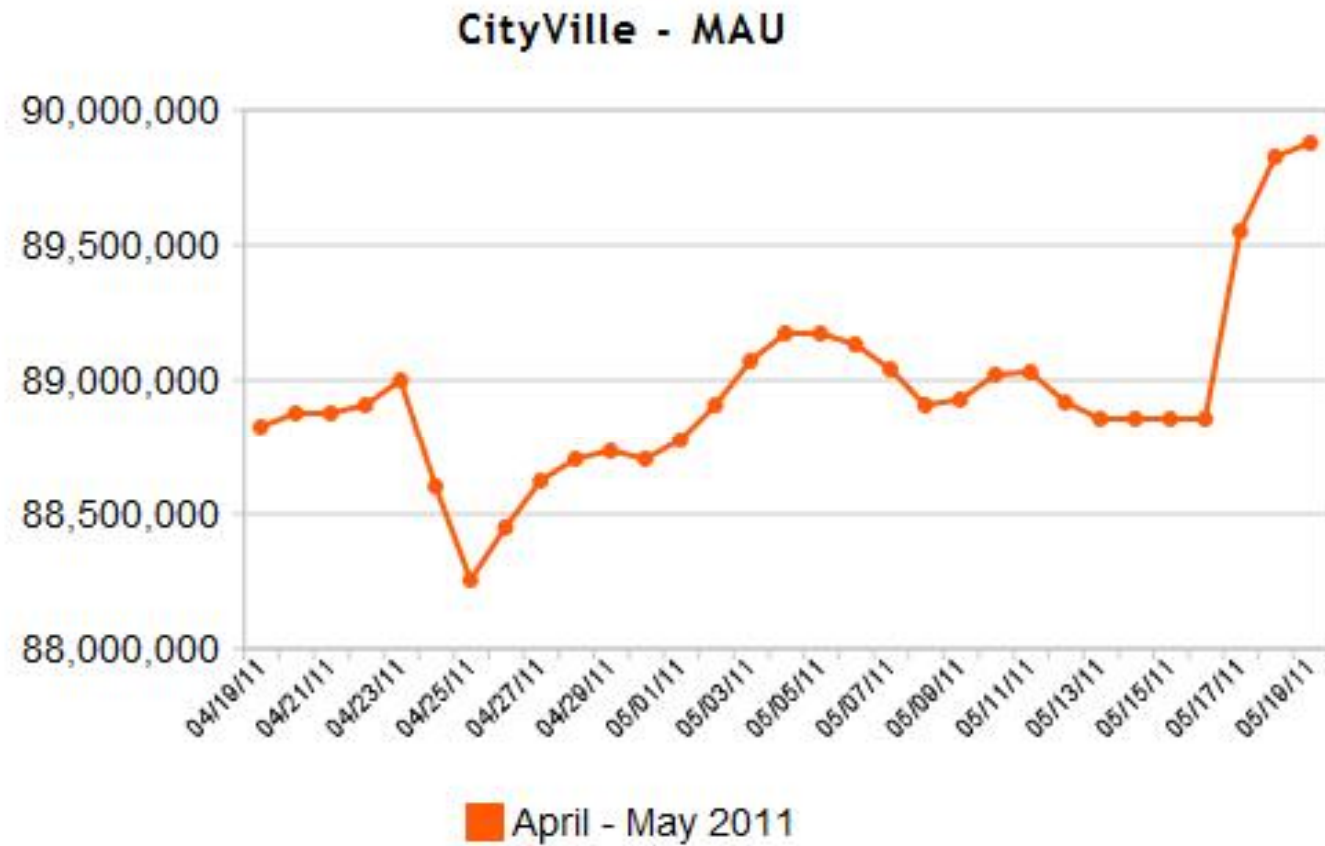
DELETE /item/0001/



ITEM 0001



Auto Scaling



Scalability of GAE

Set Budget

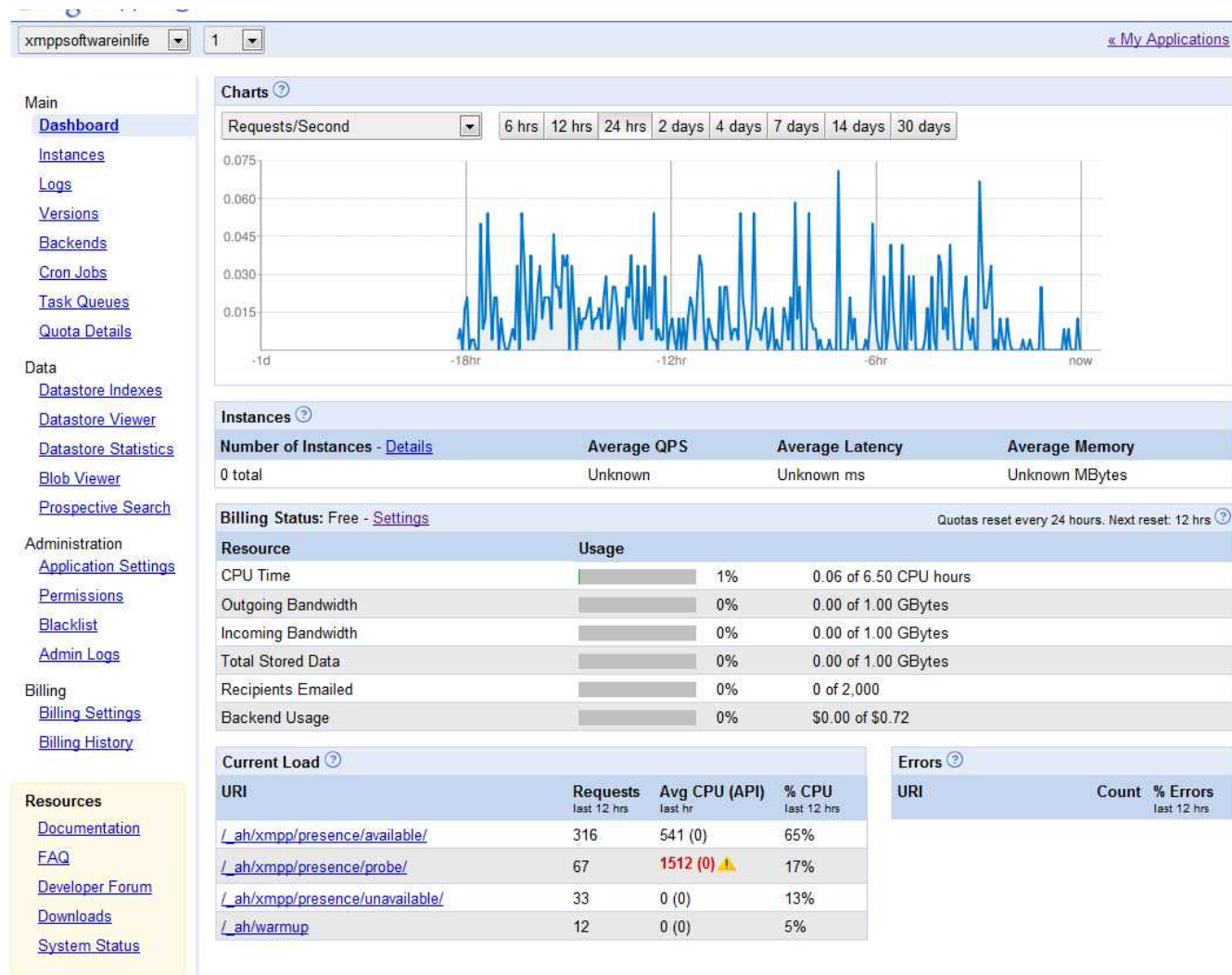
Max Daily Budget: \$

Budget Preset: 
Optional

Resource (% of Budget)	Budget	Unit Cost	Paid	Free	Total Daily Quota
CPU Time 60%	\$1.20	\$0.10	11.99	6.50	18.49 CPU hours
Bandwidth Out 16%	\$0.32	\$0.12	2.66	1.00	3.66 GBytes
Bandwidth In 4%	\$0.08	\$0.10	0.79	1.00	1.79 GBytes
Stored Data 20%	\$0.40	\$0.005	80.00	1.00	81.00 GBytes
Recipients Emailed 0%	\$0.00	\$0.0001	0.00	2000.00	2000.00 Emails
Backend Usage New! 0%	\$0.00	Prices 	\$0.00	\$0.72	\$0.72



Monitoring



XMPP(eXtensible Messaging and Presence Protocol)



- XMPP는 RFC3920, RFC3921 등 IETF에서 제정한 IM(Instant Messenger)를 위한 국제 표준 프로토콜
 - Jabber Inc.에 의해 1998년부터 Jabber라는 이름으로 확장 가능한 XML 베이스의 메세징 프로토콜이 연구되었으며, 2004년 1월 IETF에 의해 표준안으로서 인정
 - GTalk(google), iChat(Apple), Gaim, Pidgin 등이 지원하며 현재 XMPP는 두 지점간의 통신 규격에 관한 것으로 이 두 지점은 이메일 주소와 같은 방식으로 표현되며 두 지점간의 메시지(message), 프레즌스(presence)를 실시간으로 전달해 주는 규격



XMPP의 특징

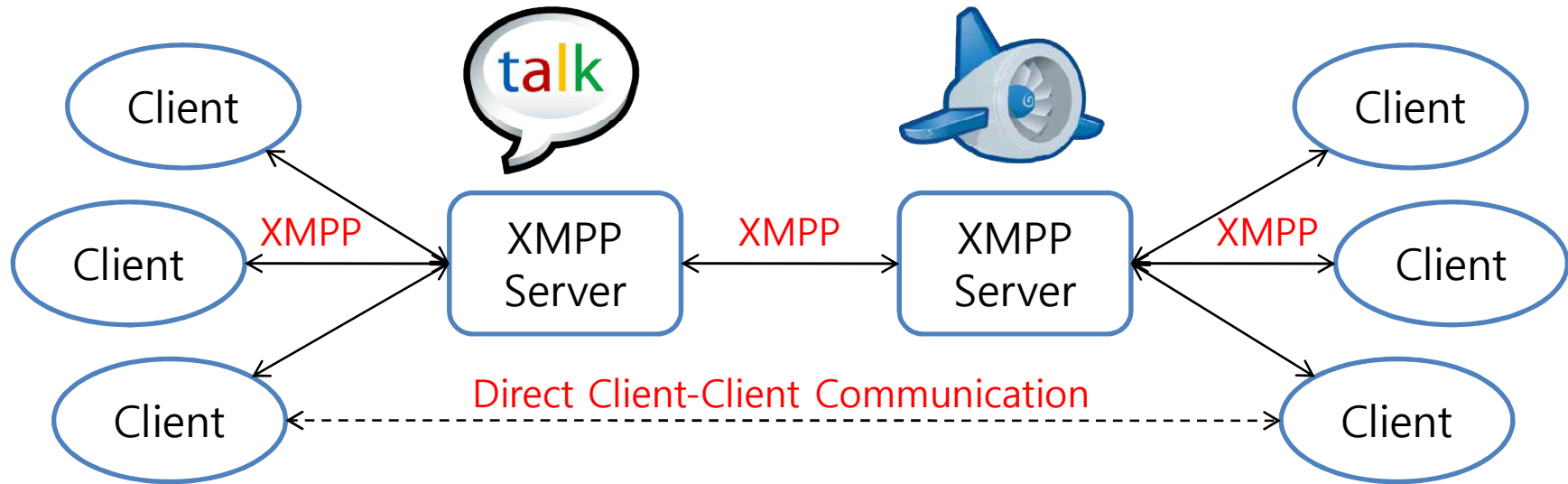
SOAP vs. XMPP

	XMPP	SOAP
Performance		
Security		
Ease		
Innovative Features		
Ubiquity		

- login, presence, subscribe, messaging, chat, multichat, file transfer 등 메시징 서비스를 위한 기본적인 프로토콜 규약 정의
- NAT, STUN, firewall, SSL 등 두 지점간의 연결을 위한 기술 및 보안 등에 대한 정의 및 구현
- 지점간의 Audio, Video 통신, multimedia streaming service 및 Phone 과의 VoIP를 위한 확장 정의
- 서버간의 호환, 분산서버, 타 메신저와의 호환



XMPP 구조



- JID(Jabber ID): [**node** "@"] **domain** ["/" **resource**]
– jangsunjin@softwareinlife.com/googleappengine

– 사용자는 여러 XMPP 서버에 로그인할 수 있으며 Resource를 통하여 구분할 수 있다.



XMPP 프로토콜

Client 1

```
<?xml version="1.0" encoding="UTF-8"?>
<stream:stream to="xmppsoftwareinlife.appspotchat.com" xmlns="jabber:client"
  xmlns:stream="http://etherx.jabber.org/streams" version="1.0">
```

Client 2 (GAE)

```
<?xml version="1.0" encoding="UTF-8"?>
<stream:stream from="softwareinlife.com" id="someid" xmlns="jabber:client"
  xmlns:stream="http://etherx.jabber.org/streams" version="1.0">
```

... encryption, authentication, and resource binding ...

Client 1

```
<message from="jangsunjin@softwareinlife.com/android"
  to="xmppsoftwareinlife@appspot.com" xml:lang="en">
  <body>XMPP 프로토콜은 많은 가능성을 가지고 있습니다.</body>
</message>
```



Client 2 (GAE)

```
<message from="xmppsoftwareinlife@appspot.com"
  to="jangsunjin@softwareinlife.com/android" xml:lang="en">
  <body>Google App Engine을 통하여 빠르고 쉽게 활용할 수 있습니다.</body>
</message>
</stream:stream>
```

```
</stream:stream>
```

- XMPP는 Stream 기반으로 동작
- XMPP의 Message Type
 - one-to-one chat, group-chat, error, headline and normal

http://en.wikipedia.org/wiki/Extensible_Messaging_and_Presence_Protocol



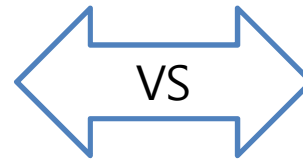
소프트웨어 인 라이프

GAE XMPP Service

- GAE XMPP 서비스는 3가지 inbound services를 지원함.
 - **xmpp_message** GAE에서 chat message를 교환할 수 있음.
 - **xmpp_subscribe** 사용자와 GAE간에 chat message, presence information, status message와 같은 데이터를 교환할 수 있음.
 - **xmpp_presence** GAE에서 사용자의 chat presence를 감지할 수 있음.
- GAE 기반의 어플리케이션은 기본 JID가 부여됨.
 - *app-id@appspot.com*
- 사용자가 JID 추가 정의 가능함.
 - *anything@app-id.appspotchat.com*



GAE XMPP Service의 장점

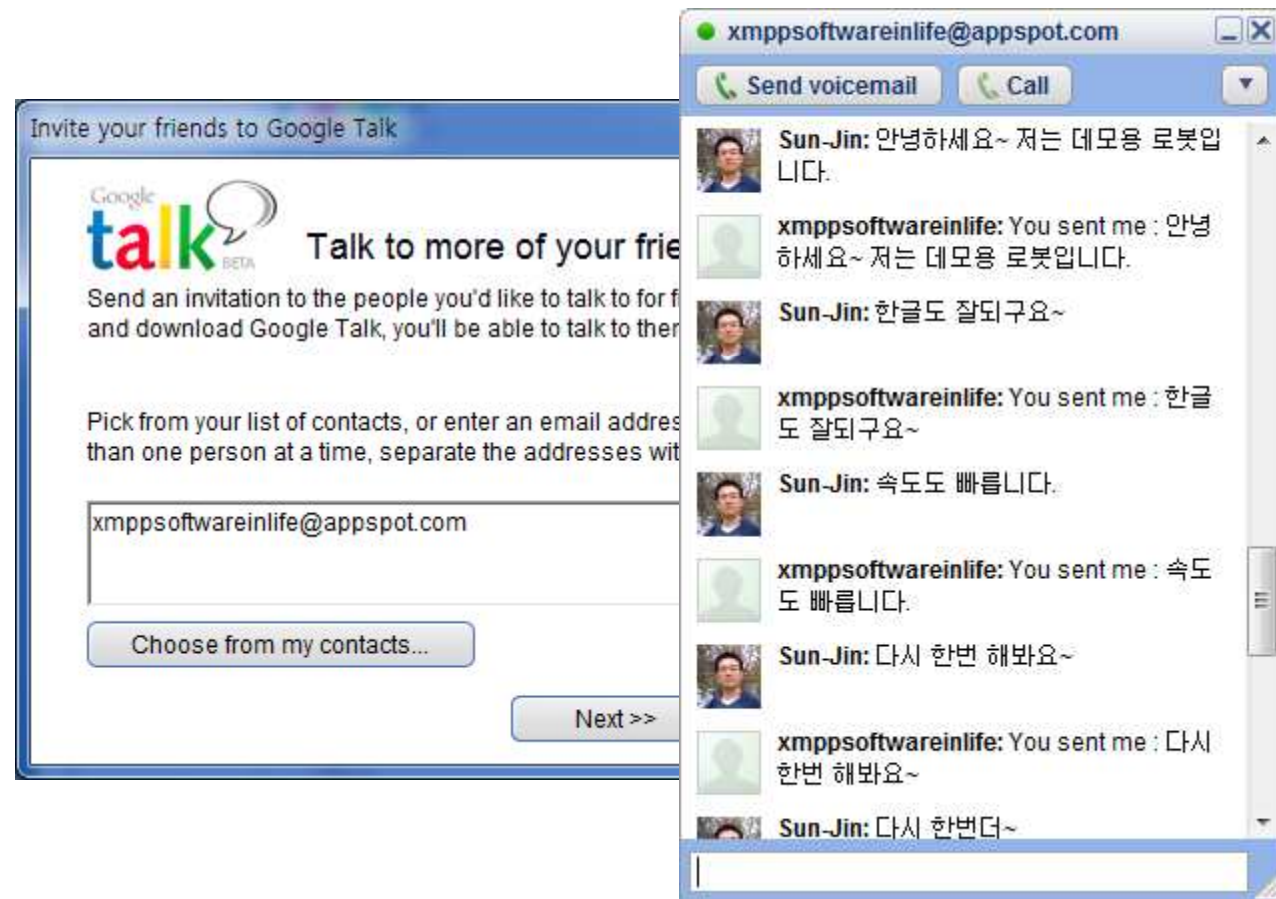


- 즉시 활용 가능한 XMPP 서버를 구축할 수 있음.
- Gtalk와 같은 XMPP 서버와 원활한 통신이 보장됨.
- 추가적인 JID 구성을 통하여 다양한 XMPP 관련 서비스를 구축할 수 있음.

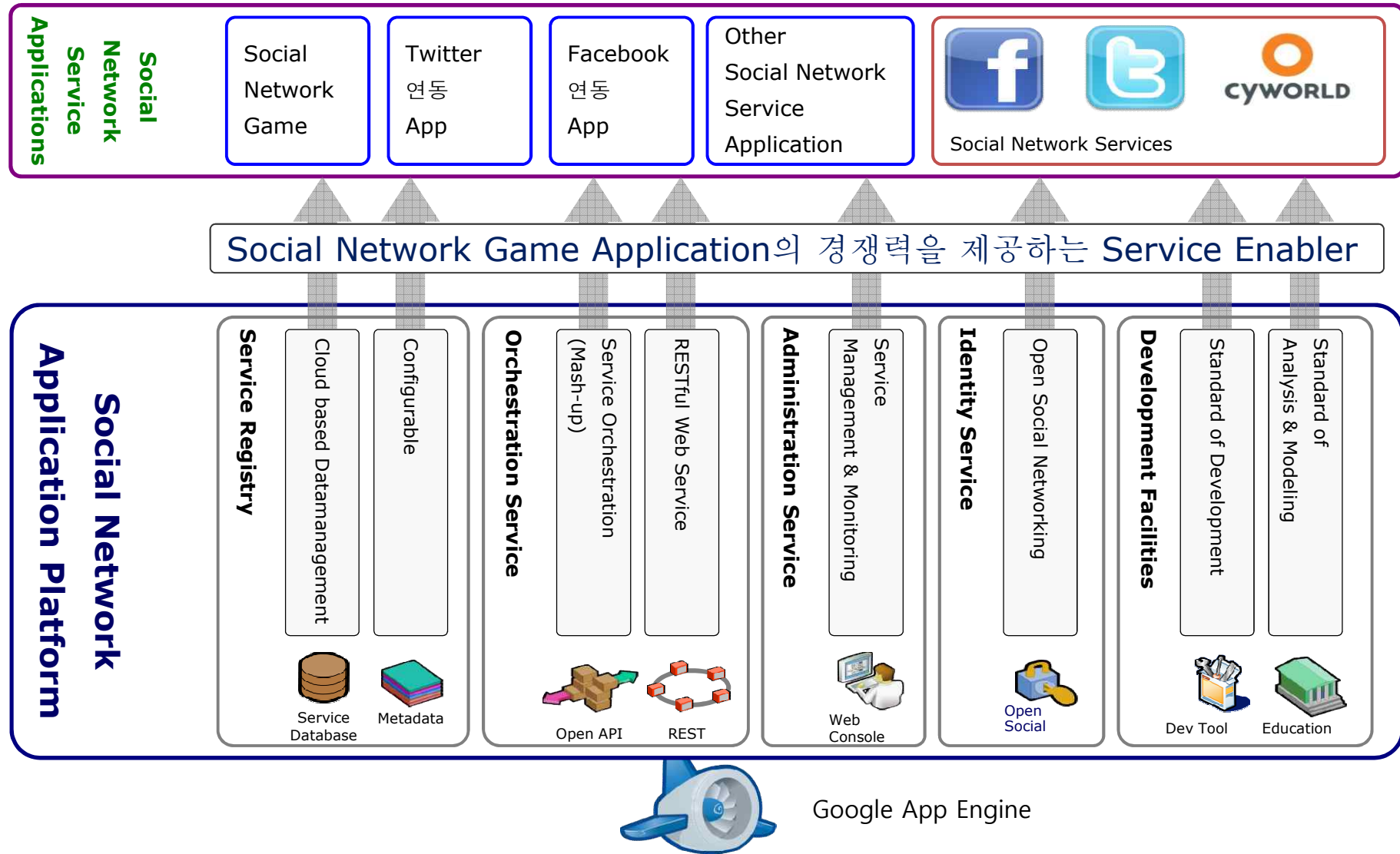


Demo

- JID: xmppsoftwareinlife@appspot.com



Software in Life SNG Platform



소프트웨어 인 라이프

Rapid Development and Deploy



Install the [Google Plugin for Eclipse](#) and start building great web apps that utilize Google technology.



Build rich web applications using integrated [GWT](#), [GWT UI designer](#), [App Engine](#), [Google API](#), and [Project Hosting](#) support.



Deploy your applications to [App Engine](#) with a single click, and take advantage of Google's Cloud.



Google Apps Marketplace

The screenshot displays the Google Apps Marketplace interface. At the top, the Google Apps Marketplace logo is visible, followed by a search bar and a filter for 'Accounting & Finance'. Below this, a sidebar on the left offers options to 'Sort listings' (Highest rated, Newest, Most reviewed) and 'Refine listings' (All listings, Installable products, Products, Professional Services). A 'Refine by features' section includes checkboxes for Mail integration, Calendar integration, Universal navigation, Single Sign On, Docs integration, and Contacts integration. The main content area shows a list of apps under the heading 'Accounting & Finance', with a note indicating '1 - 10 of several in Accounting & Finance'. The apps listed are: myERP.com (Free 2 users) Accounting CRM Sales Inventory, FreshBooks online billing and bookkeeping, Yendo Accounts, Expensify - Free expense reports, and Zoho Invoice - billing, invoicing & expense tracking. Each app entry includes a logo, a brief description, a star rating, and a link to reviews.

- The Google Apps Marketplace offers products and services designed for Google users, including installable apps that integrate directly with Google Apps. Installable apps are easy to use because they include single sign-on, Google's universal navigation, and some even include features that integrate with your domain's data.

<http://www.google.com/enterprise/marketplace/>



소프트웨어 인 라이프

SNG on GAE

Buddypoke™



Facebook에 있는 Buddypoke님



1,750,330

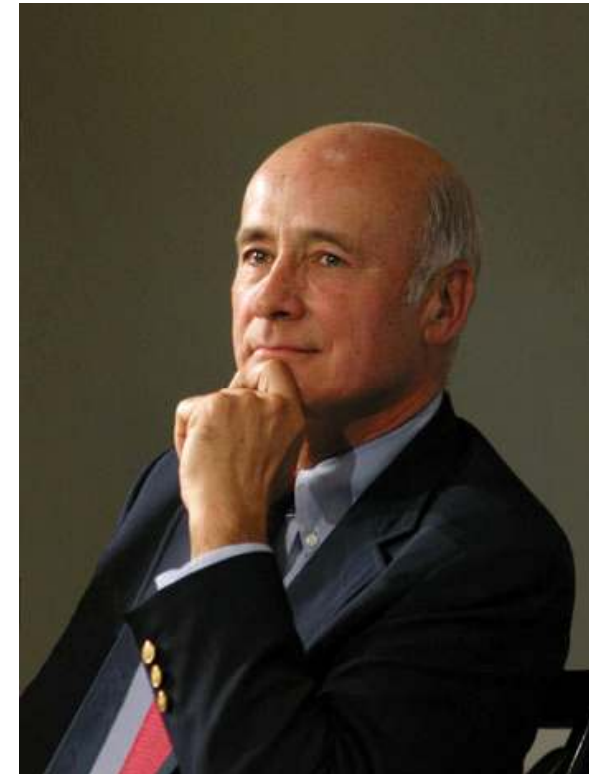
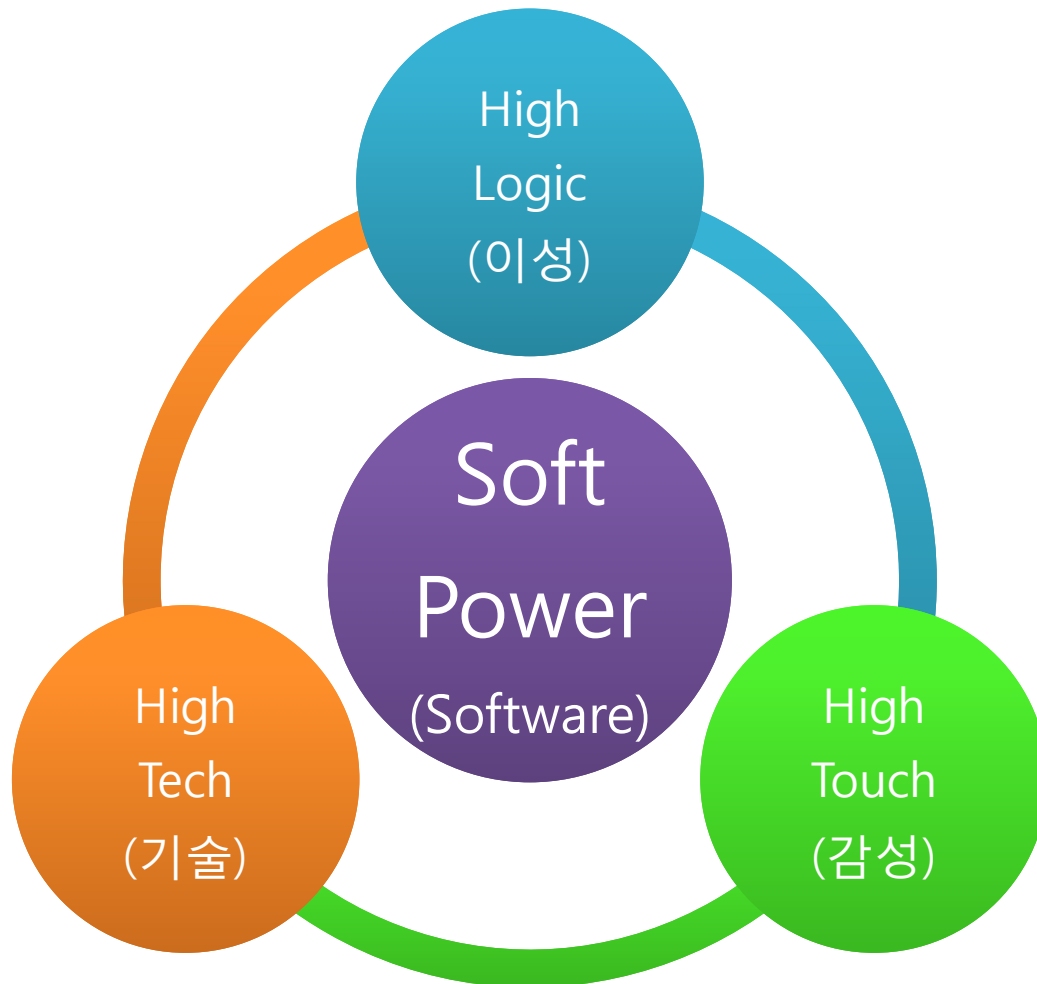


<http://code.google.com/appengine/casestudies.html>



소프트웨어 인 라이프

Soft Power



Joseph Nye pioneered the theory of soft power.

http://en.wikipedia.org/wiki/Soft_power
http://en.wikipedia.org/wiki/Joseph_Nye



소프트웨어 인 라이프



Thanks!

본 문서에 관한 문의사항이 있으시면 언제든지
jangsunjin@softwareinlife.com 으로
연락주시기 바랍니다.



소프트웨어 인 라이프

