



## What's in it for me?

*Whether you're a small developer, large publishing house, carrier, app shop owner, it's in your interest to get your apps Java Verified.*

*Here's why ....*

**Q. I'm a small developer with a few, simple apps: for example, 'Sam the Squeaker.' You just press a '1' on your device, and Sam squeaks. That's it: great fun, but very simple! It'll cost me a fortune to go through all the JV testing.**

**A.** It won't.

We're aware that the industry has changed dramatically in the last 18 months, resulting in a large number of smaller developers developing very simple apps:

- simple apps requiring no permissions.
- stub apps which just open internet links
- simple apps with ads
- demo games / apps with wap site access to facilitate the downloading of the full game.

It's clear that the full set of tests that complex apps need to go through isn't applicable to these simple apps.

Therefore, we've recently introduced a smaller set of tests, suitable for a simple app. Of course, you still have to go through a test house to get your apps tested, but the cost of doing this will be a lot lower than for a more complex app.

And of course, what we at Java Verified have done is to get an approximate cost from some test houses. It's up to you to negotiate with them, based on the number of simple apps you're submitting, and the complexity of those apps.

**Q. OK, but I'll still need to send every version of every app for every device through to be tested won't I?**

**A.** We're working on this, but meanwhile, you need to look at reducing the number of app versions you produce. We can help you with this. Take a look at our defragmentation guidelines. Also, in 2009 we amended the Unified Testing Criteria (featuring the criteria the test houses use to test your app) to reduce the number of devices your apps need to be tested against. This reduced the cost for you, and we're working on reducing it further.

**Q. I'm a large developer, developing and commercialising hundreds of app titles each month. I work directly with the operators and device manufacturers who sell my apps. I ingest my apps direct to them. However, I know I still have to get them JV signed before they'll accept them. Why should I pay the test house for each app I want testing? Surely you trust me to do this myself?**

**A.** Yes, we do trust you! On August 23 2010 we announced Trusted Status for developers: a privileged status to be granted to developers who will have proven that the quality of their Java ME apps is of a consistently high standard. These are developers who will have earned the trust of Java Verified by demonstrating unfailingly that testing to the UTC standard is a crucial part of their product development activity.

Java Verified developers who are awarded Trusted Status **no longer** need to use one of the three accredited test houses to test their applications, and **no longer** need to declare the test results. They have gained the trust of Java Verified that their apps will consistently pass the criteria.

They upload their apps into the Submission Portal as normal, but instead of sending them away to a test house before we sign your apps with the JV signature, they skip the test house part because we know they'll have already tested their apps to the JV standard.

Trusted Status developers submit them to us through a version of the Submission Portal, and we sign the apps for them straight away.

Java Verified conduct random audits on the apps to verify that the developers are meeting the level of quality that had been pre-agreed with Java Verified.

If the apps fail the audit, we remove the developer's trusted status. Fair enough?

This is all about rewarding developers who constantly meet the high testing standards of Java Verified.

For full information about Trusted Status, look in the Docs & FAQs section of the website.

**Q. If I'm an operator or device manufacturer selling apps, I guess know I should be insisting that each app / game I accept is JV approved, but developers keep telling me how expensive it is. I can't be bothered to insist on it.**

**A.** First of all, because of the introduction of simple app testing and Trusted Status, it isn't expensive. Let us explain:

If you're ingesting apps from individual developers, they can now test their apps through the 'simple app testing' scheme described above. It'll cost them a lot less than it currently does.

If you're ingesting a load of apps through an aggregator, the aggregator may be granted Trusted Status by Java Verified. If you'd like them to gain the status, tell us about them.

And if you're getting your apps from one of the large publishing houses (who are producing their own apps and games), then there's a high chance they'll soon be granted Trusted Status by Java Verified anyway. Check with us that this is the case. Again, if you can vouch for them, we'll take a close look at their testing record, and consider letting them have it.

**Q. OK, so that makes it easier and cheaper, but remind me – why should I insist on getting my developers' apps Java Verified?**

**A.** It's in everyone's interest to let consumers have the best in terms of app quality. Java Verified has developed the criteria against which apps should be tested, and the programme rewards apps that meet this criteria, by allowing them to use the **Java Powered**™ logo. This shows the consumer that the quality standard has been met.

Not only does this put everyone involved in a good light, but – because the apps will work - it also means that your customer helpline won't be blocked up with irate consumers complaining that 'your' apps don't work.

And finally, if you bring in apps that have been approved to Java Verified standard, it means that the amount of testing you need to do yourself is reduced.

How can all of that not be a good thing?

**Q. Fine for the consumer, but how do I (the operator / device manufacturer) know that the JV standard has been achieved? Developers *don't have to use the Java Powered™ logo, and the app could surely have be signed by another CA, and not through JV.***

**A.** If the app has successfully been through the Java Verified programme, the JAD file will have been amended to include reference to this. That's how you'll know. And once the application itself has been signed, this certifies that it has been tested, and the level of quality achieved. You can then be assured that the application has not been changed since being tested.

There are many pdfs and videos on the Java Verified website giving more information about the terms that were highlighted in this document in **bold**.

Either take a look in the **Docs, FAQs and other info** section to find them all, or just link to them from the **Relevant Resources** sections throughout the site.