



Releasing iOS App

App Development > OEM App > App Release

Version: 20200618

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1 Updates

Update Time	Description
2020.6.18	Update App Store Connect UI
2020.3.5	Update document content and images
2020.3.2	Change upload tool from “Application Loader” to “Transporter”

1.1 Prepare

- An Apple ID with Apple Developer Program. See: [Enrollment - Support - Apple Developer](#)
- macOS computer with [Xcode](#) and [Transporter](#) installed.
- Contact with tuya to config the review mode, and rebuild the app, after config you can get app package from Tuya IoT Platform and start to take example video and preview images

Personalization **1**
Function **2**
Build **3**
Launch **4**

Exclusive service team

[定制固件版本更新](#)

Congratulations, you have obtained the launch package. Launch your app based on the following help documents(if you need to release the app to Google Play, be sure to use the "Applied For Google Play").

Get the Launch Package

iOS Launch Package

Description: Provide a complete iOS installation package for the App Store

Use Range: App Store only

Documentation: [Releasing iOS App help documentation](#) [Apple Store Version Update help documentation](#)

Download: [Download for iOS](#)

Android Launch Package

	Android–Mainland China	Applied For Google Play
Description:	Contains the most complete capabilities. Compared with the Google Play version, it has more services required by domestic users in China, including push services (such as Umeng,XG Push, Xiaomi, OPPO, vivo, Huawei, Meizu push channels), maps (Amap), social login (QQ login, WeChat login) service module	Compared with the Android–Mainland China version, it does not include the services required by Chinese domestic users. Advantage: The installation package file is smaller, which can improve the probability of approval in the Google Play market.
Use Range:	Recommended for listing in domestic Android app stores	1.Recommended for publishing on Google Play 2、 Local Android app stores overseas
Documentation:	No data	Google Play Publishing help documentation Google Play Version Update help documentation
Download:	Download for Android–Mainland China	Download for Google Play

If you only want to launch your app on one app platform in China, select [MyApp](#). You can also select multiple app platforms to allow users to conveniently download your app.

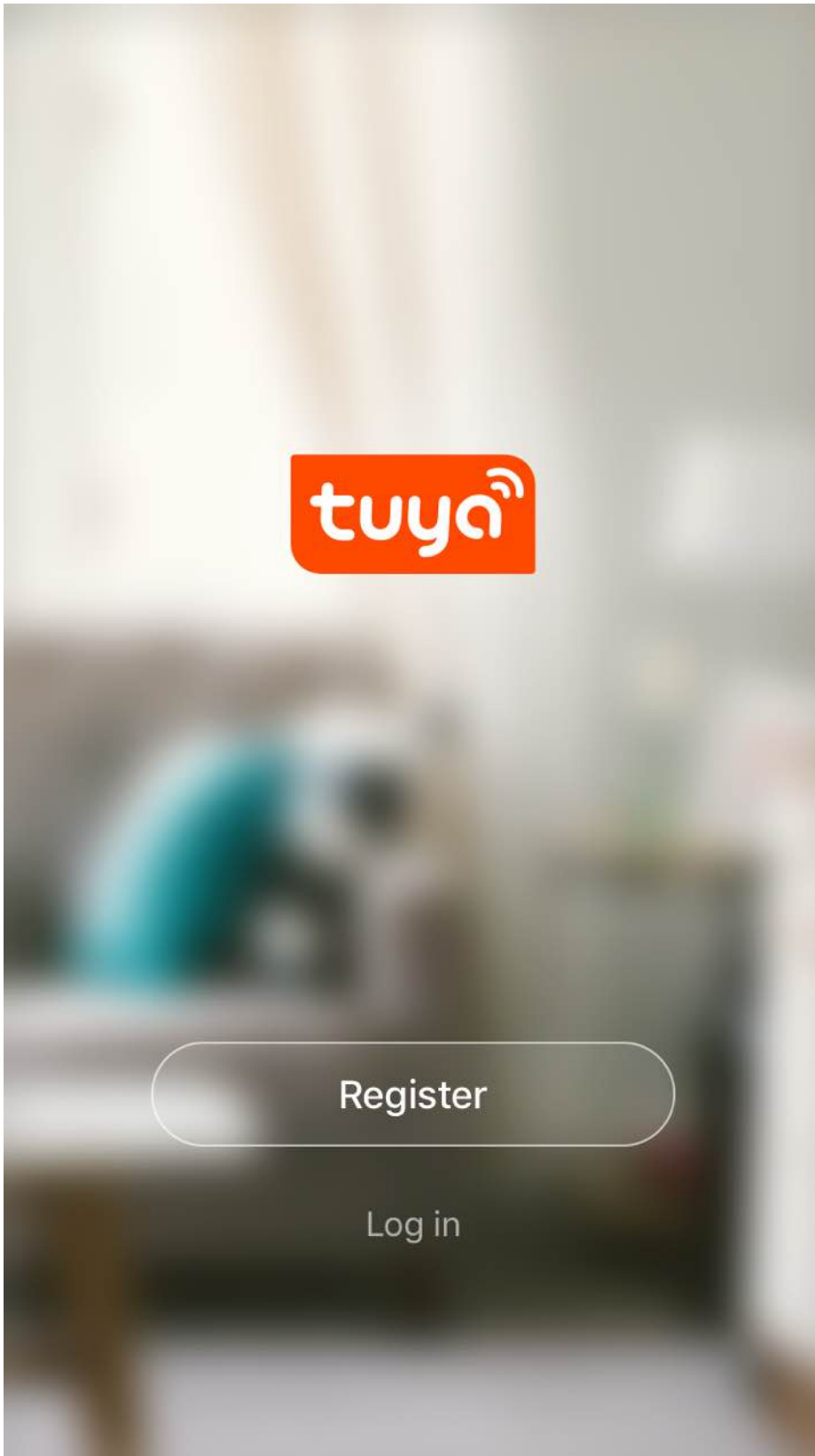
Launch on an App Platform

1. 360 Mobile Assistant	2. Huawei App Market	3. Oppo Software Store
4. SnapPea	5. Mumayi Market	6. Sogou Mobile Assistant
7. Anzhi Market	8. Tencent MyApp	9. Alibaba Cloud Developer Platform
10. Baidu Mobile Assistant (91 Assistant/Android Market)	11. AppChina	12. Estore
15. Eloquent Market	13. Mi Store	14. PP Assistant
	16. Meizu App Store	17. Lenovo Le Store

Remarks: The preceding information is not updated in real time. To obtain the latest materials, visit the official websites of the app platforms.

Select Launch Mode
Launched

- Upload the preview of the App function (please log in with the standard format test account). Select one of your products to pair the network (Pls do not choose the Bulbs, lights, plug, because their UI is too simple, which will cause the high rejection probability) and take screenshots of different function pages; Upload [iPhone 6.5-inch Display](#) and [iPhone 5.5-inch Display](#) other sizes not needed for now. The screenshot must be taken with **Apple mobile phone** and other application icons should not Appear above the mobile phone, it is also recommended that the mobile phone open the flight mode when take screenshots;
- You need to register a test account with email format for the publishment of App. Pls. select US as the region of account; pls. contact with Tuya for verification code of this account; then connect any devices for testing; the devices can be virtual devices; pls. keep devices online during approval).
- Link of App operation video (it is recommended to upload the video into the YouTube) [Demo video reference](#)
- The background image of the App registration/login page needs to be replaced, the size is: 1080 x 1920px

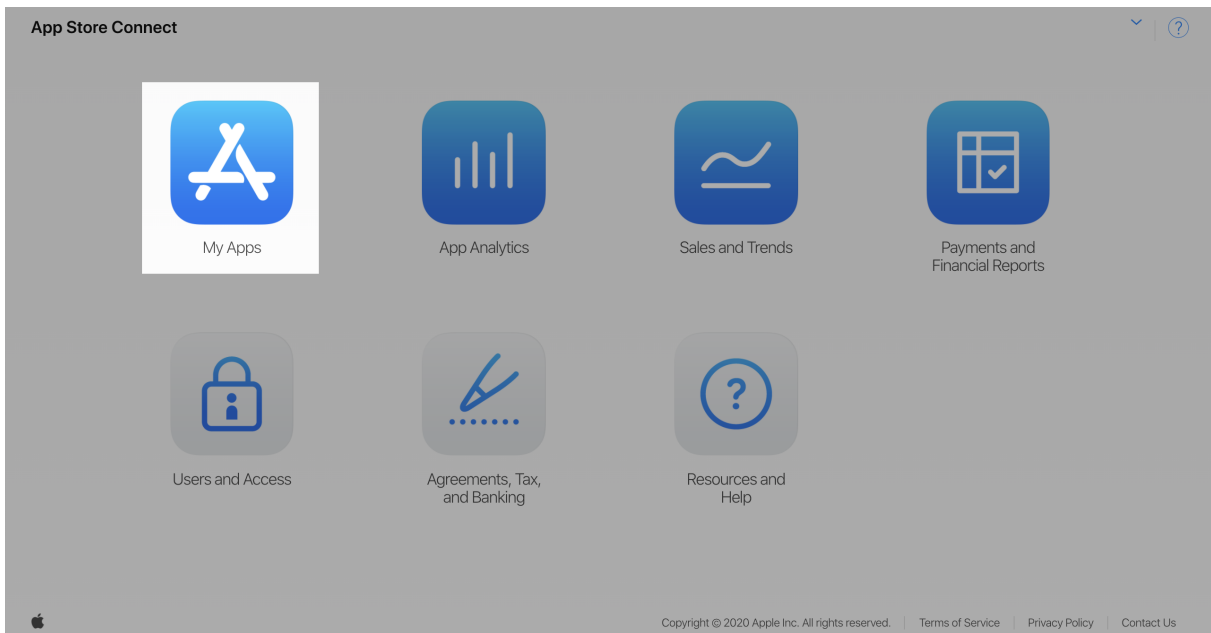


2 Submitting to App Store

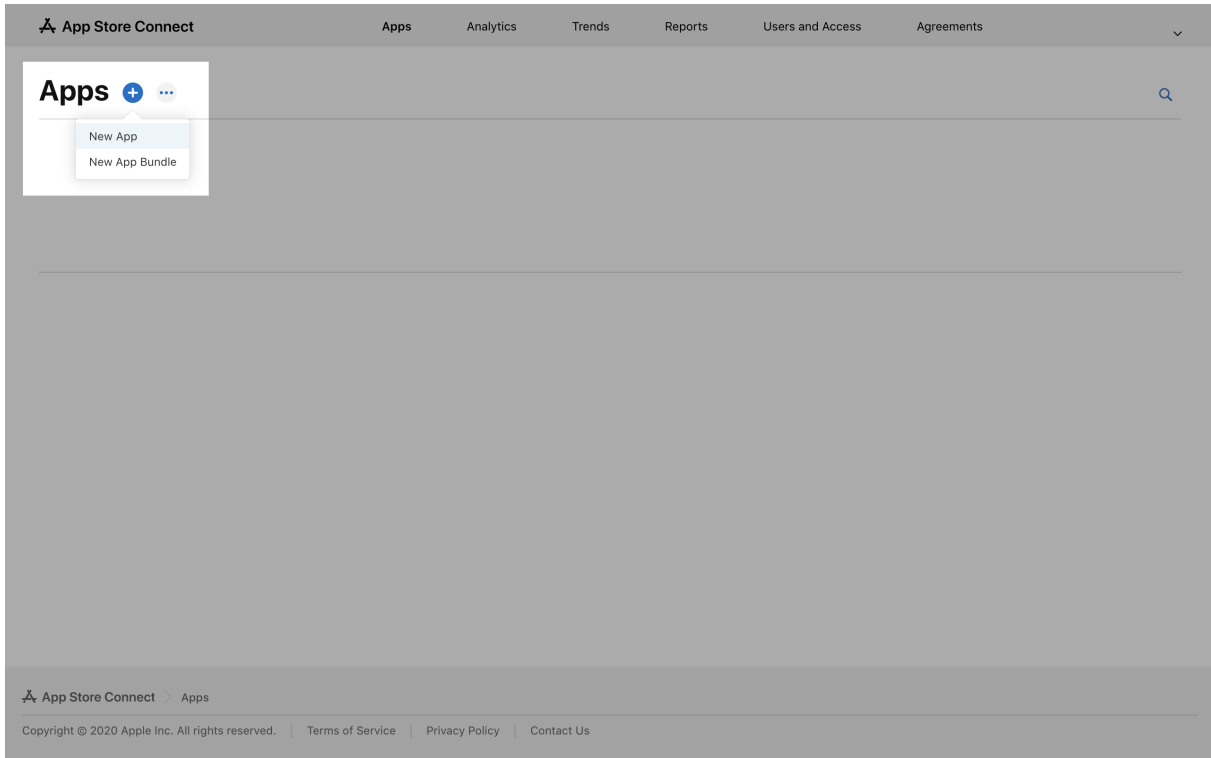
2.1 1. Create App

If already created before, skip this step.

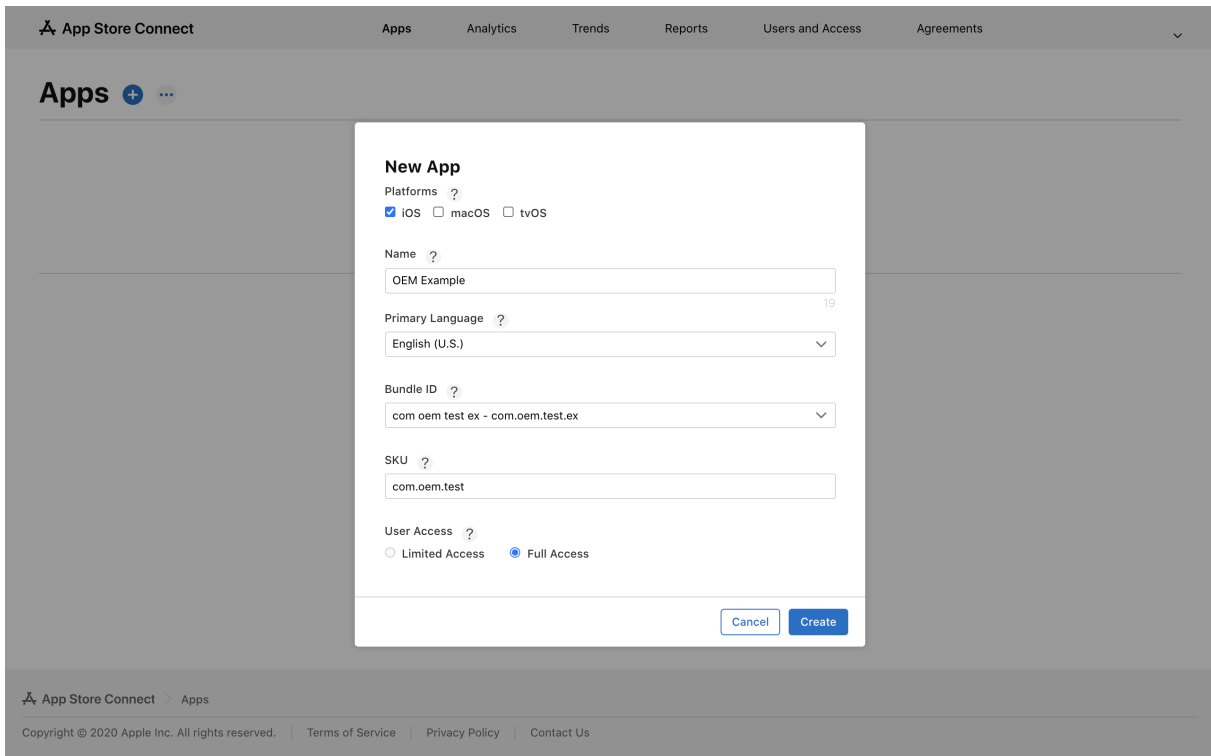
1.1 Open [App Store Connect](#), click “My app” .



1.2 Click “+” button, select “Create App” .

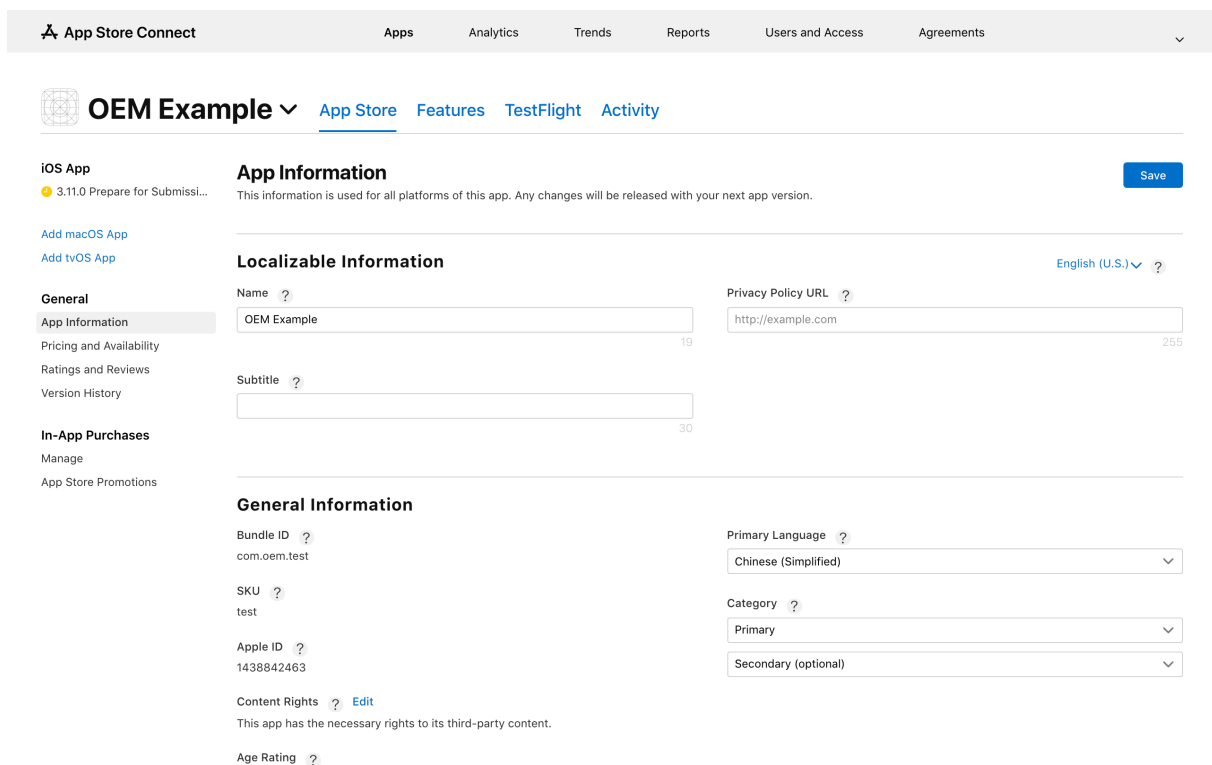


Fill in app informations.



- `platform- ios`.
- **Name** - Fill in the App name
- **Primary language** - Select the actually used language.
- **Package ID** - Select the ID of relevant App package name.
- **SKU** - The security code, and it can be package ID.
- Click **Create**, after you have completed the filling.

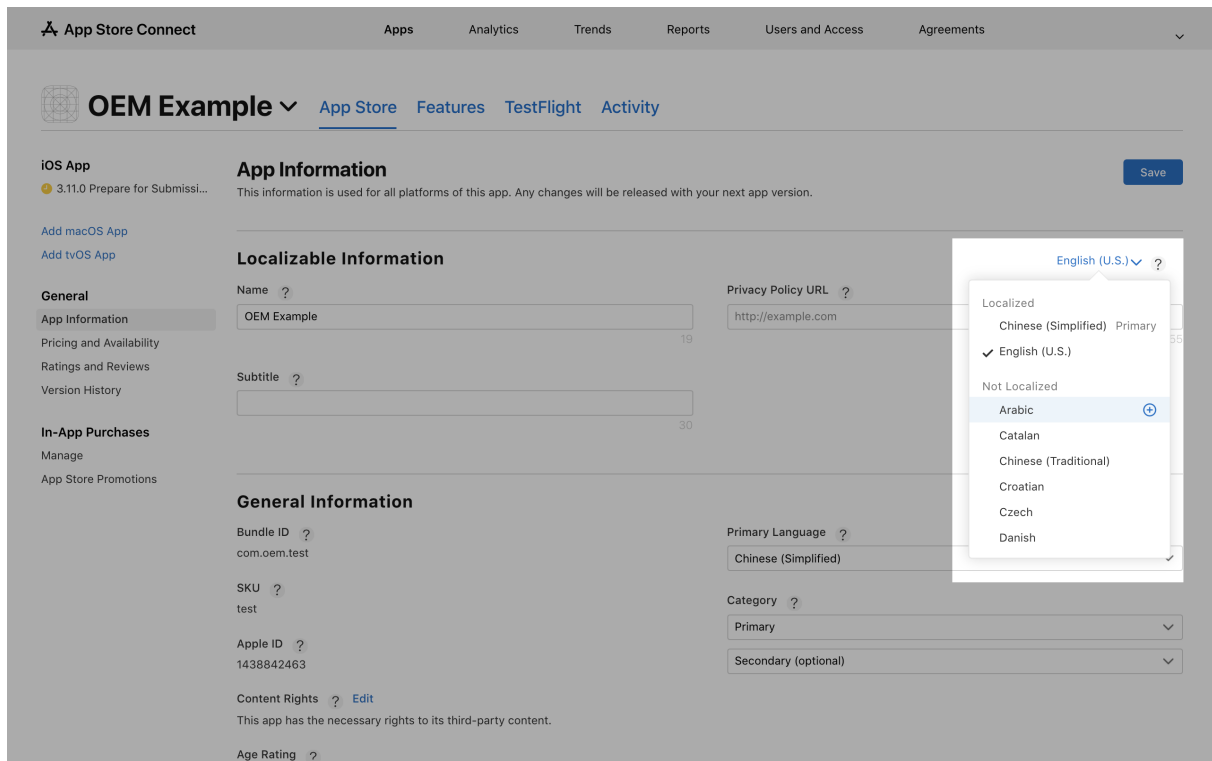
1.3 Fill in the App Informations



The screenshot shows the 'App Information' page in App Store Connect. The app is named 'OEM Example' and is in the 'Prepare for Submission' state (3.11.0). The page is divided into several sections:

- Localizable Information:**
 - Name:** OEM Example
 - Subtitle:** (empty field)
 - Privacy Policy URL:** http://example.com
 - Language:** English (U.S.)
- General Information:**
 - Bundle ID:** com.oem.test
 - SKU:** test
 - Apple ID:** 1438842463
 - Primary Language:** Chinese (Simplified)
 - Category:** Primary
 - Secondary (optional):** (empty dropdown)
 - Content Rights:** This app has the necessary rights to its third-party content.
 - Age Rating:** (empty dropdown)

- **Subtitle** (optional)
- **Website for privacy policy** (required, it may be the official website).
- **Type** - Make your choice based on the actual needs, but it is recommended to select **Tool** and **Life** .
- **Content Rights** - Select “Yes, it contains, shows, or accesses third-party content, and I have the necessary rights”
- If you want to add other languages, please click the **English (United States)** on the upper right corner to select other languages.



- If new languages are added, the information should be related to the languages selected.

1.4 Set up Price and Sale Region

App Store Connect
Apps
Analytics
Trends
Reports
Users and Access
Agreements

OEM Example
App Store
Features
TestFlight
Activity

iOS App

3.11.0 Prepare for Submissi...

[Add macOS App](#)

[Add tvOS App](#)

General

App Information

Pricing and Availability

Ratings and Reviews

Version History

In-App Purchases

Manage

App Store Promotions

Pricing and Availability Save

Price Schedule All Prices and Currencies

PRICE ?	START DATE ?	END DATE ?
Choose		

Pre-Orders

Pre-orders allow customers to order your app before its release date. Once your app is released for download, customers will be notified and your app will automatically download to their device. For paid apps, customers will be charged before download. Any app that hasn't been published to the App Store can be made available for pre-order. [Learn More](#)

Make available for pre-order

Availability

To view your availability options, choose a price first.

Distribution for Business and Education

Available on the App Store, for volume purchasing on Apple Business Manager, and for volume purchasing at a reduced price on Apple School Manager ?

Available on the App Store and for volume purchasing on Apple Business Manager and Apple School Manager

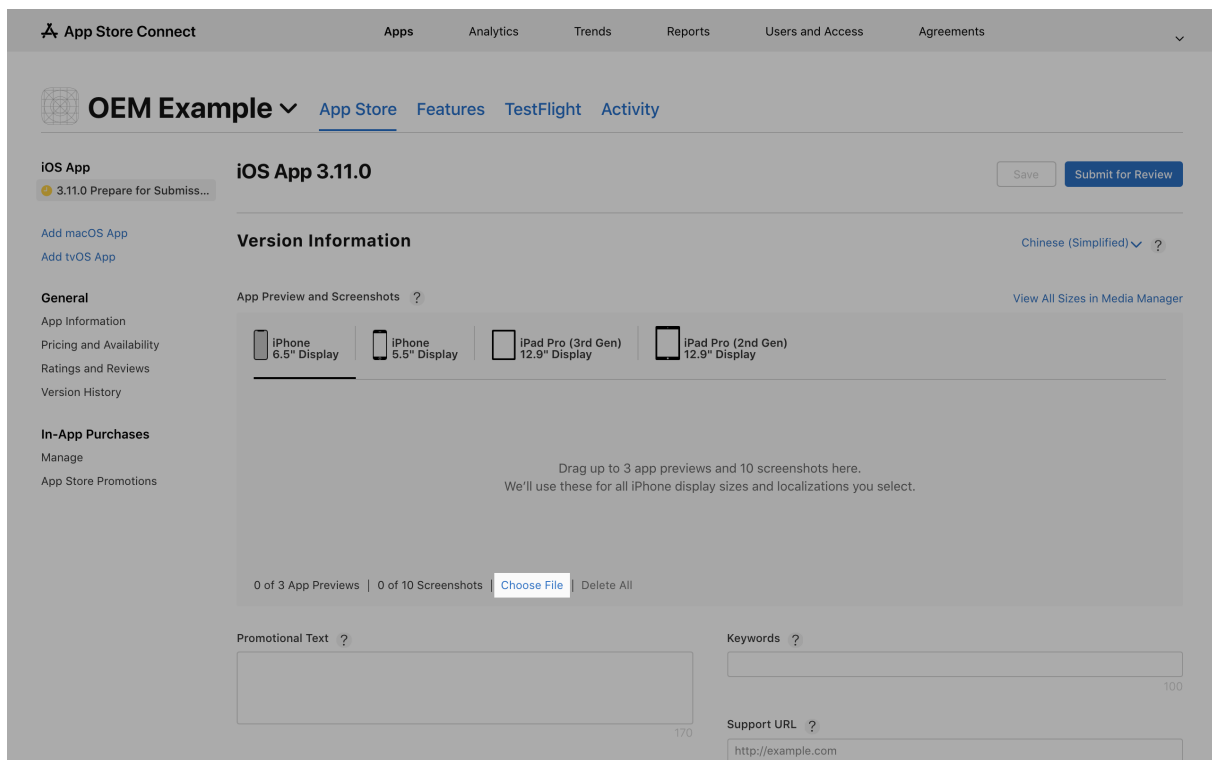
Available for private distribution to specific organizations on Apple Business Manager or Apple School Manager ?

- **Price** - Select price based on actual conditions, Recommended to choose **Free** .
- **Sale region** - Select the sale regions based on actual conditions; in general, all sale regions are selected.
- **Distribution for Business and Education** - It is recommended to select **Available on the App Store and for volume purchasing on Apple Business Manager and Apple School Manager** .

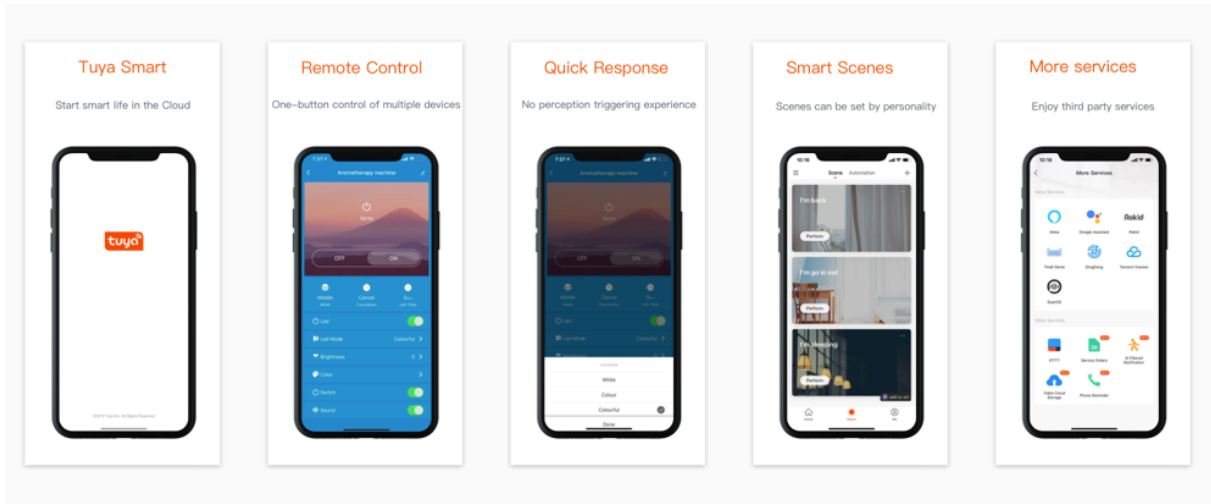
2.2 2. Fill in the App Version Information

2.2.1 2.1 Upload the preview of the App function (please log in with the test account).

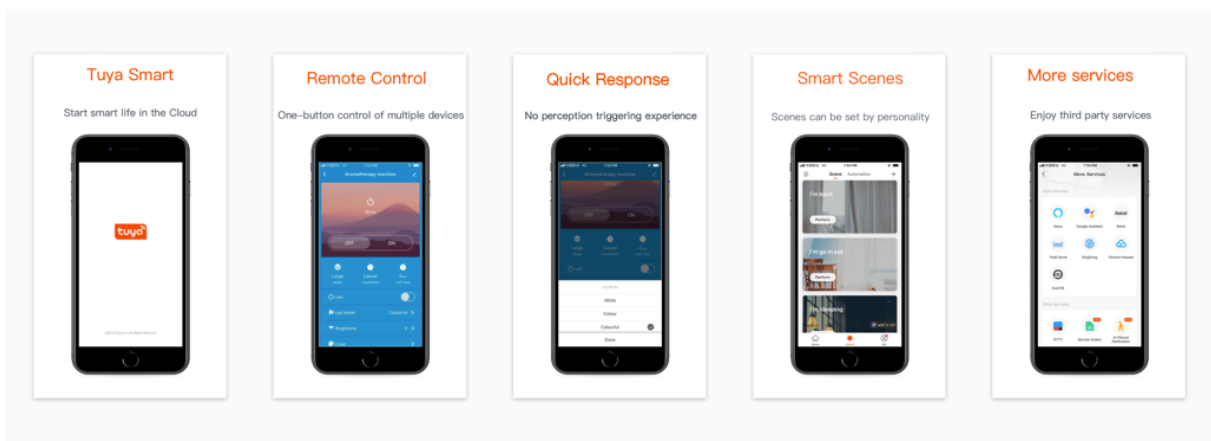
Select one of your products to pair the network (Pls do not choose the Bulbs, lights, plug, because their UI is too simple, which will cause the high rejection probability) and take screenshots of different function pages; Upload iPhone 6.5-inch Display and iPhone 5.5-inch Display other sizes not needed for now. The screenshot must be taken with Apple mobile phone and other application icons should not appear above the mobile phone, it is also recommended that the mobile phone open the flight mode when take screenshots;



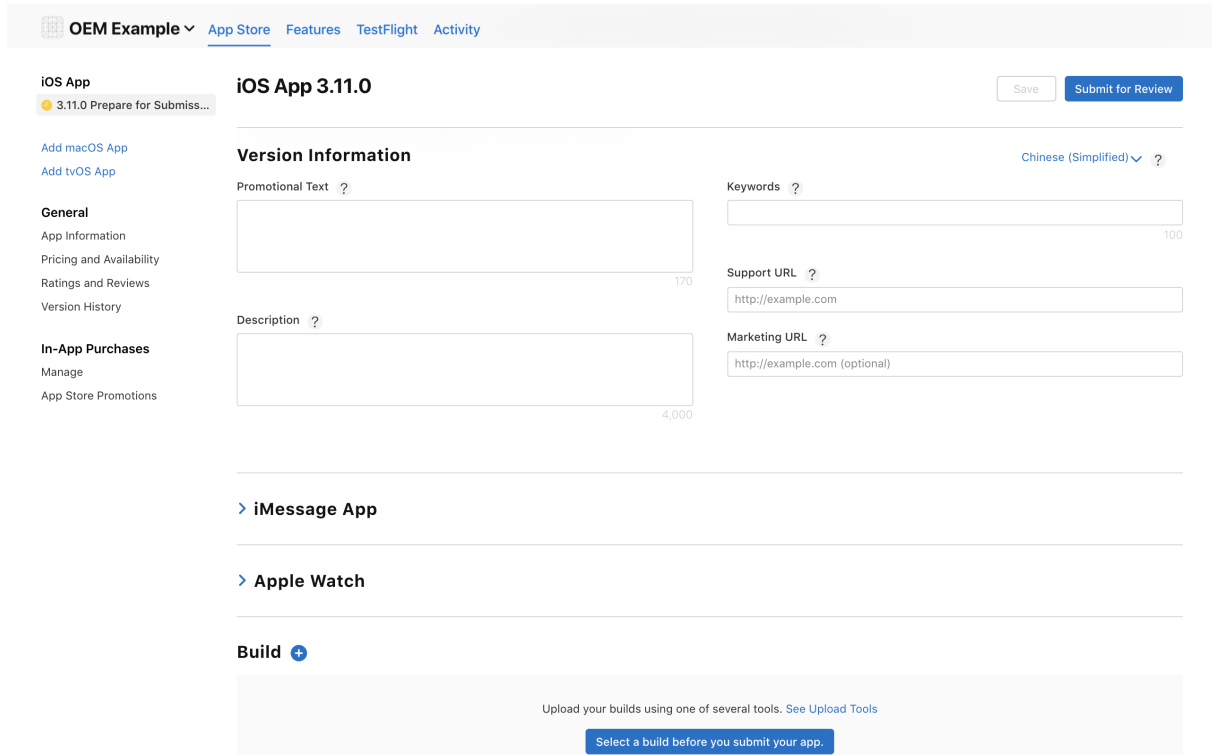
** Preview image effect reference (background size is 1242 * 2688px, phone model iPhone XR): **



** Preview image effect reference, background image size is 1242 * 2208px, phone model iPhone 6 plus: **



2.2.2 2.2 Complete version information



The screenshot shows the 'Version Information' section for an iOS app. The interface includes a sidebar with navigation options like 'General', 'In-App Purchases', and 'Build'. The main content area has fields for 'Promotional Text', 'Description', 'Keywords', 'Support URL', and 'Marketing URL'. There are also 'Save' and 'Submit for Review' buttons.

- **Promotional Text** - the text will briefly introduce the new functions of the App, and in the App store, the publicity text will be displayed under the App name.
- **Description** - details of the App
- **Key words** - It is used to pinpoint the App. Setting proper key words will increase the odds the App is pinpointed. Multiple keywords shall be spaced by commas.
- **Technical support website** - fill in the actual website, and the official website of Apple may be used.
- **Marketing URL** - (Optional)

If other languages are used, please click the upper right corner to change language and complete relevant information of the selected language.

The screenshot shows the 'App Store Connect' interface for an app named 'OEM Example'. The top navigation bar includes 'Apps', 'Analytics', 'Trends', 'Reports', 'Users and Access', and 'Agreements'. The app's status is 'iOS App' with version '3.11.0 Prepare for Submissi...'. The 'App Information' section is active, showing 'Localizable Information' and 'General Information'. A language selection dropdown is open, showing 'English (U.S.)' as the primary language and 'Arabic' as a new language to be added. The 'Localizable Information' section includes fields for Name (OEM Example), Subtitle, and Privacy Policy URL (http://example.com). The 'General Information' section includes fields for Bundle ID (com.oem.test), SKU (test), Apple ID (1438842463), Content Rights, and Age Rating.

App Store Connect | Apps | Analytics | Trends | Reports | Users and Access | Agreements

OEM Example | App Store | Features | TestFlight | Activity

iOS App | 3.11.0 Prepare for Submissi... | Save

App Information

This information is used for all platforms of this app. Any changes will be released with your next app version.

Localizable Information

Name ? OEM Example

Privacy Policy URL ? http://example.com

Subtitle ?

General Information

Bundle ID ? com.oem.test

SKU ? test

Apple ID ? 1438842463

Content Rights ? Edit

This app has the necessary rights to its third-party content.

Age Rating ?

Language Selection Dropdown:

- English (U.S.)
- Localized
 - Chinese (Simplified) Primary
 - English (U.S.)
- Not Localized
 - Arabic (+)
 - Catalan
 - Chinese (Traditional)
 - Croatian
 - Czech
 - Danish

2.2.3 2.3 Fill in the General App Information

OEM Example ▾
App Store
Features
TestFlight
Activity

iOS App

3.11.0 Prepare for Submiss...

[Add macOS App](#)

[Add tvOS App](#)

General

App Information

Pricing and Availability

Ratings and Reviews

Version History

In-App Purchases

Manage

App Store Promotions

Save Submit for Review

iOS App 3.11.0

General App Information

Version ?

Copyright ?

Age Rating [Edit](#)

No Age Rating

Routing App Coverage File ?

Game Center

App Review Information

Sign-In Information ?

Provide a user name and password so we can sign in to your app. We'll need this to complete your app review.

Sign-in required

Contact Information ?

Notes ?

4,000

- **Version** - Complete the App version number, and should be aligned with package version.
- **Copyright** - Complete your name or name of enterprise.
- **Age Rating** - Click [Edit](#), and complete the questionnaire for Age Rating. Select all [None](#), and click [Complete](#).

OEM Example ▾ App Store Features TestFlight Activity

iOS App 3.11.0 Prepare for Submiss...

Save Submit for Review

Edit Age Rating

For each content description, select the level of frequency that best describes your app. The app's age rating that will appear on the App Store is the same across all of your platforms. It is based on the app's platform with the most mature rating.

Apps must not contain any obscene, pornographic, offensive, or defamatory or materials of any kind (text, graphics, images, photographs, and so on), or other content or materials that in Apple's reasonable judgement may be found objectionable.

APPLE CONTENT DESCRIPTION	NONE	INFREQUENT/MILD	FREQUENT/INTENSE
Cartoon or Fantasy Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realistic Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prolonged Graphic or Sadistic Realistic Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profanity or Crude Humor	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mature/Suggestive Themes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horror/Fear Themes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medical/Treatment Information	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol, Tobacco, or Drug Use or References	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simulated Gambling	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cancel Done

General

Version 3.11.0

Age Rating No Age Restriction

App Information

Pricing and Availability

Ratings and Reviews

Version History

In-App Purchases

Manage

App Store Promotions

Sign-In

Provide complete

Sign-In

User

Notes

Last name

Email

4,000

2.2.4 2.4 Fill in the App Review Information

The screenshot shows the 'App Review Information' section of the App Store Connect interface. It includes a sidebar with navigation options like 'General', 'App Information', 'Pricing and Availability', 'Ratings and Reviews', 'Version History', 'In-App Purchases', and 'App Store Promotions'. The main content area has a 'Sign-In Information' section with a 'Sign-in required' checkbox and fields for 'User name' and 'Password'. There is also a 'Contact Information' section with fields for 'First name', 'Last name', 'Phone number', and 'Email'. A 'Notes' section has a large text area with a 4,000 character limit. An 'Attachment' section has a 'Choose File (Optional)' button. Below this is the 'Version Release' section, which includes radio buttons for 'Manually release this version', 'Automatically release this version', and 'Automatically release this version after App Review, no earlier than Your local date and time.' There is also a date and time picker.

- **App Review Information** - Click **Sign-in required** Complete the test account and password for test. then connect any devices for testing; the devices can be virtual devices; pls. keep devices online during approval)
- **Contact information** - Complete the actual information of the contact person.
- **Notes** - Complete the video for App operation, upload the video to the YouTube and fill in the link.

2.2.5 2.5 Fill in the Advertising Identifier

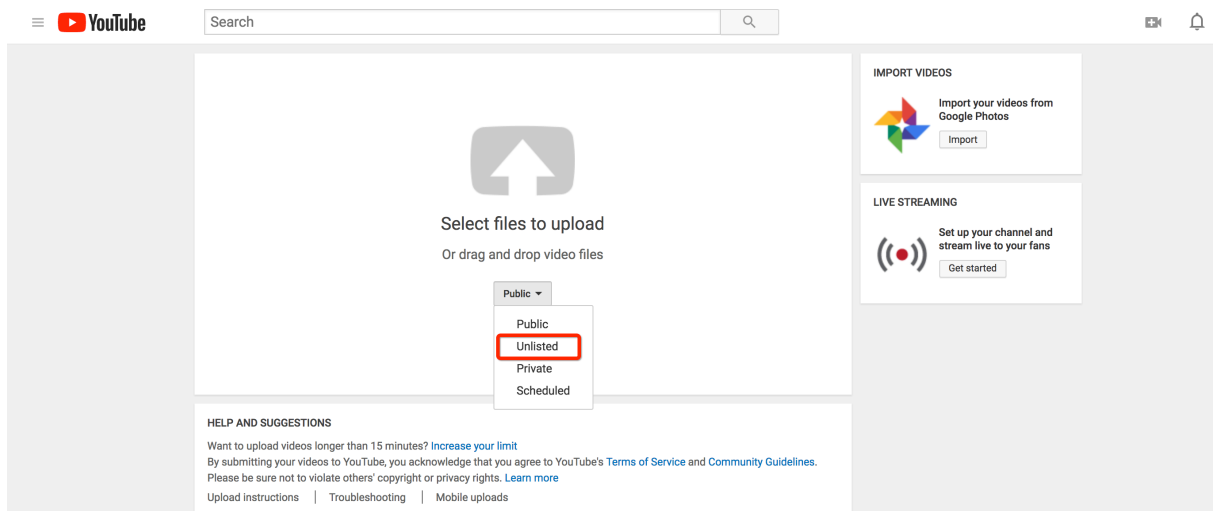
- Does this app use the Advertising Identifier (IDFA)? Select “No, it doesn’t”

2.2.6 2.6 App video

(1) video requirement: the device and iphone should be seen and reacted with each other in the video; starting from login App, then pairing device successfully, showing

function control and other process. Pls. take Tuya video as reference. [Demo video reference](#)


(2) Upload your video to YouTube, and choose the mode of **Unlisted** for privacy purpose.



(3) After upload successfully, the link of video will be displayed, but it's not finished yet. You need to open browser with such link for man-machine authentication.



(4) Now it need to be qualified by man-machine authentication, otherwise the link will show the photo as below, and App will be rejected by App store.

I'm not a robot 
reCAPTCHA
Privacy - Terms

Submit

About this page

Our systems have detected unusual traffic from your computer network. This page checks to see if it's really you sending the requests, and not a robot. [Why did this happen?](#)

IP address: 203.105.78.6
Time: 2018-09-05T05:47:12Z
URL: <https://youtu.be/4r45zDoxtys>

(5) After authentication, your video will be displayed; the link is valid for approval, then copy link into [Note](#) marked with demo video.

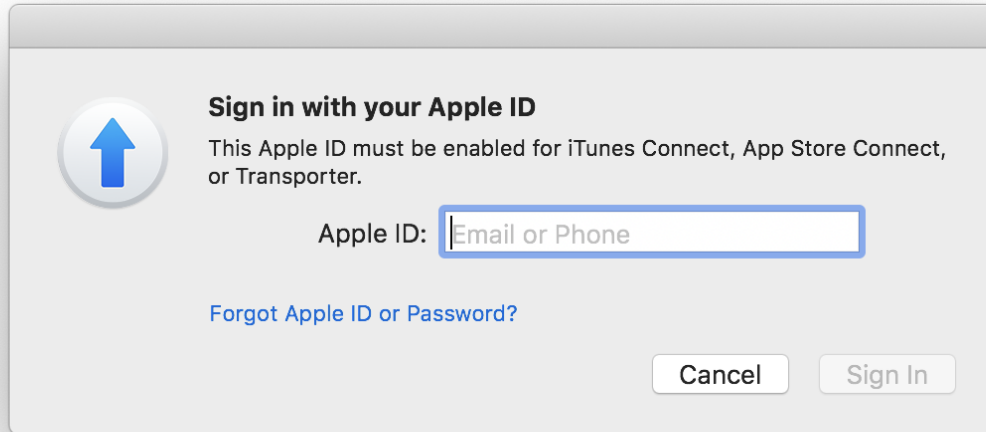


(6) Please not choose the ipc device to capture video which have cloud storage, cause the In-App-Purchase function may be rejected by Apple.

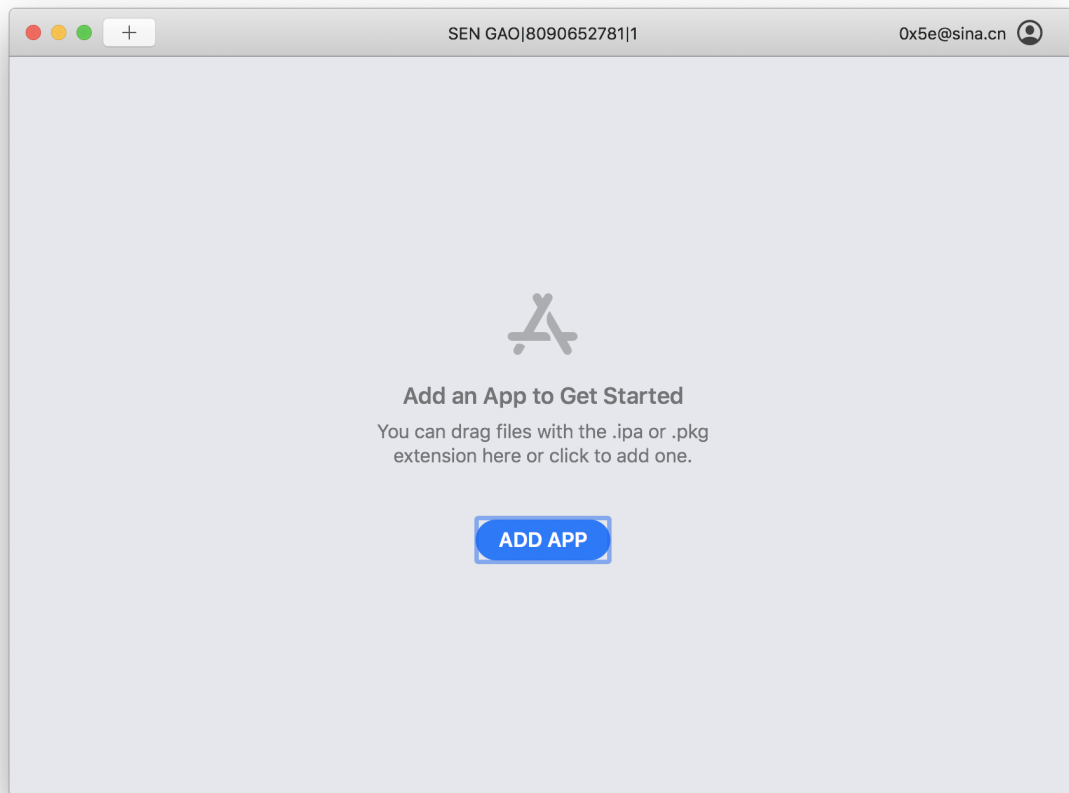
2.3 3. Upload App Package

Attention: Please stop using Application Loader to upload the App, it has many unknown issue cause the upload failed. Use Transporter instead.

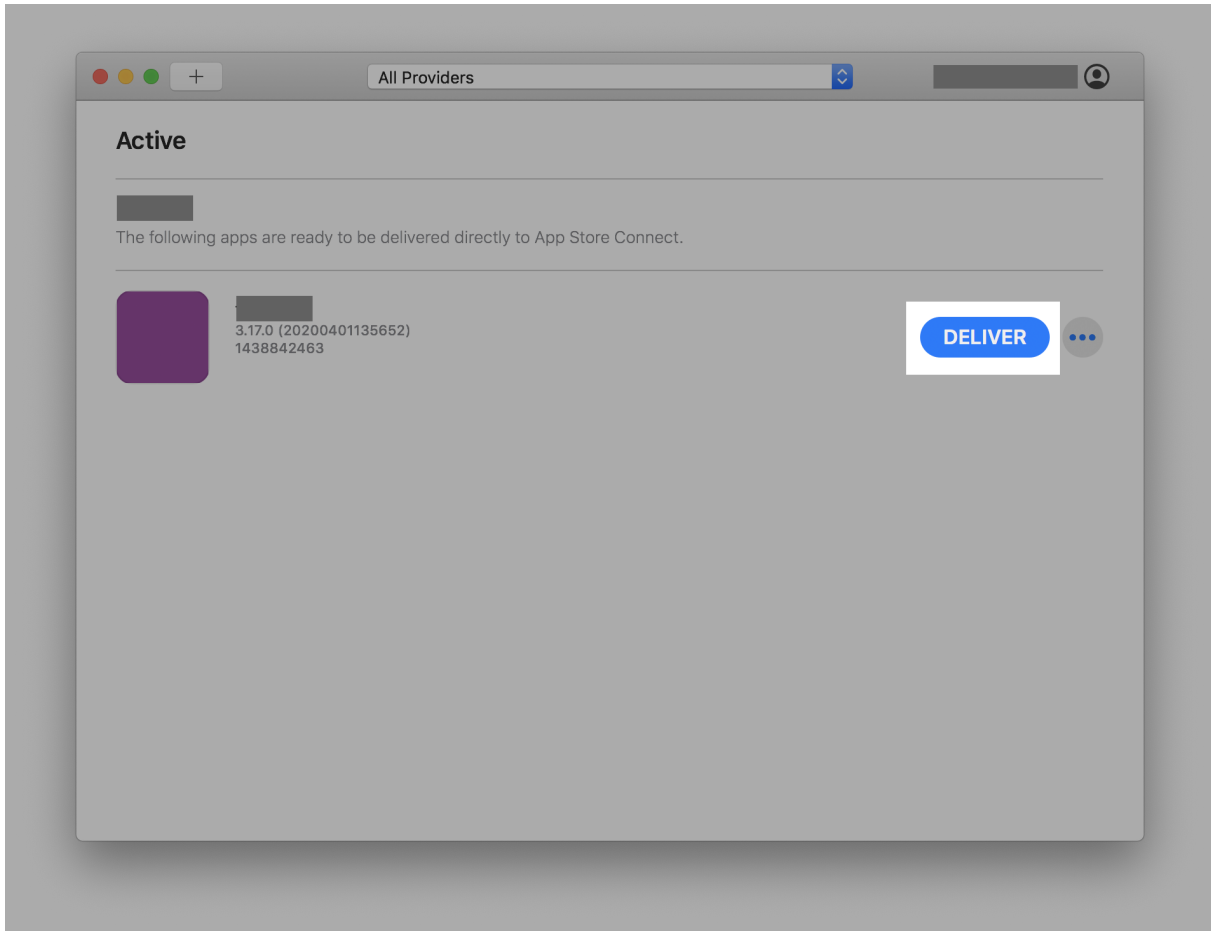
3.1 Open the Transporter App and login.



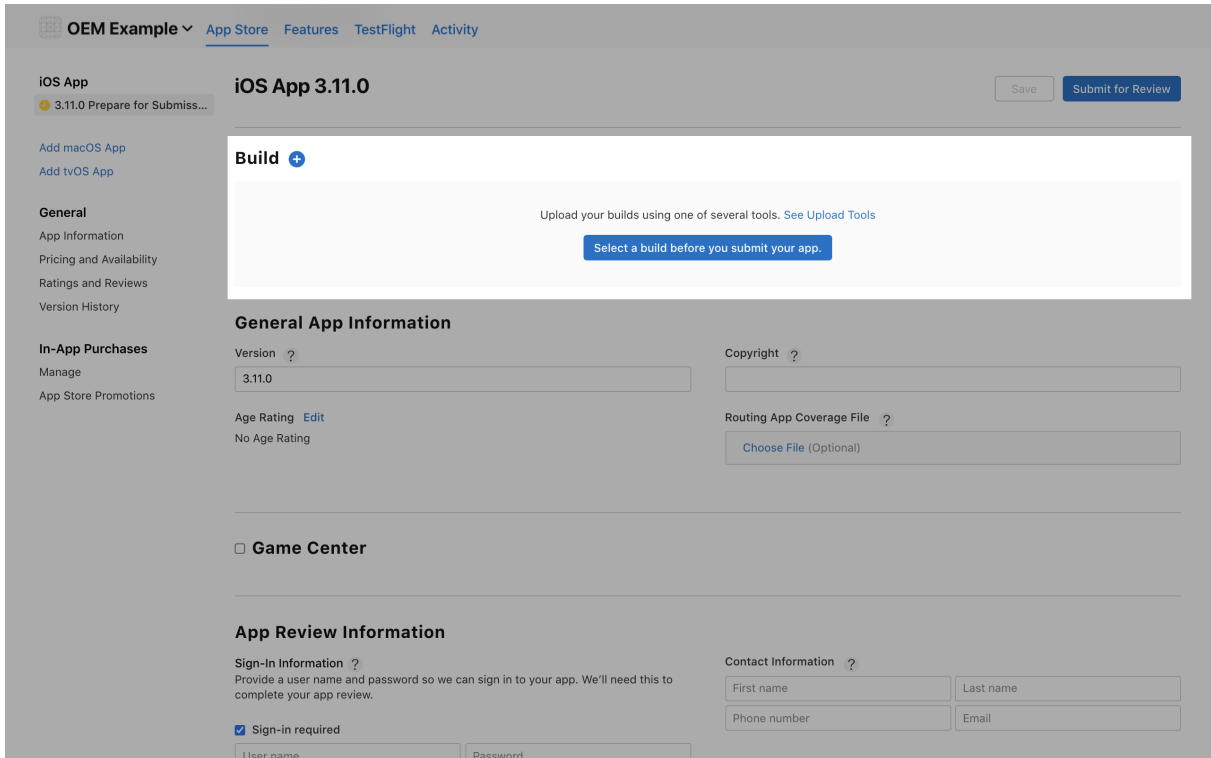
3.2 Click [Add APP](#), and select the prepared official App installation package. The file suffix is `.ipa`



3.3 Click [Deliver](#). If not succeed in long time, please retry.



3.4 After the App installation package is successfully uploaded, please wait for 15 minutes - 1 hours, and go back to App Store Connect, add the package at the [Building version](#) position, and click [Complete](#) .



iOS App 3.11.0 Save Submit for Review

Build +

Upload your builds using one of several tools. See [Upload Tools](#)

Select a build before you submit your app.

General App Information

Version ?

Copyright ?

Age Rating [Edit](#)

No Age Rating

Routing App Coverage File ?

[Choose File](#) (Optional)

Game Center

App Review Information

Sign-In Information ?
Provide a user name and password so we can sign in to your app. We'll need this to complete your app review.

Sign-in required

User name Password

Contact Information ?

First name Last name

Phone number Email

2.4 4. Submit for Review

After filling in all information, click the [Submit for Review](#) button.

The App review usually takes 1 to 3 working days. The App will be released automatically to the App store once it is approved, and a notification email to inform the contact person of the successful approval will be sent.

In case of any troubles in releasing App in the App store, you can contact the staff of Tuya for help at any time.