Windows Phone 7 for Developers

BenkoTips Live & On Demand

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CHIPPEWA VALLEY CODE CAMP 2010

Where can I get more info?

- Visit my site – www.BenkoTIPS.com
  - Resources from today's talk
  - Webcasts
  - Downloads
  - More!
- Subscribe to my blog (my boss will love that ☺)
  - http://blogs.msdn.com/benko
- Register for MSDN Events at www.msdnEvents.com

- Have an office full of developers who couldn't make it?

  → Ask me about MSDN OnSite Events

Microsoft Visual Studio

A different kind of phone, designed for a life in motion

Philosophy

Customer

Design

Experience

Platform

Microsoft® Visual Studio®

Different, For Good Reasons

- Smart Design
- Integrated Experiences

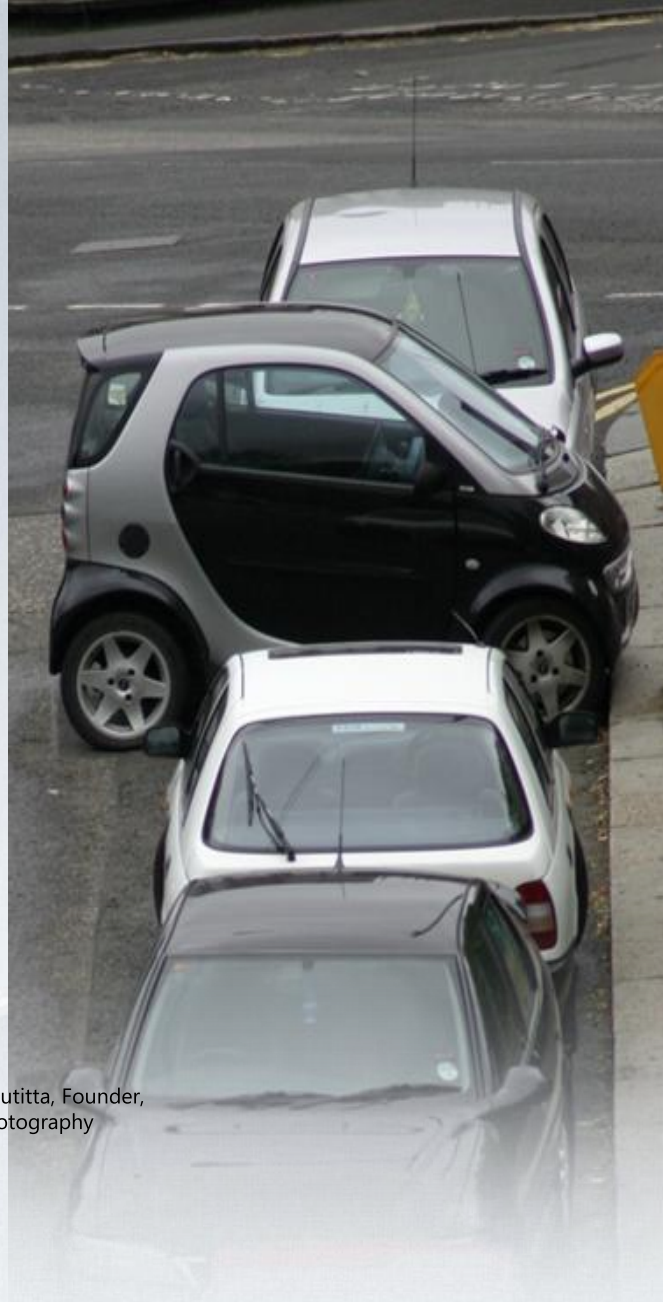

Photo by: Andrew Butitta, Founder,
Talisman Digital Photography

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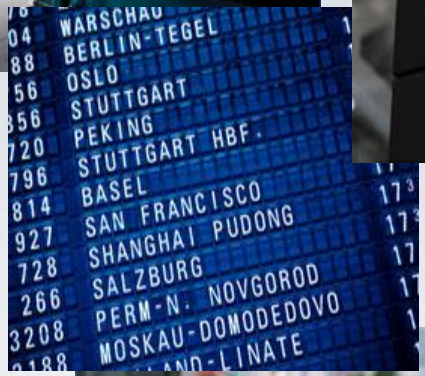
Metro Design Language



Microsoft Visual Studio

Integrated Experiences

PEOPLE
OFFICE
PICTURES
MUSIC+VIDEO
MARKETPLACE
GAMES

Microsoft Visual Studio

Quick Experience Tour

Microsoft® Visual Studio®

Standardized Hardware Foundation

Capacitive touch
4 or more contact points

Sensors
A-GPS, Accelerometer, Compass, Light, Proximity

Camera
5 mega pixels or more, flash required, camera button required

Multimedia
Common detailed specs, Codec acceleration

Memory
256MB RAM or more, 8GB Flash or more

GPU
DirectX 9 acceleration

CPU
ARMv7 Cortex/Scorpion or better

Hardware buttons | Start, Search, Back

Microsoft Visual Studio

How do I get started?

- Download the tools
  - http://bit.ly/CDevWP7Toolkit
  - Visual Studio 2010 (express or ?)
  - Expression Blend
  - XNA Studio 4.0
- Register in the Marketplace
  - $99 fee
  - Students in Dreamspark free!
- Submit your apps
  - Make $$$
  - Gain fame, wealth and reputation

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Elements of the Application Platform

SCREEN

Runtime – On "Screen"

Code you write on the client

Tools & Support

Tools you use to design & develop

CLOUD

Cloud Services

Code you write on the server

Developer Portal

Tools you use to ship & sell

Microsoft Visual Studio

Elements of the Application Platform

SCREEN

Runtime – On "Screen"

Microsoft Silverlight | XNA

Sensors	Media	Data	Location
Phone	Xbox LIVE		Notifications

.NET Framework managed code sandbox

Windows Phone | XBOX | Windows 7

Tools

Microsoft Visual Studio | Microsoft Expression Blend

Phone Emulator	XNA Game Studio
Samples	Documentation
Guides	Community

Packaging and Verification Tools

CLOUD

Cloud Services

Notifications	App Deployment	
Location	Identity	Feeds
XBOX LIVE	Social	Maps

Windows Azure

Portal Services

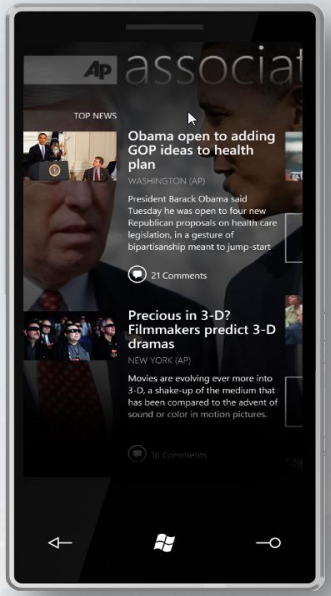
Registration	Marketplace
Validation	MO and CC Billing
Certification	Business Intelligence
Publishing	Update Management

Microsoft Visual Studio

Two Flavors of Applications

Microsoft® Silverlight™

- Modern XAML/event-driven application UI framework
- Rapid creation of visually stunning apps
- Metro-themed UI controls
- HTML/JavaScript
- 500,000 developers spanning Windows and web



xna

- High performance game framework
- Rapid creation of multi-screen 2D and 3D games
- Rich content pipeline
- Mature, robust, widely adopted technology spanning Xbox 360, Windows, and Zune

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Windows Phone Developer Tools

One download

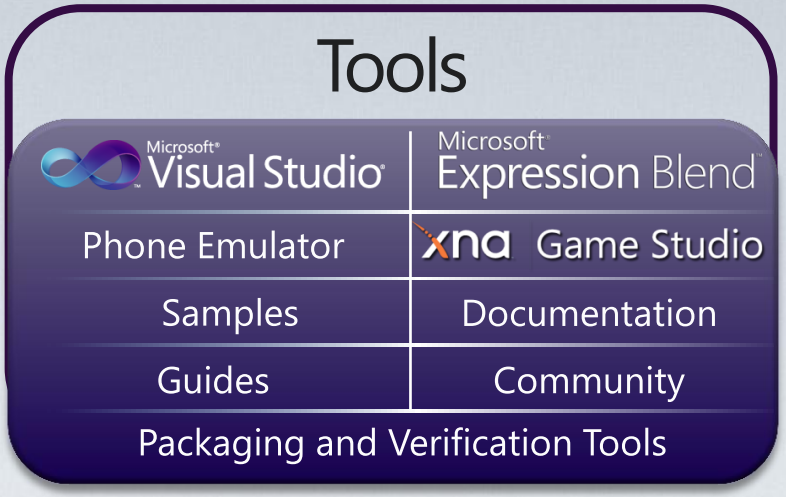
Free!

Release tools now available

Visual Studio 2010 Express for Windows Phone

Expression Blend 4 (free plugin for Windows Phone)

http://bit.ly/CDevWP7Toolkit



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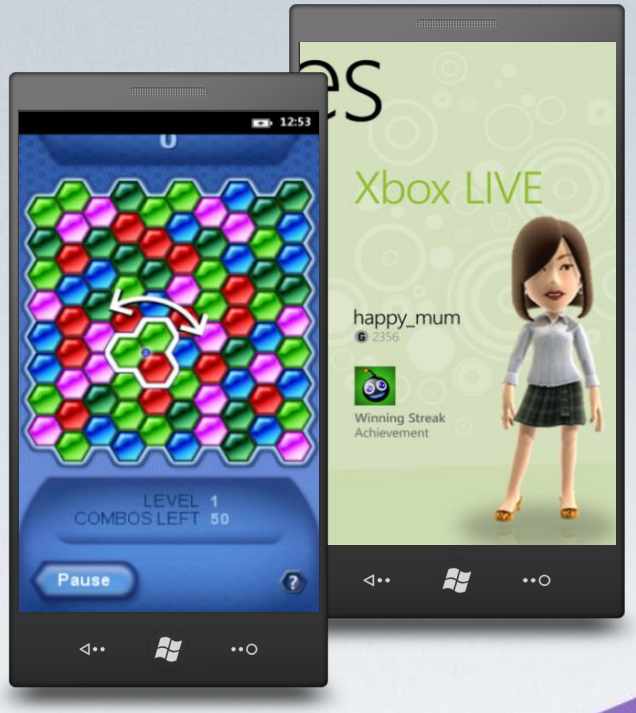
Building applications for Windows Phone 7



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UI Model: Familiar Web Concepts

Phone application

Provides UI as XAML pages connected into cross-app flows by URI's

Web application

Provide media represented as HTTP resources linked by URL's

Shell frame

Requests pages, renders UI, and handles navigation across apps

Web browser

Requests HTTP resources, renders them, and handles navigation across sites

Sessions and back stack

Groups together sequences of pages corresponding to a user's activity across apps

History and tabs

Groups together sequences of HTTP resources corresponding to a user's activity across sites

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Deployment Process

Develop & Debug

Submit & Validate

Certify & Sign

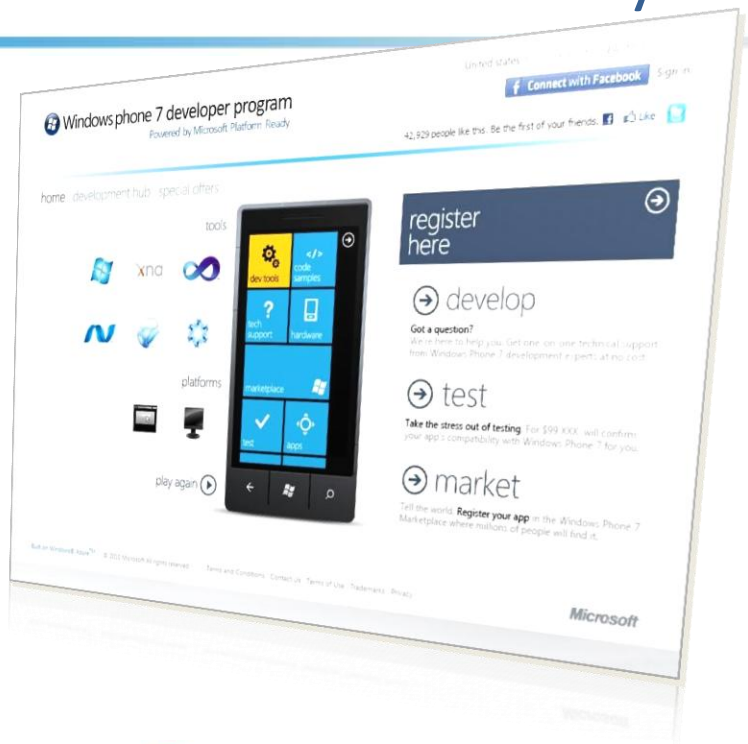
Windows Phone Application Deployment Service

Marketplace

Microsoft® Visual Studio®

Windows phone 7 developer program

Powered by Microsoft Platform Ready



Access training, support, testing and marketing resources to help you take your mobile app to market faster

1 Sign up at phone.microsoftplatformready.com

2 Download the free developer tools

3 Get tele-tech support from Microsoft experts to speed your time to market, join now to access

4 $99 Marketplace Rebate*

*See site for full details. Rebate valid for developers who publish 2+ apps into WP7 Marketplace, rebate will be sent within 4 weeks of publishing of second app. Limited time offer.

Windows Phone

Windows Azure

phone.microsoftplatformready.com

Where can I get more info?

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Call to Action

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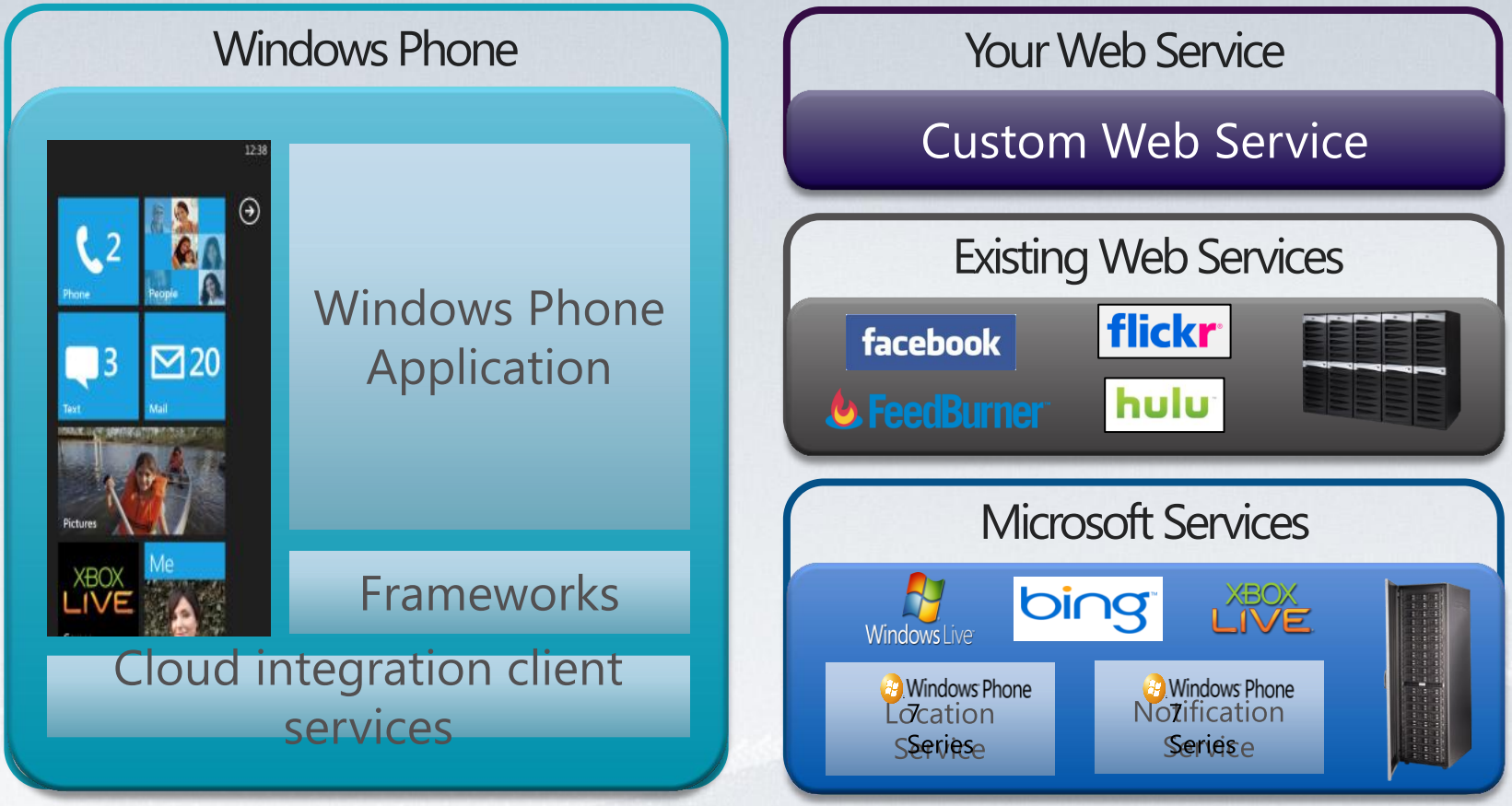
Cloud Integration



Built-in user experiences and APIs integrated with key Microsoft services

Familiar API frameworks for interacting with existing Web 2.0 services

Rich support for incorporating custom web services into app-specific experiences

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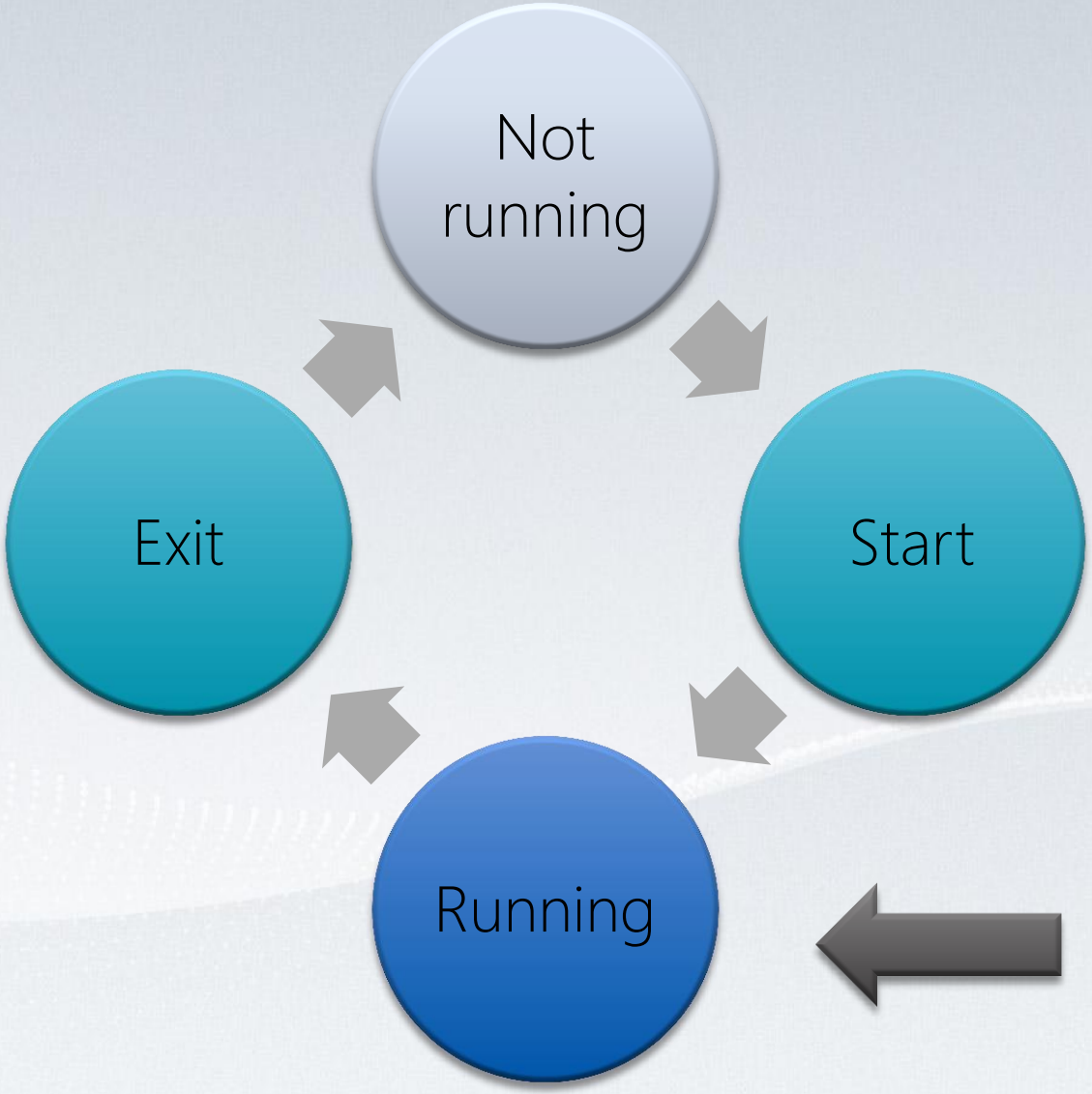
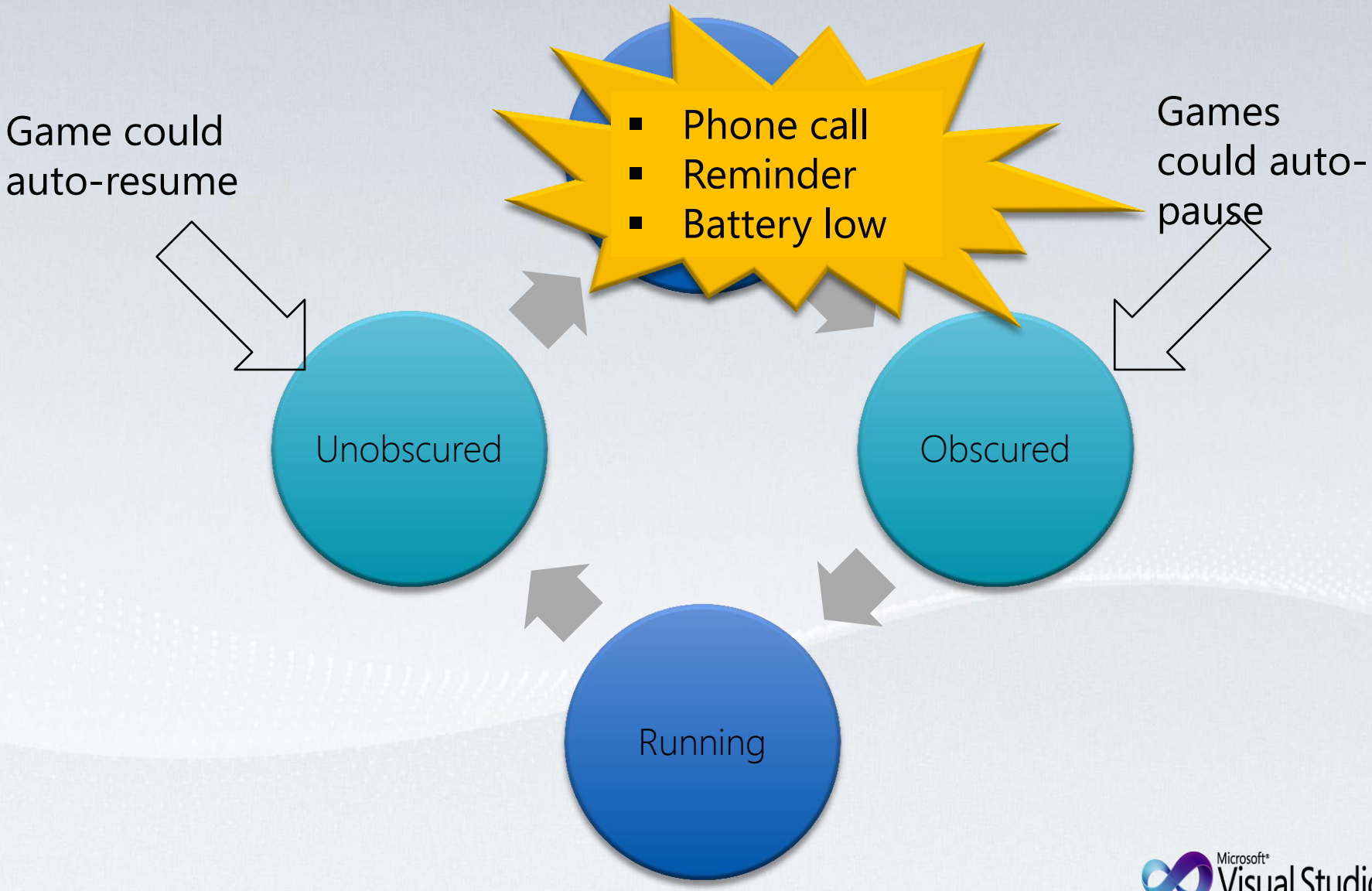
basic application lifetime



- Obscured
- Paused

Windows Phone

obscured: popup ui from shell



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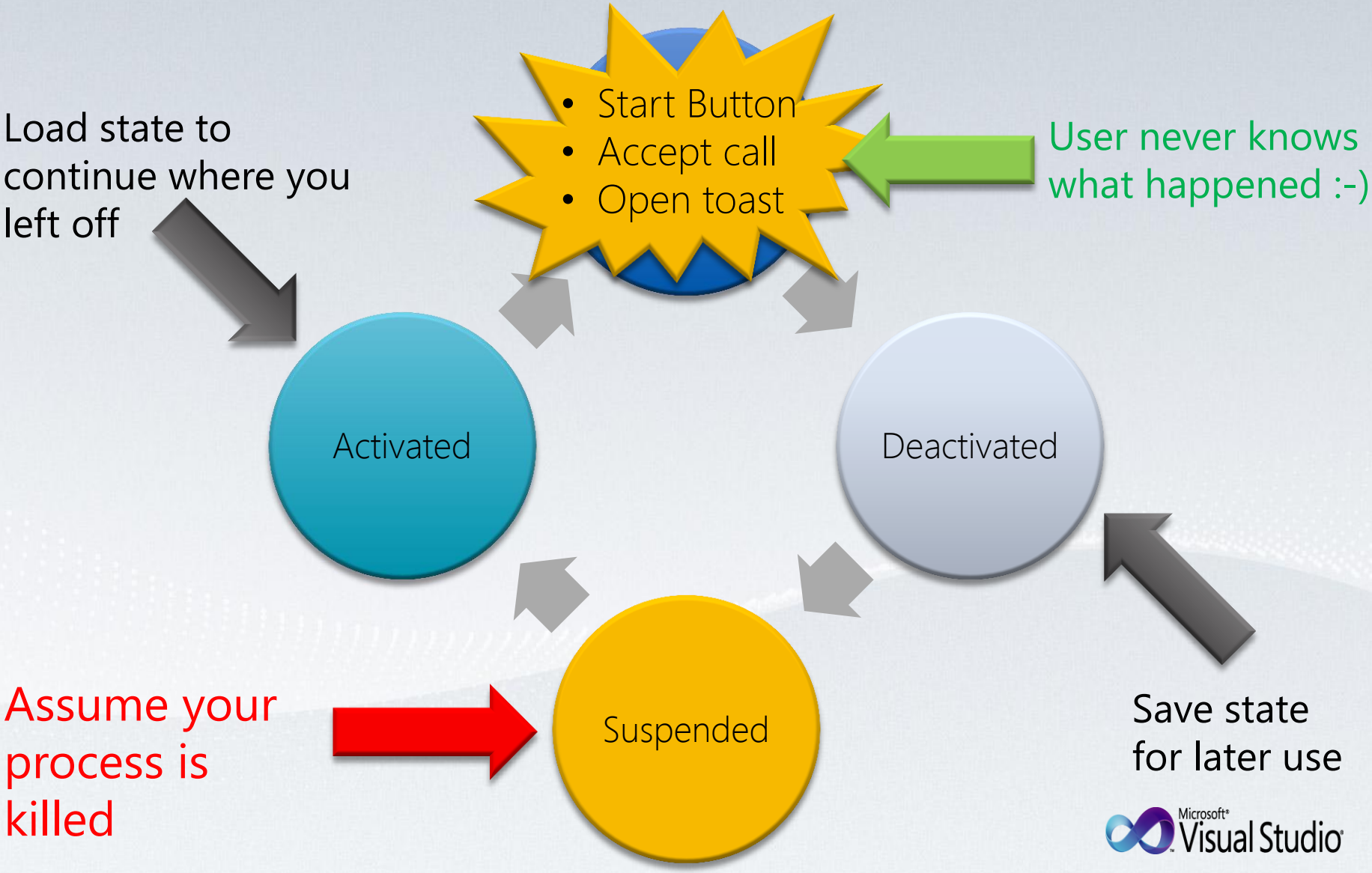
paused: jump to another app



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push notifications

- Server-initiated communication
- Enables key background scenarios
- Preserves battery life and user experience

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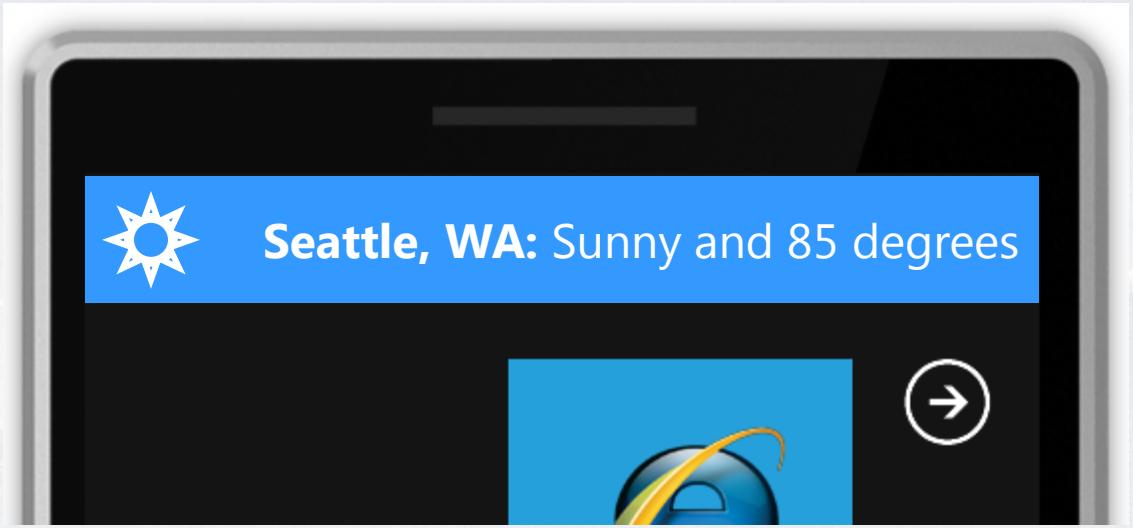
notification types



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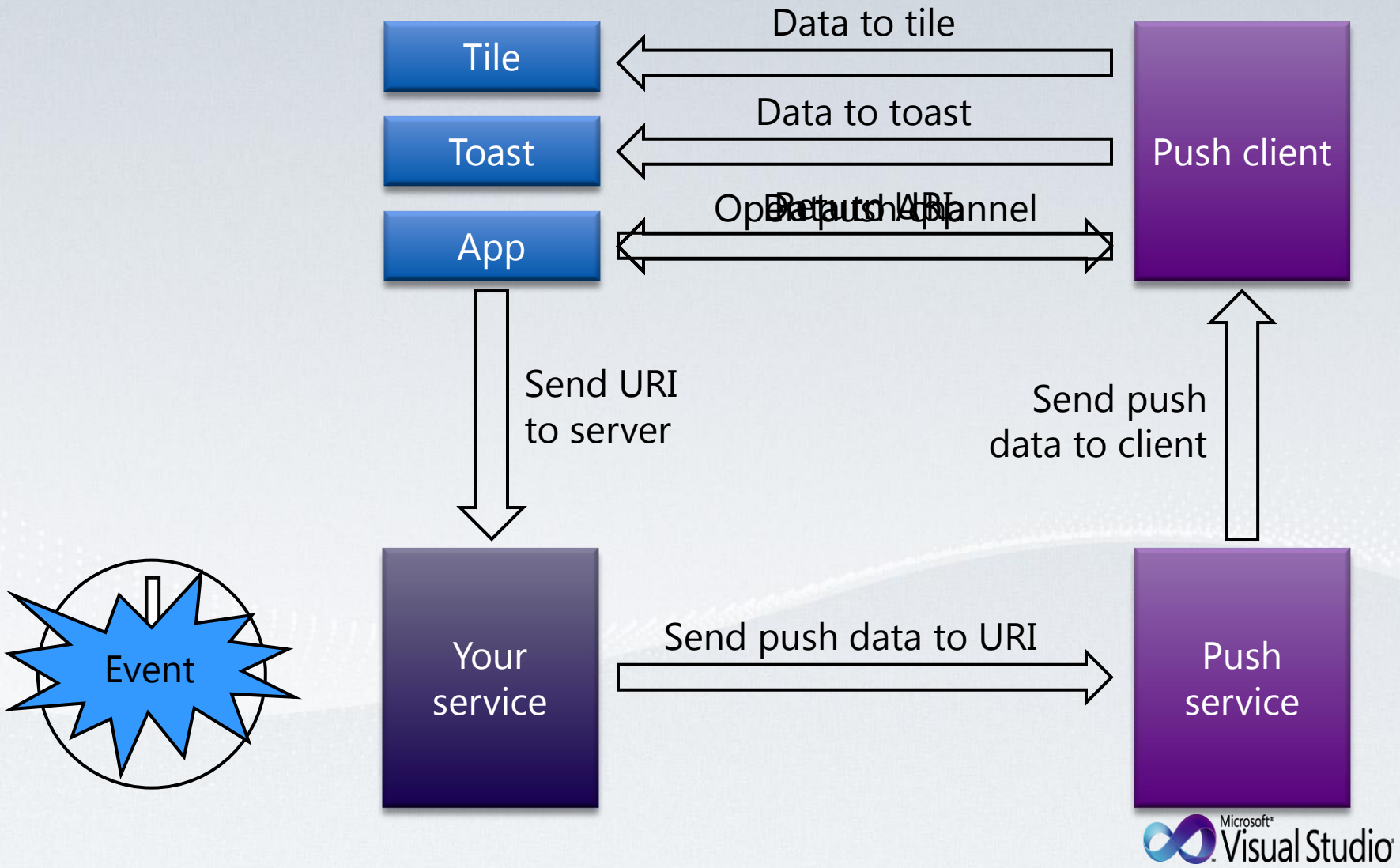
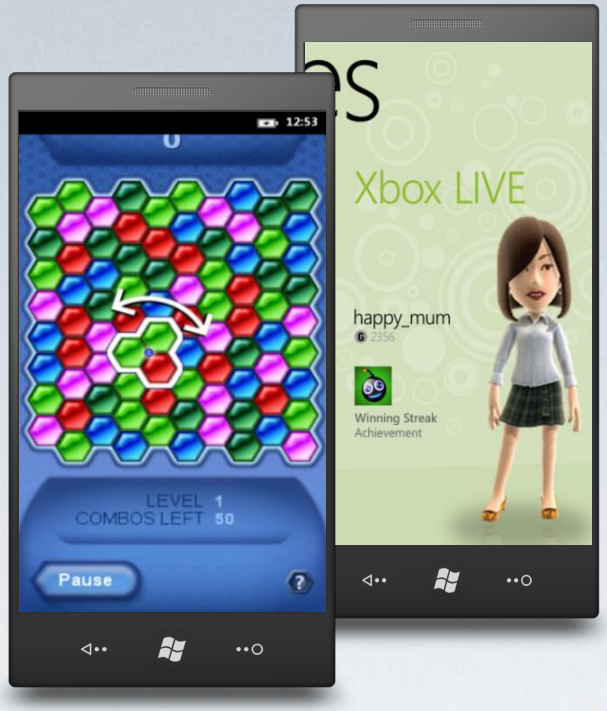
push notifications



Push Demo



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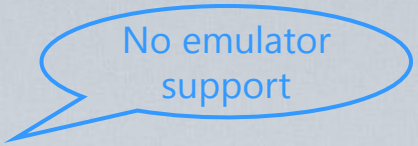
location services



- Smart device + cloud service
- Balance accuracy with time & power
- Consistent API across platforms

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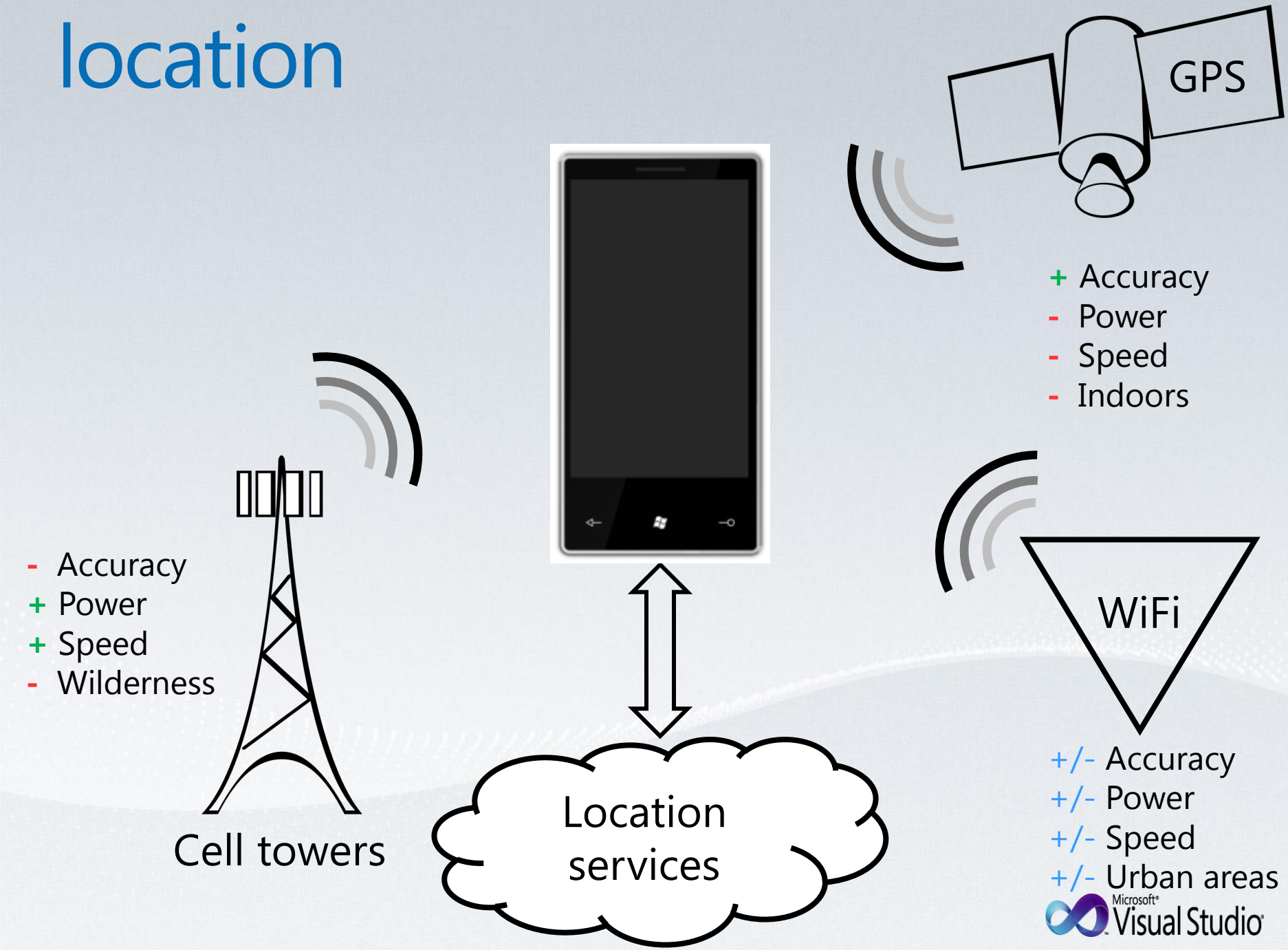
location


GPS
+ Accuracy
- Power
- Speed
- Indoors
- Accuracy
+ Power
+ Speed
- Wilderness
WiFi
+/- Accuracy
+/- Power
+/- Speed
+/- Urban areas
Cell towers
Location services
Microsoft Visual Studio

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Or check out

http://slickthought.net

You'll find today's presentation and links to…

- Tools download
- Training Kit
- Links to MIX videos
- More…

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Call to Action

Download the tools!

Read and understand the design guidelines

Give us feedback

Resources:

- http://bit.ly/CDevWP7Toolkit
- http://windowsteamblog.com/blog/wpdev
- http://blogs.msdn.com/ckindel
- http://blogs.msdn.com/ptorr
- http://delicious.com/chriskoenig/wp7
- @wp7dev

Microsoft Visual Studio

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USA 2011 imagine cup by Microsoft

www.imaginecup.us

Imagine Cup Mission

Microsoft's Imagine Cup is a ***global competition and a community*** encouraging and inspiring students to employ their passion to make a positive change in our world with technology.

Theme

Imagine a world where ***technology helps solve the worlds toughest problems***, and as you consider these toughest problems, consider the UN Millennial Goals to help you find inspiration.

Get Started

Email us (ICUS@microsoft.com) to learn more about ***advising*** a student team.

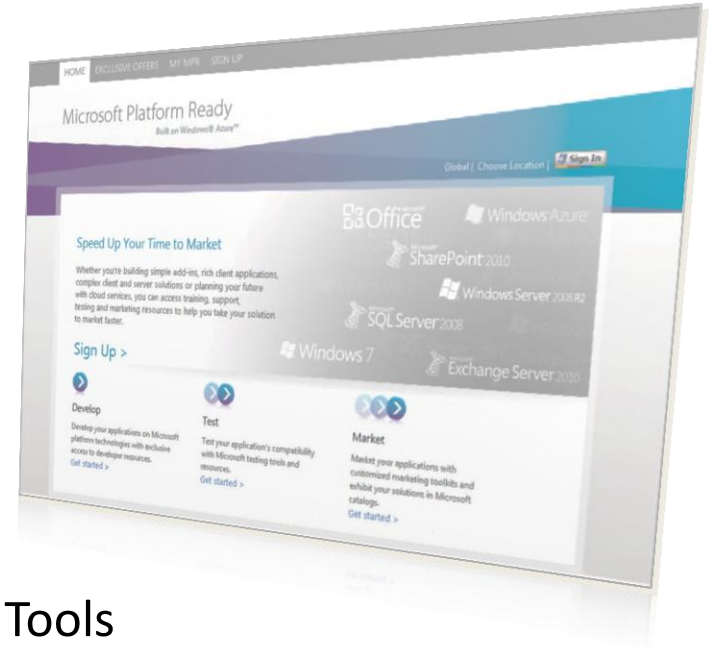
Get inspired

UN Millennium Goals:

- Poverty + Hunger
- Universal Education
- Maternal Health
- Combat AIDS/HIV
- Gender Equality
- Child Health
- Environmental Sustainability
- Global Partnership

Microsoft Platform Ready for Windows Phone 7

Access training, support, testing and marketing resources to help you take your phone app to market faster



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2. Download the Windows Phone 7 Developer Tools
3. Get support from Microsoft development experts to speed your time to market

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