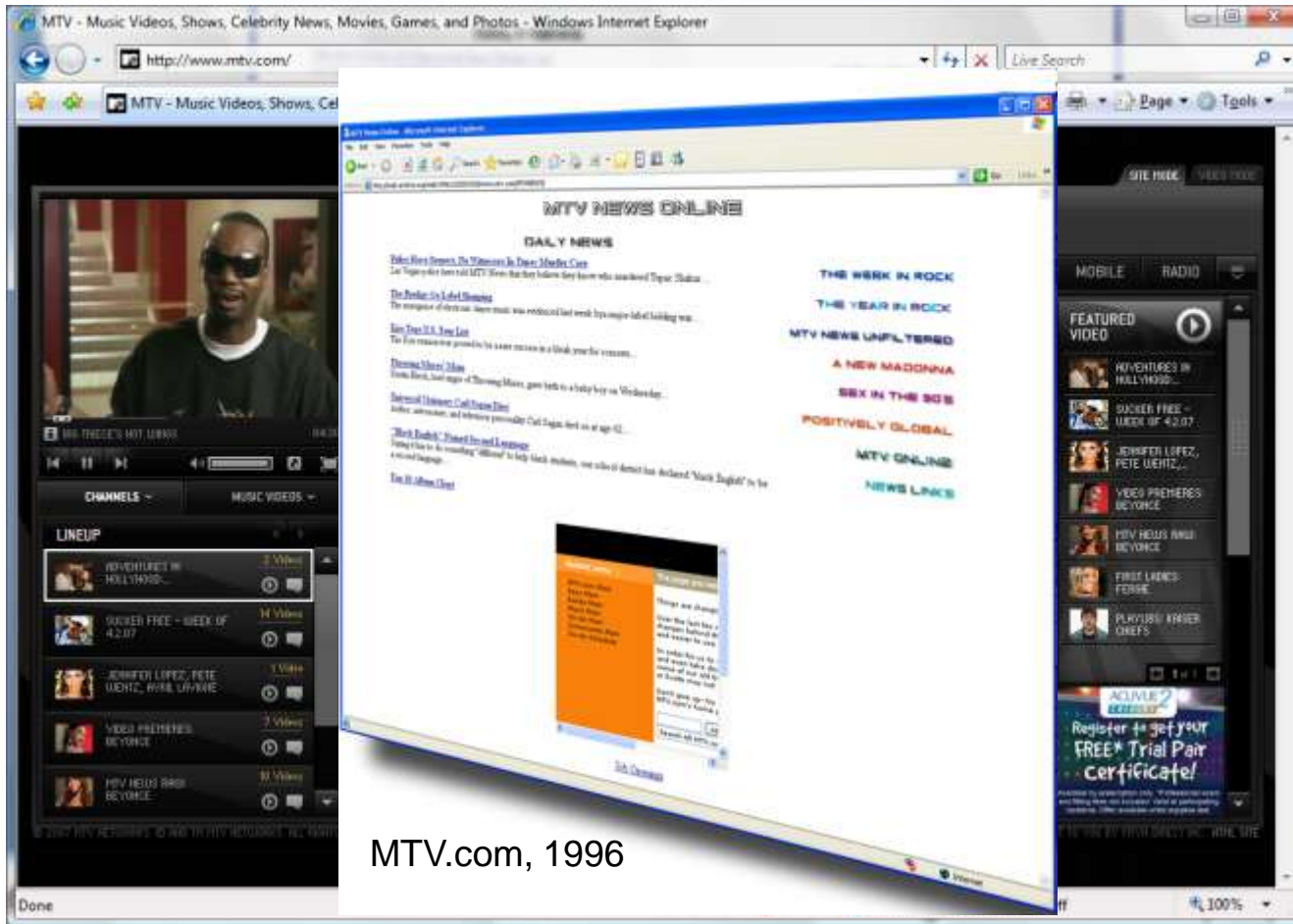


Better Web Experience

Ekaraj Kongswangwongsa
Audience Marketing Manager
Microsoft (Thailand) Limited

The Once Upon a time...



As of 2007 there 1.1B users on the Internet, which is 3X the number in 2000

By 2010, 55% of online video in the US will be user generated

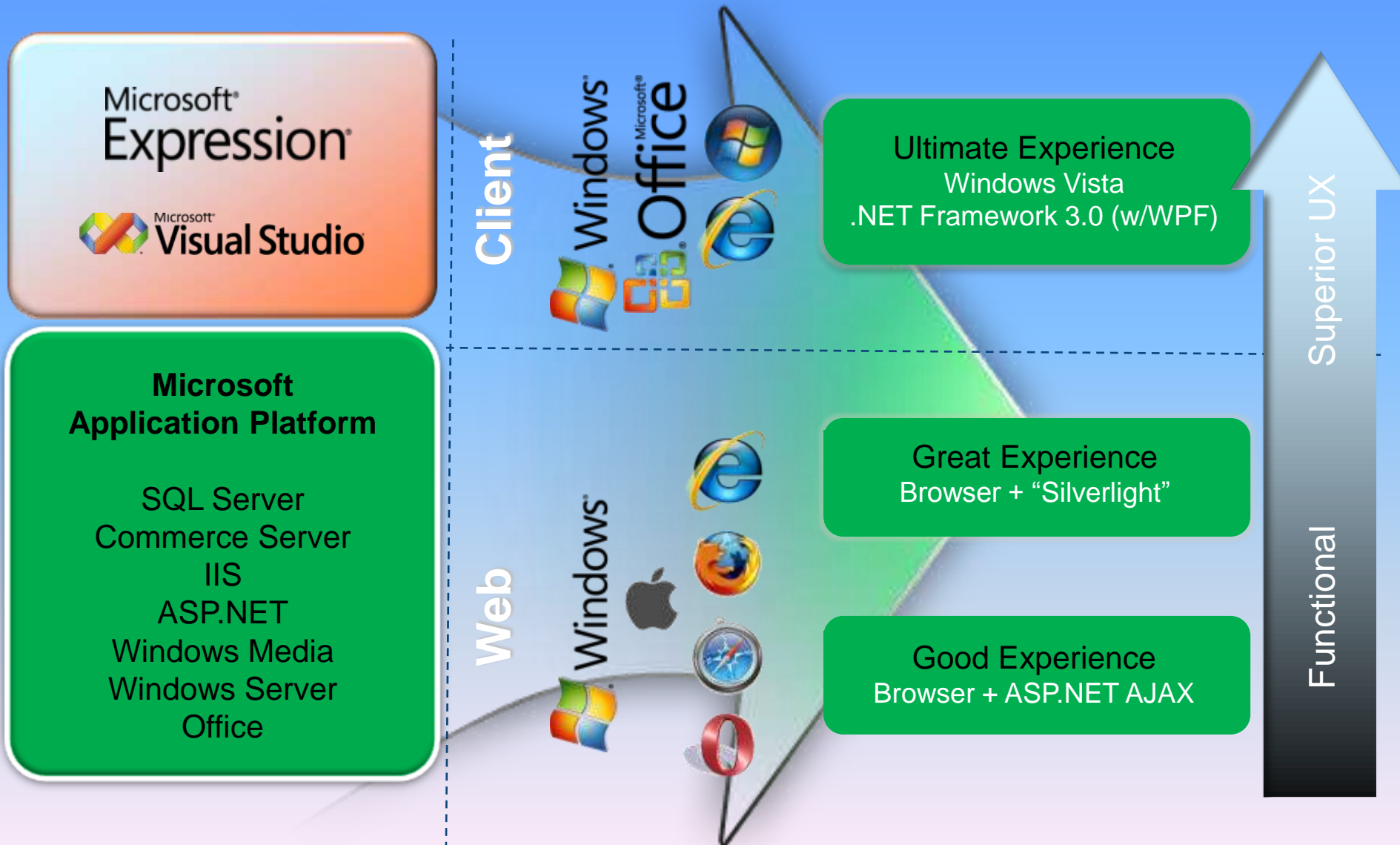
More than half of customers visiting social networking sites are watching video

Revenue from internet video will grow to \$4.2B by 2011 (\$1.5B in 2007)

Microsoft's End to End UX Platform

Microsoft Application Platform

Microsoft UX Technologies



Microsoft® Expression® Studio

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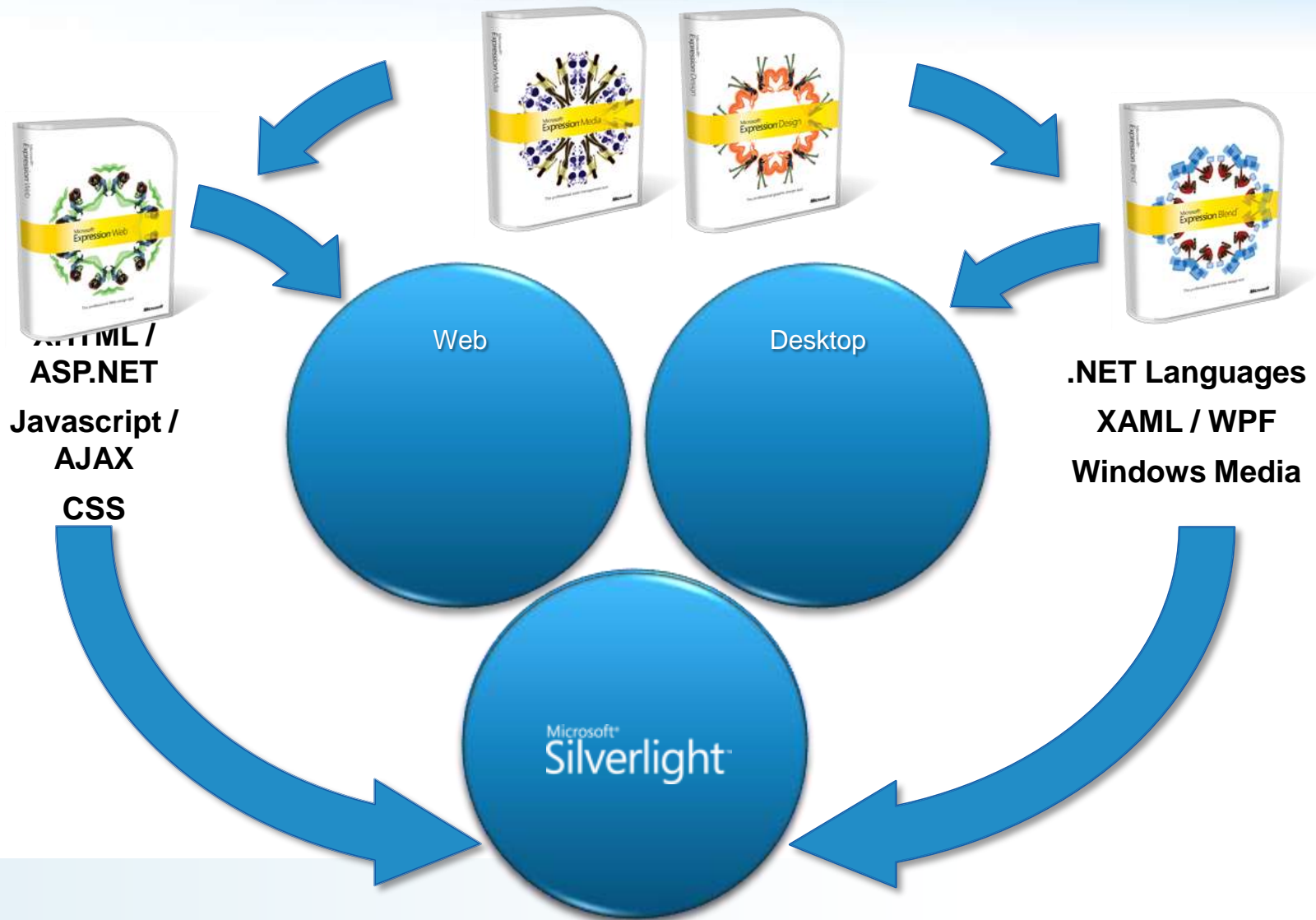
“cross-browser, cross-platform plug-in
for delivering the next generation of
Microsoft .NET based media
experiences and rich interactive
applications for the Web.”



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Expression Studio Application Targets by Tool



Microsoft's Application Platform

Compelling

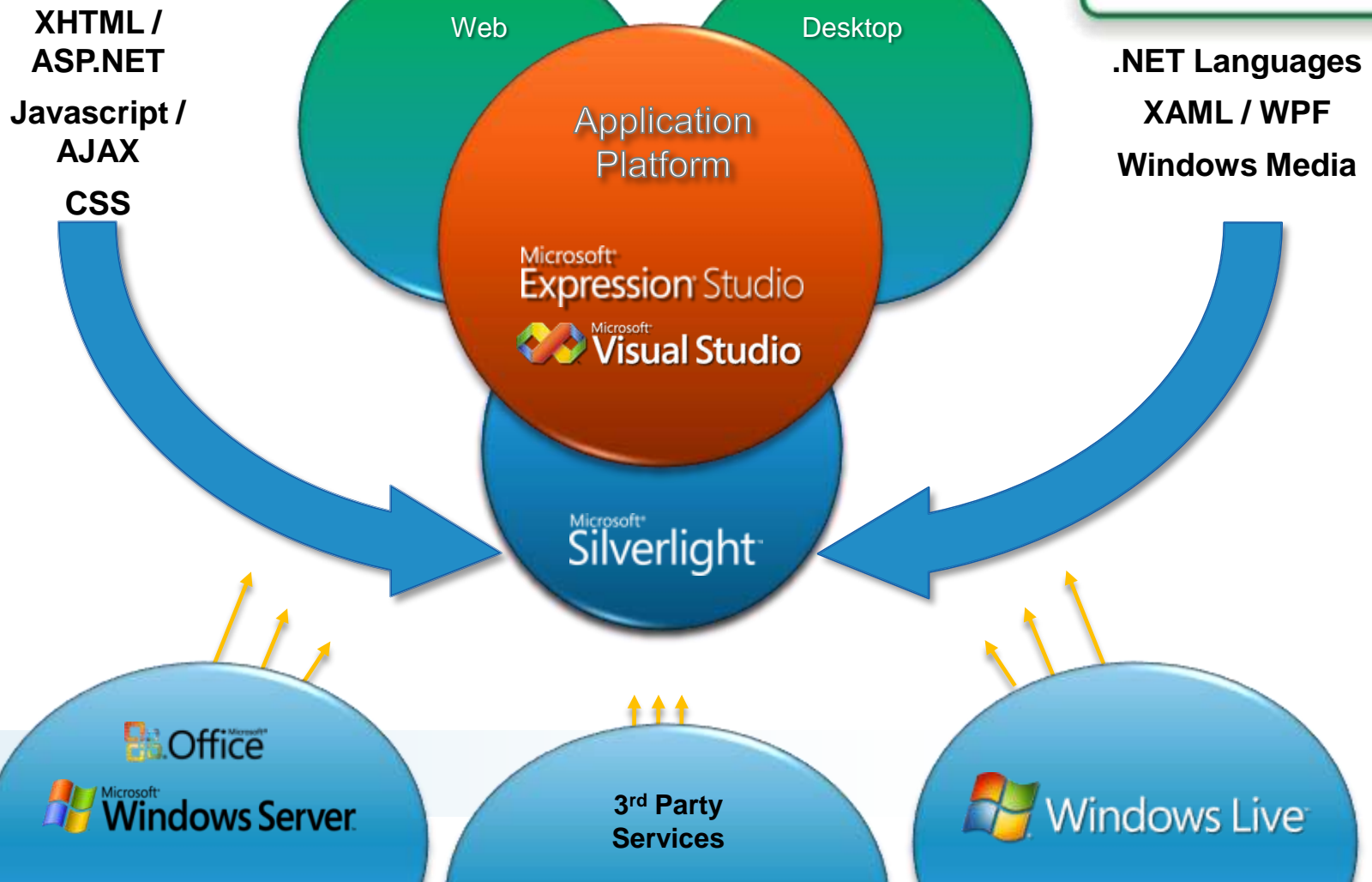
UX on all app categories

Consistent & Flexible

tools / programming / media

Connected

to web, servers, services






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- The ASP.NET 2.0 Starter Kits for Visual Web Developer are complete and well-documented so that you can use the code to kick start your Web projects today!
- Each sample is fully functional sample applications to help you learn ASP.NET 2.0
- These kits, once downloaded are integrated directly into the Visual Web Developer 2005 Express Edition or Visual Studio 2005 experience.
- Download <http://www.asp.net/downloads/starterkits/>





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Online benefits With Some offline benefits	ลดราคาหนังสือ MS Press 35% ที่สาขา ของ IT Book House	ลดราคาหนังสือ MS Press 40% ที่สาขา ของ IT Book House	Direct contact with Microsoft

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24/5/2007	Advanced Web App Development with ASP.NET 2.0
7/6/2007	Advanced Data Access with VS 2005
21/6/2007	Developing Advanced Windows Form App with VS 2005
28/6/2007	Upgrading Web Development Skill from ASP to ASP.NET

<http://www.microsoft.com/thailand/msdn/sneakpreview/>

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The Microsoft logo is displayed in a bold, white, sans-serif font. The background is a solid blue color with a subtle gradient and a faint, curved white line in the upper right corner.

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