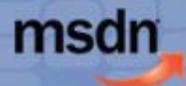


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Silverlight系列课程41 Silverlight 3预览 (上)

苏鹏
ASP.NET MVP



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Silverlight 开发的动力

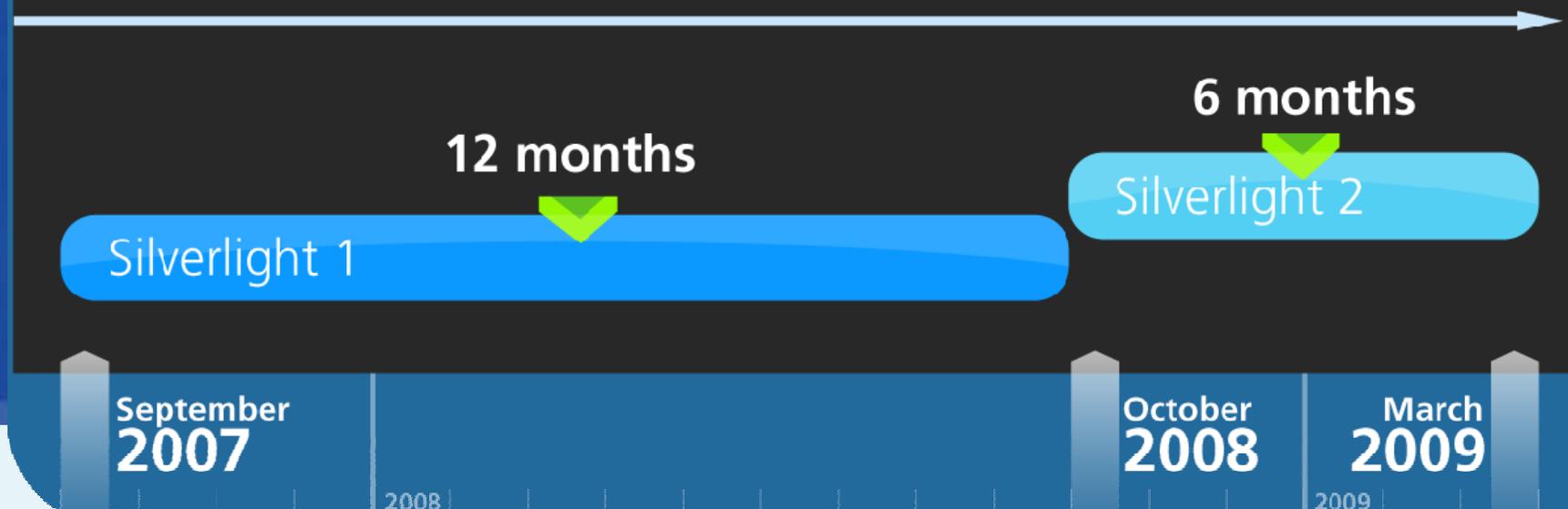
By the Numbers

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18 months
since launch

Silverlight shipped just **18 months** ago...



Silverlight 开发动力

By the Numbers

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Microsoft
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18 months
since launch

300m+
downloads

300m⁺
Downloads

September
2007

2008

October
2008

March
2009

2009



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Silverlight 动力

By the Numbers

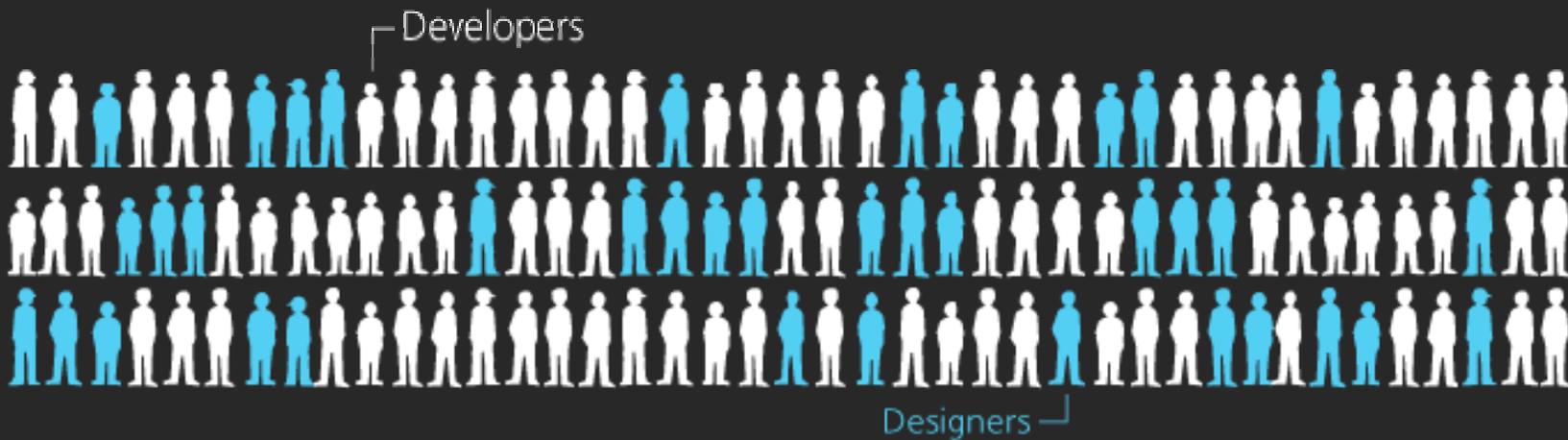
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18 months
since launch

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downloads

400,000
+
Developers &
Designers



400,000+ Developers & Designers

Silverlight 动力

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Designers

200+
partners in
30 countries



Silverlight 动力 By the Numbers

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30 countries

200+
Microsoft
Products &
Websites

200+

Microsoft Products & Websites

The collage features several examples of Silverlight-powered content: a photo gallery with a grid of images, a download page for Windows Media Player with a large play button, and a Microsoft Office 2007 trial page. The background is filled with various website URLs and logos, illustrating the wide adoption of Silverlight across different platforms and products.

Silverlight 动力

By the Numbers

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200+
Microsoft
Products &
Websites

Thousands
of Apps
across the
Globe

Filters

532 Applications 57 Countries/Regions View Map

1 2 3 4 5 6

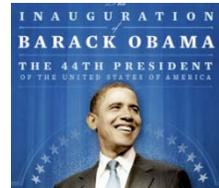
Category

Geography

Sort By: Date added

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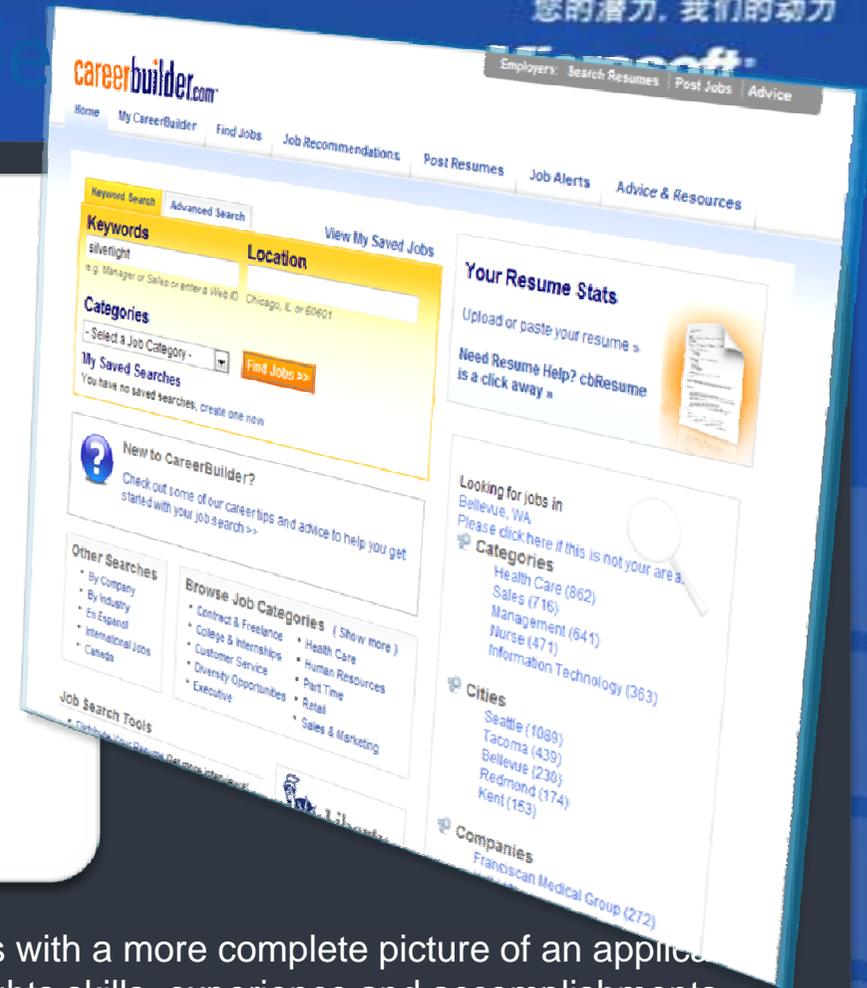
Applicant Explorer

www.careerbuilder.com

- 1.6 Million jobs posted
- 23 Million Users/month
- Rich Internet Application
- Integrates Silverlight and Live Search
- Searching 30 million resumes
- Integration with Social Networking sites
- Rapidly narrows candidate search
- Dynamically sort by content type
- Scheduled for release in 2009

" Applicant Explorer is designed to provide employers with a more complete picture of an applicant by pulling information from a variety of sources to highlight skills, experience and accomplishments. Working with Microsoft Silverlight gives us the ability to easily load, sort, filter and page data so recruiters can dynamically sift through large amounts of data quickly and easily. We expect the application will introduce a greater efficiency and depth of knowledge into the overall recruitment experience."

Greg Brass, Director, Profile Search, Careerbuilder.com



Silverlight Customer Stories



Perfect Car Finder www.kbb.com/KBB/PerfectCarFinder/PhotoEdition.aspx

- Trusted resource for Auto industry pricing
- 12 Million website visits per month
- RIA enables customers to find perfect car
- Rich Silverlight Controls
- DeepZoom photo explorer
- 2 months, 1 developer
- ASP.NET Ajax, Visual Studio, 64-bit Windows Server and IIS, SQL Server



“Although the customer experience delivered by our Silverlight client is entirely new, the technology we used to deliver that experience was already familiar... a C# developer who had never used Silverlight before was able to deliver a mockup in just two days without learning any new skills or tools and complete the project in less than two months. Some people believe that Silverlight is just the Microsoft version of Adobe Flash, but we could never have used Flash to deliver what we did in only eight weeks.”

Andy Lapin, Director of Architecture

nymag.com

Where's Rogan? Campaign
nymag.com/rogan

- Interactive video series
- New model for advertising/brand promo
- Eyewonder in-stream ad platform
- Akamai media player framework
- Interaction rates 10% higher



“This joint project produced a richer, more engaging ad experience for viewers and proved a great example of how sites can monetize their video content and create new advertising space.”

Ricky McClellen, CIO of EyeWonder

Silverlight Customer Story

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Instant Streaming
www.netflix.com

- World's largest online movie rental service
- 10 Million Subscribers (Feb 2009)
- 12,000 Movies and TV episodes
- Instantly stream movies to PC and Mac
- PlayReady DRM for content protection
- Timeline navigation; rewind, fast-forward
- Faster, more robust connection



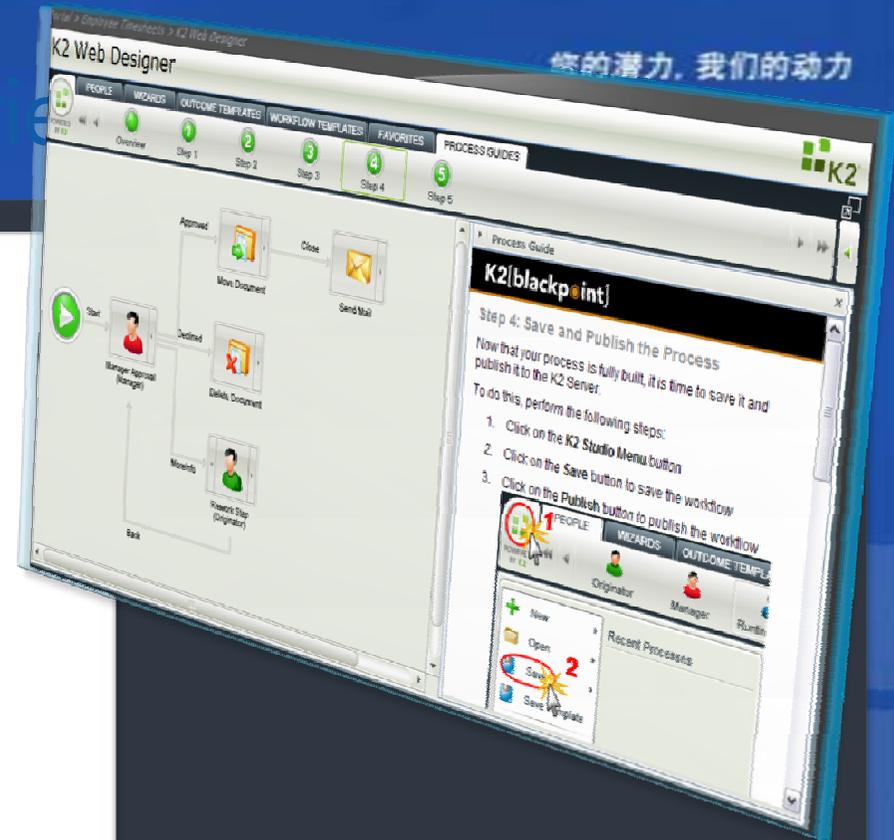
“Netflix chose Silverlight because it makes a faster and more agile development environment possible, allowing Netflix to quickly deliver a superior instant watching experience to our subscribers. When Netflix deployed Silverlight last fall, Netflix members realized a richer experience of access and quality to instantly watch movies and TV episodes from Netflix on their PCs and, for the first time, were able to instantly watch the same content on their Intel-based MacIntosh computers.”

Steve Swasey, Netflix VP of Corporate Communications



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www.k2.com

- RIA tooling
- Creates process-driven Applications without code
- Visually build Sharepoint workflow applications
- Silverlight based tooling



"Our investments in Silverlight allows us to go beyond anything we have managed to do before in a timeframe that continues to keep us in the leadership position for building workflow based applications on Microsoft's platform. We plan to continue to invest in Silverlight moving forward and are really excited about the new features in Silverlight 3, particularly the new offline and 脱离浏览器运行 capabilities"

Adriaan van Wyk, CEO of K2

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Silverlight 3 主题

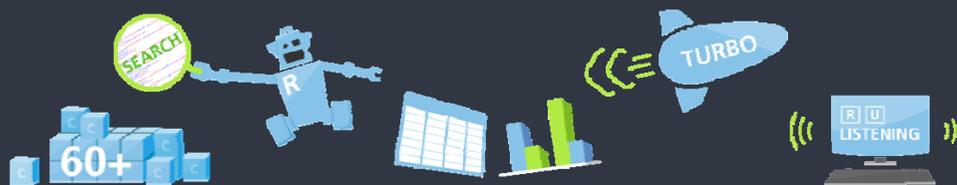
高画质视频与音频



增强媒体表现力



提高RIA的产品效率



独立于浏览器的应用



设计工具



Silverlight 3 新增强: 多媒体

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高画质视频与音频的支持

媒体

图形

开发效率

跨出浏览器

设计工具

平滑的视频流



更多视频格式支持



全屏HD视频回放



扩展视频格式



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