



Windows Phone 7

Die neue Generation von Phones



Frank Fischer

Lead BG Mobility
Microsoft Deutschland GmbH



Frank Prengel

Technical Evangelist
Microsoft Deutschland GmbH



Microsoft Partner Network™

Eine Dekade Windows Mobile



Security



Management



Business Apps



Devices &
Services

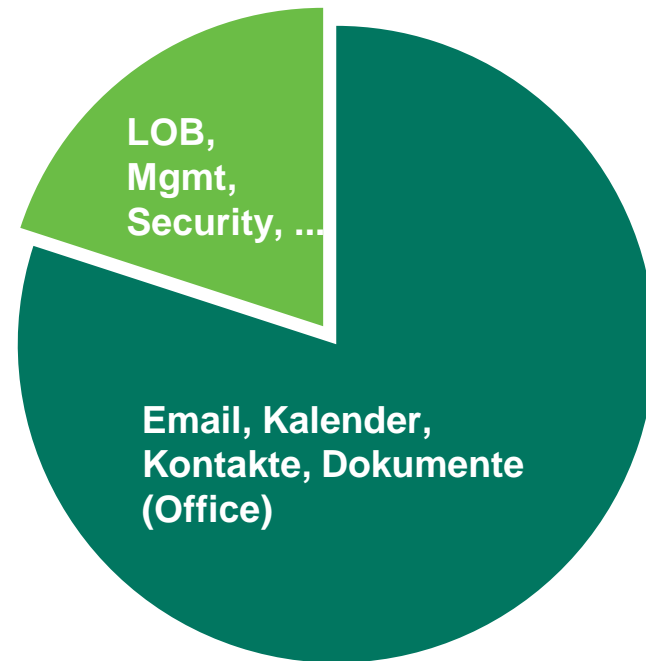
Enterprise-Anforderungen



Die Anforderungen haben sich geändert

„Consumerization of IT“

- Beschaffungsentscheidungen werden individuell getroffen
- Grenzen zwischen Privat- und Businessnutzung verwischen
- Business-Schwerpunkte verschieben sich
- Benutzbarkeit entscheidet über Akzeptanz und Einsatz



Wir haben verstanden

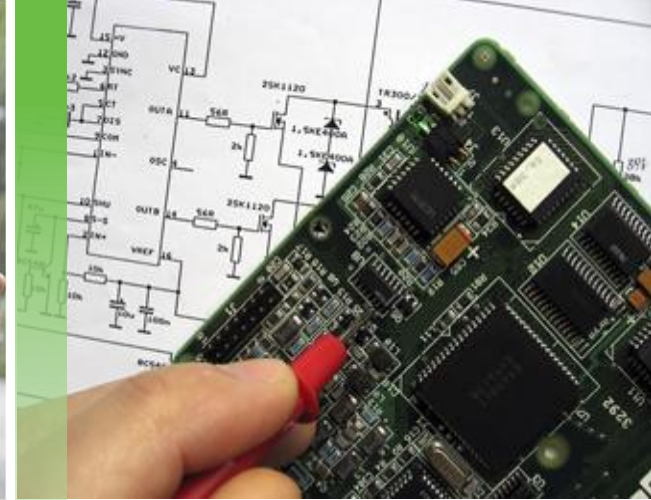
... und fangen neu an – mit Windows Phone 7



DESIGN:
DER NUTZER IM
MITTELPUNKT



PLATTFORM:
FASZINIERENDE
APPS, EINFACHER
ERSTELLT



HARDWARE:
EINHEITLICHE
STANDARDS,
EINFACHERE
HERSTELLUNG



Mehr als nur Evolution



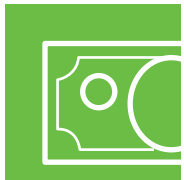
Unsere Ziele für Windows Phone 7



Beste „User Experience“ privat & im Business



Beste Anbindung an die „Cloud“



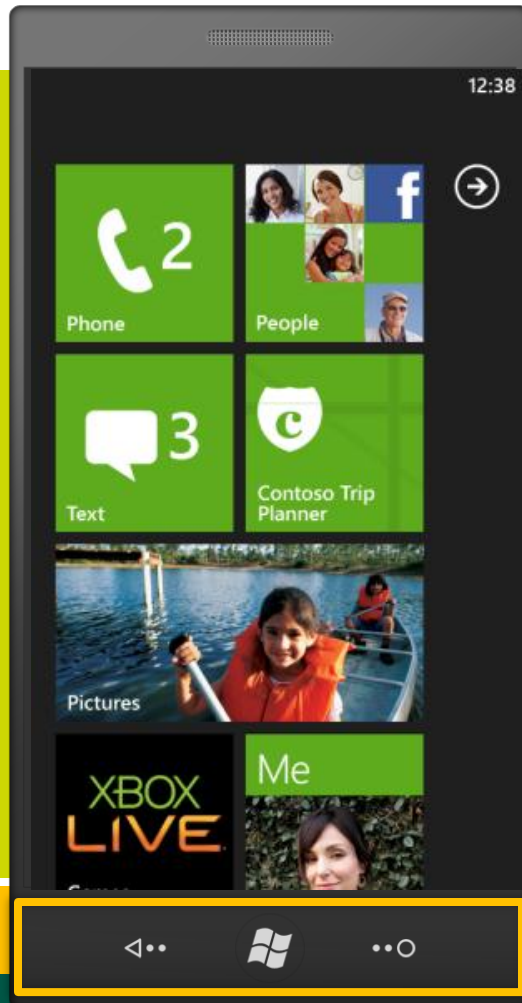
Beste Plattform für Softwareanbieter

User Experience: Neue Designsprache & Hubs



User Experience: Verlässliche Hardware

800 WVGA / 480 HVGA



480 WVGA / 320 HVGA

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

Services: Windows Phone & the Cloud



Other
Devices

people + standards + server code +
client code → experiences

Web API

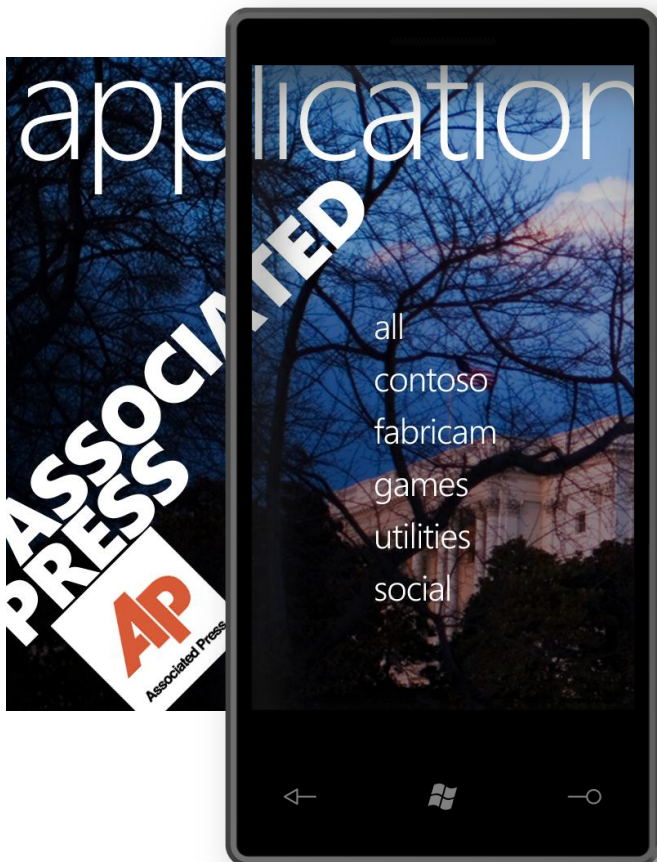


erNetwork™

Das Phone: ein Fenster in die Cloud



Softwarebusiness: Apps & Games



popular

new

 NEW O G R O D WORD GAME Adventure Works	 PIZZLE GAME Adventure Works	 MATCH.COM Match.com	 Sudoku Adventure Works	 TV CHATTER FROG DESIGN
 PHOTOBUCKET Photobucket	 SEESMIC Seismic	 CARD GAME Adventure Works	 Fandango Fandango	 FANDANGO FANDANGO
			 TV Chatter Frog Design	 SPB WALLET SPB SOFTWARE
			 Photobuckert Photobucket	

All featured

Windows Phone Marketplace

Zentraler Distributionskanal für WP7-Software

- Business lokal oder weltweit
→ Sichtbarkeit für Millionen von Kunden
- B2C- und B2B-Opportunities
- Transparente Richtlinien
- In-App-Werbung
- In-App-Business (Inhalte, Dienste)
- Aktives Marketing & Merchandising



Windows Phone Marketplace

- Registrierung auf <http://developer.windowsphone.com>
- Gebühr: 75 € + MwSt. / Jahr
 - Studenten: kostenlos
- Kostenloses Testen von kostenpflichtigen Apps
 - Kostenlose Apps: 5 freie Tests, jeder weitere wird berechnet
- Gewinnteilung: 70/30
- Freischalten von 3+ Entwicklergeräten
- Trial-API für Testversionen
- Business-Marketplace in Vorbereitung



Windows Phone 7: Apps & Games



Die neue Anwendungsplattform von WP7

Runtime – On “Screen”

Code you write
on the client

Tools & Support

Tools you use to
design &
develop

SCREEN

Cloud Services

Code you write
on the server

Developer Portal Services

Tools you use to
ship & sell

CLOUD

Runtime – On “Screen”



Tools & Support

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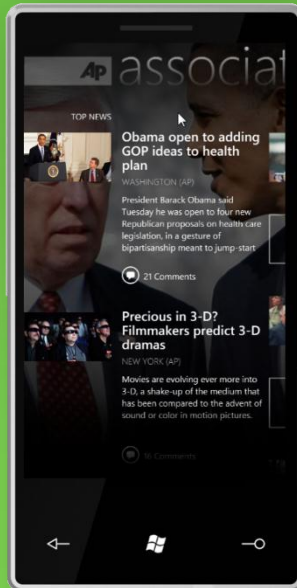
Tools you use to
ship & sell

2 Arten von Anwendungen



Microsoft®
Silverlight™

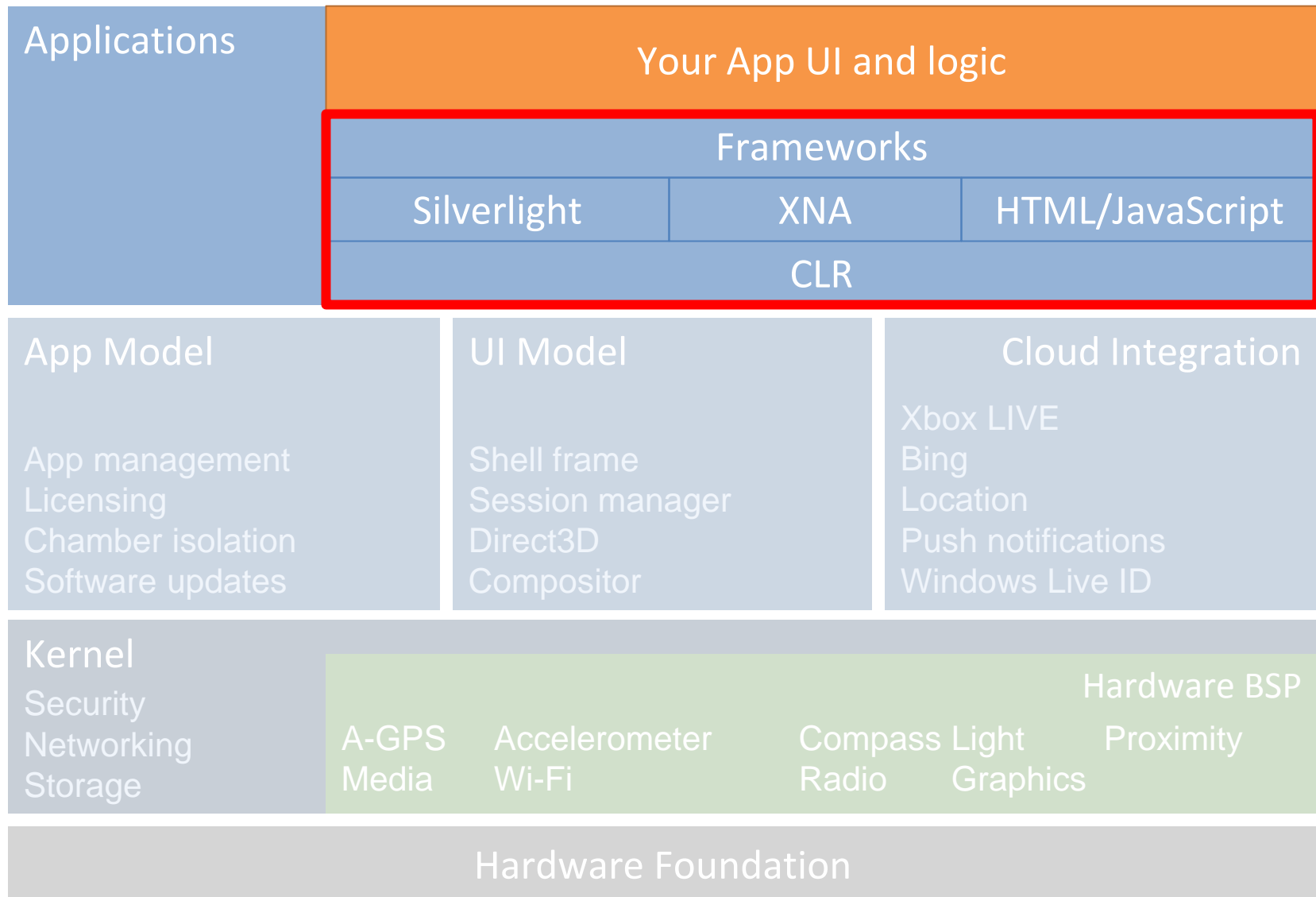
- Modern XAML/event-driven application UI framework
- Rapid creation of visually stunning apps
- Metro-themed UI controls
- HTML/JavaScript
- 500,000 developers spanning Windows and web



- 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



WP7 Plattformarchitektur



SCREEN

Runtime – On “Screen”

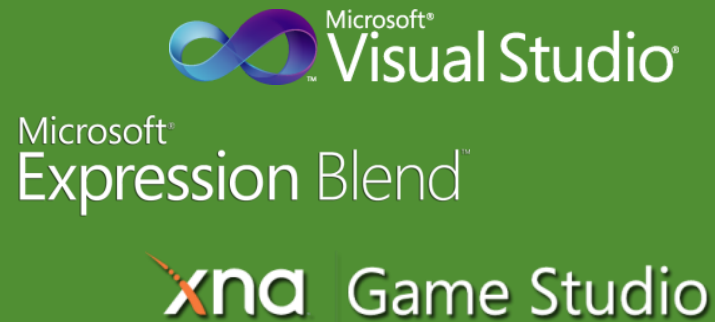


CLOUD

Cloud Services

Code you write
on the server

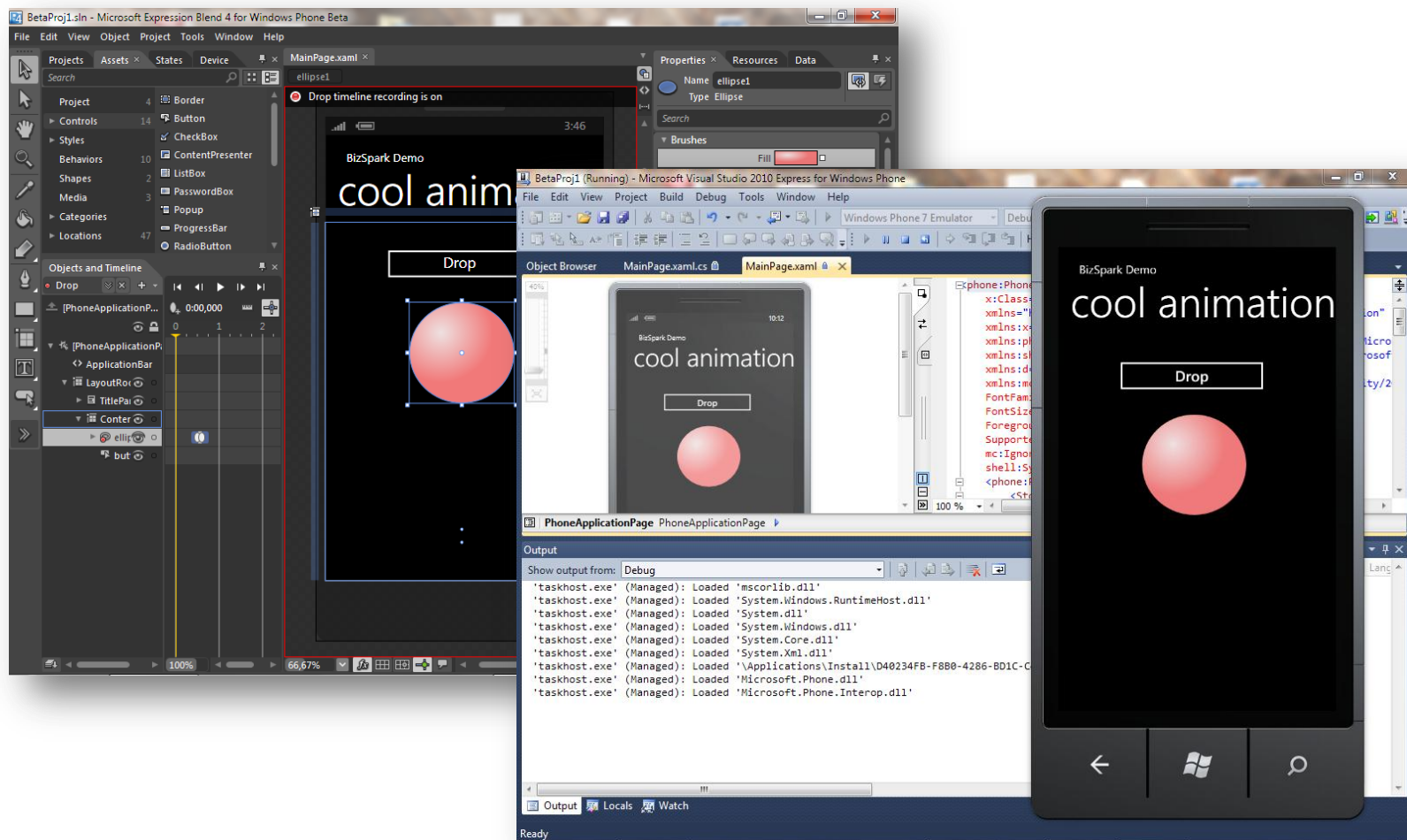
Tools & Support



Developer Portal Services

Tools you use to
ship & sell

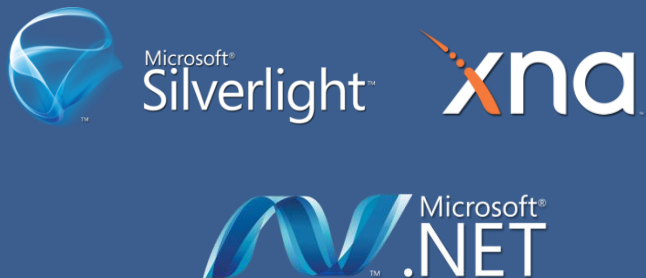
Entwickler & Designer – Hand in Hand



SCREEN

CLOUD

Runtime – On “Screen”



Tools & Support



Cloud Services

Push Notifications

XBOX LIVE.

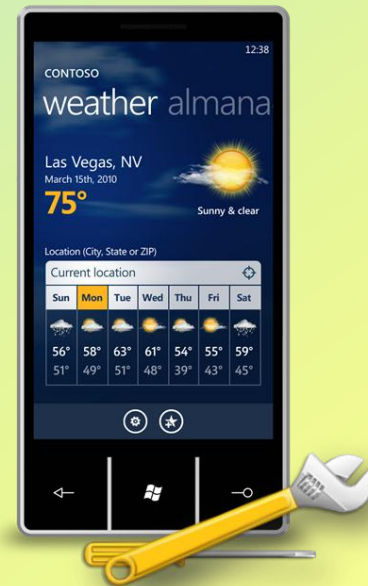
Location



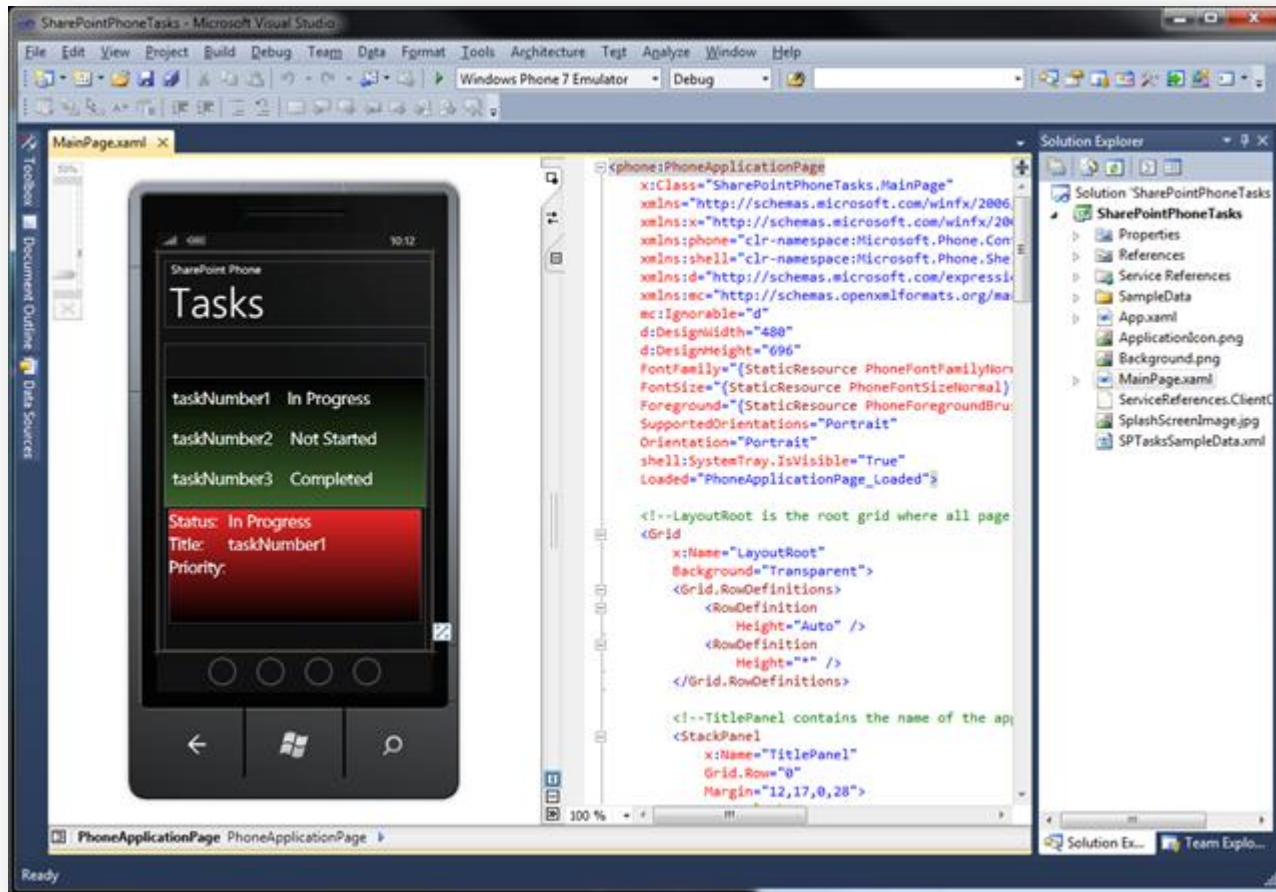
Developer Portal Services

Tools you use to
ship & sell

Demo



WP7 Business Apps: Beispiel SharePoint

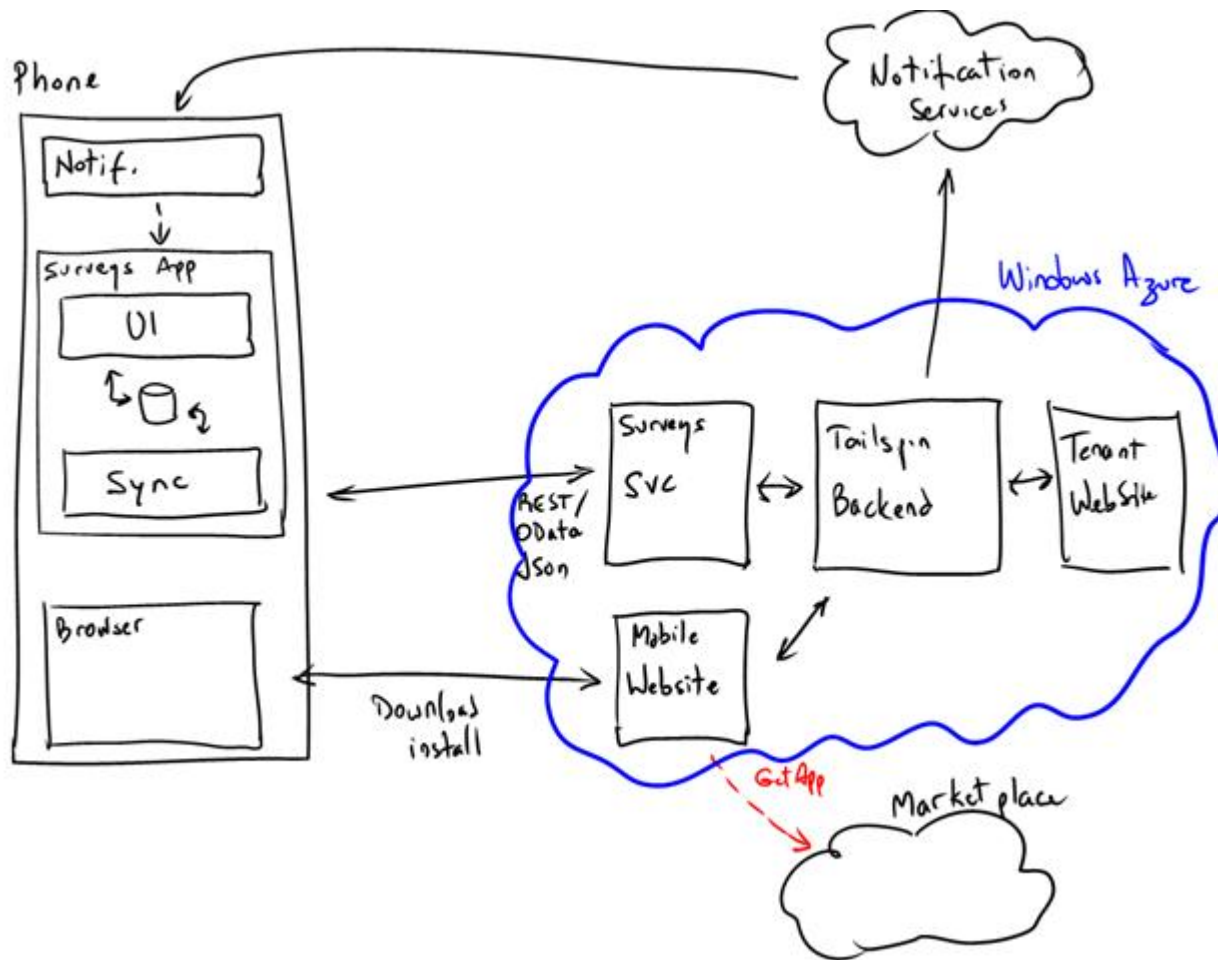


<http://code.msdn.microsoft.com/SPPhone>



Microsoft Partner Network

WP7 Business Apps: patterns & practices



<http://wp7guide.codeplex.com/>

Fazit

- In wenigen Tagen geht's los!
- Microsoft ist auf dem Weg in die mobile Zukunft
- Windows Phone 7 ist das OS für das Cloud-Zeitalter
- Nutzen Sie die Chance, von Anfang an dabei zu sein!



Windows® Phone 7



Jetzt starten!

- Windows Phone 7 entdecken:
<http://www.windowsphone7.com>
- Kostenlose Tools holen:
<http://msdn-online.de/go/wp7>
- Schlau machen:
<http://bit.ly/wp7dev>
- Apps & Games für WP7 entwickeln
- Marketplace – anmelden & anbieten:
<http://developer.windowsphone.com>
- Auf dem Laufenden bleiben:
<http://blogs.msdn.com/windowsphone>





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