

A semi-truck is shown from a low angle, driving on a road that curves into the distance. The truck's trailer is white and features the Windows logo and the word "Windows" in blue. The scene is set against a dramatic sunset sky with orange and blue hues. The truck's headlights are on, and the overall atmosphere is one of motion and progress.

# Internet Explorer 7

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# Agenda

Windows Vista & IE7 Readiness Tour

## Part 1:

- Why will your customers care about IE 7?
- Why you should care about IE 7?
- When is all of this going to happen?

## Part 2:

- The Developer Platform
- Important Platform Technologies
- Preparing your pages for IE7

# Why IE7 is important?

## Lessons from XPSP2

Windows Vista & IE7 Readiness Tour

- Strengths

- More than a service pack
  - Popup Blocker
  - Manage Addons
  - Information Bar
- Big security investments were worthwhile

- Opportunities to improve

- Social attacks (Phishing) as important as code execution
- Bad trust decisions don't have an "undo" option
- Make life better for Web developers
- Ship more often than every 5 years

# Internet Explorer 7

## 3 Pillars

Windows Vista & IE7 Readiness Tour

- **Better User Experience**

- Make consumers more productive
- Browse, Search and Subscribe

- **Secure and Trustworthy Browsing**

- Safe Personal Web Surfing
- Safe Corporation Web Consumption

- **Powerful Web Developer Platform**

- Web Development Improvements for “Standards-First Web Development”
- RSS Platform to “Reach your customers wherever they are”



# Better User Experience Pillar

# Better Experience

## Overview

Windows Vista & IE7 Readiness Tour

- Streamlined UI
  - Tabbed Browsing with Quick Tabs
  - Extensible search in UI via OpenSearch
- Great Default Print Experience
- Page Zoom
- International Domain Name (IDN) support
- Integrated Feeds (RSS)

A semi-truck is shown from a low-angle perspective, driving on a road towards the right. The truck's trailer is white and features the Windows logo and the text "Windows" in blue. The scene is set against a dramatic sunset sky with orange and blue hues. The word "demo" is written in a large, yellow, italicized font on the left side of the image.

*demo*

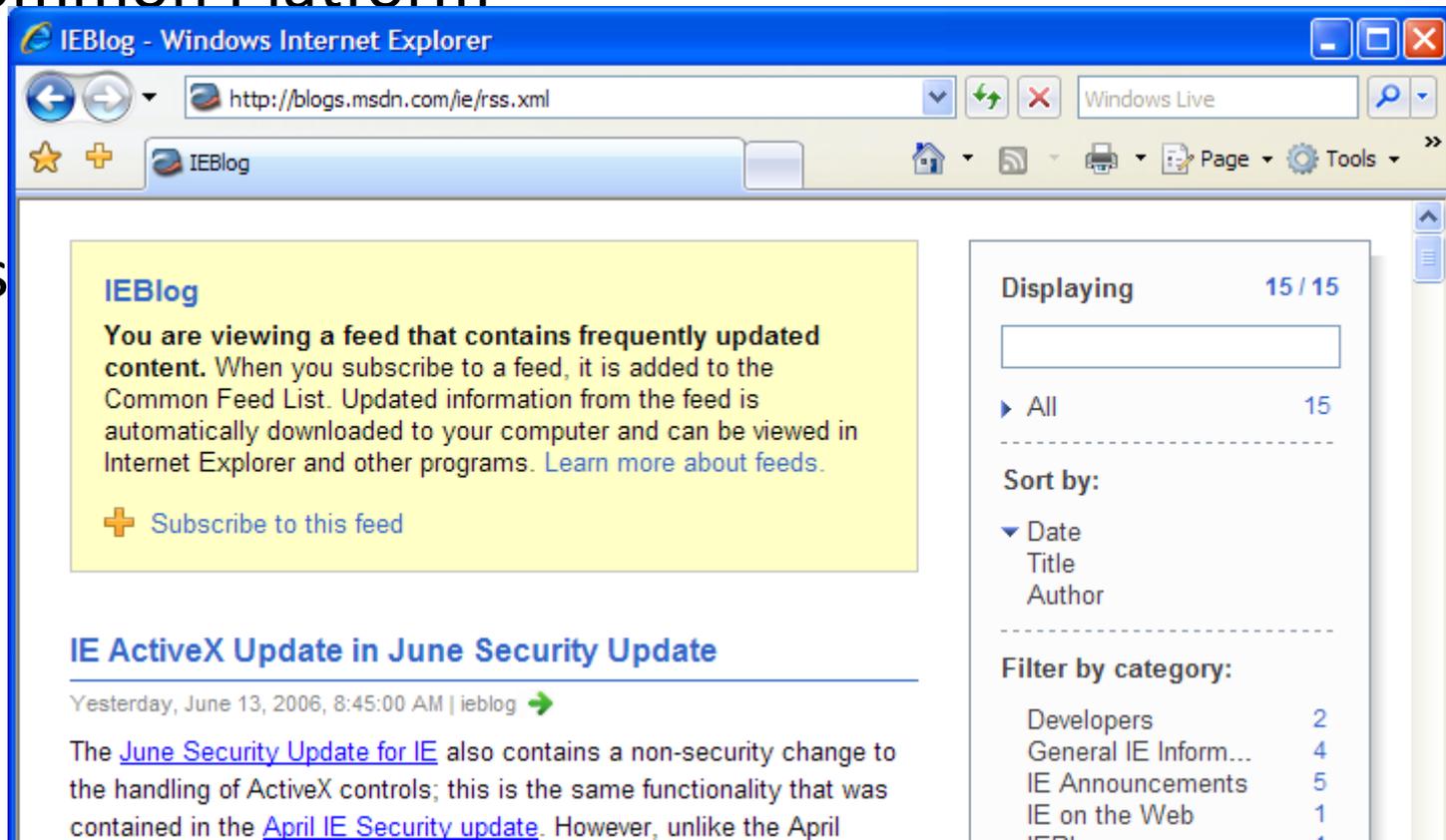
- Tabs and Quicktabs
- Search and OpenSearch
- Printing
- Zoom
- IDN

# Improved Experience

## Easier Feeds (RSS)

Windows Vista & IE7 Readiness Tour

- Feed Discovery (in IE)
- Default feed view
- Common Platform



The screenshot shows the Internet Explorer browser window displaying the IEBlog RSS feed. The address bar shows the URL <http://blogs.msdn.com/ie/rss.xml>. The page content includes a yellow box with the following text:

**IEBlog**  
You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common Feed List. Updated information from the feed is automatically downloaded to your computer and can be viewed in Internet Explorer and other programs. [Learn more about feeds.](#)  
[+](#) [Subscribe to this feed](#)

Below this box is a feed item titled **IE ActiveX Update in June Security Update**, dated "Yesterday, June 13, 2006, 8:45:00 AM | ieblog". The text of the feed item reads: "The [June Security Update for IE](#) also contains a non-security change to the handling of ActiveX controls; this is the same functionality that was contained in the [April IE Security update](#). However, unlike the April

On the right side of the page, there is a sidebar with the following sections:

- Displaying** 15 / 15
- A search input field.
- All** 15
- Sort by:**
  - ▼ Date
  - Title
  - Author
- Filter by category:**
  - Developers 2
  - General IE Inform... 4
  - IE Announcements 5
  - IE on the Web 1
  - IE7 1

- Lis

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*demo*

- RSS



# Security & Trustworthy Browsing Pillar

# Secure/Trustworthy Browsing

## Overview

Windows Vista & IE7 Readiness Tour

### Security is Job #1

- Hackers try to exploit
  - Human vulnerabilities using social attacks
  - Software vulnerabilities using exploits and malware
- IE7 increases Protection for People and PCs
  - User Experience to better identify social attacks
  - Suite of technology to better insulate PC from malware

# Security/Trustworthy Browsing

## Protecting the User

Windows Vista & IE7 Readiness Tour

- Anti-fraud features
  - Anti-phishing service integrated into IE
- User experience highlights security
  - SSL user experience, address bar on popups
  - Extended Verification certificates
- Dangerous settings notification
- Integration of Parental Controls (Vista)

A semi-truck with a white trailer featuring the Windows logo is driving on a road towards a sunset. The truck is in the foreground, and the sun is low on the horizon, creating a warm, golden glow. The sky is blue with scattered clouds. The word "demo" is written in a large, yellow, italicized font on the left side of the image.

# *demo*

- Anti-Phishing
- Dangerous Settings
- SSL UI
- Extended Verification certificates

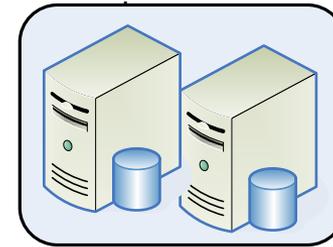
# Security/Trustworthy Browsing

## Phishing Filter 1

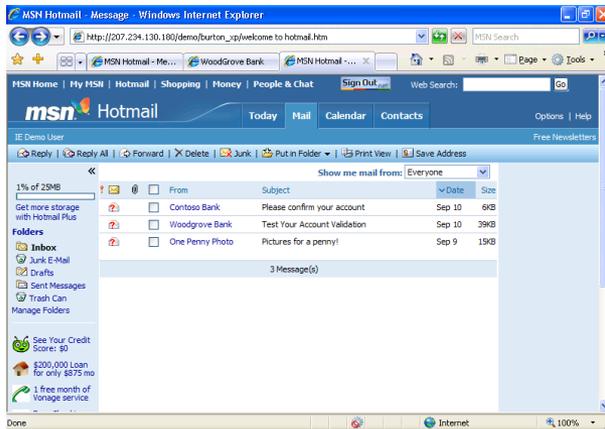
Windows Vista & IE7 Readiness Tour

Client-side heuristics, allow-list, and Web service

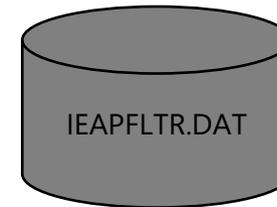
URL Reputation Service



<https://urs.microsoft.com>



Known Good URLs

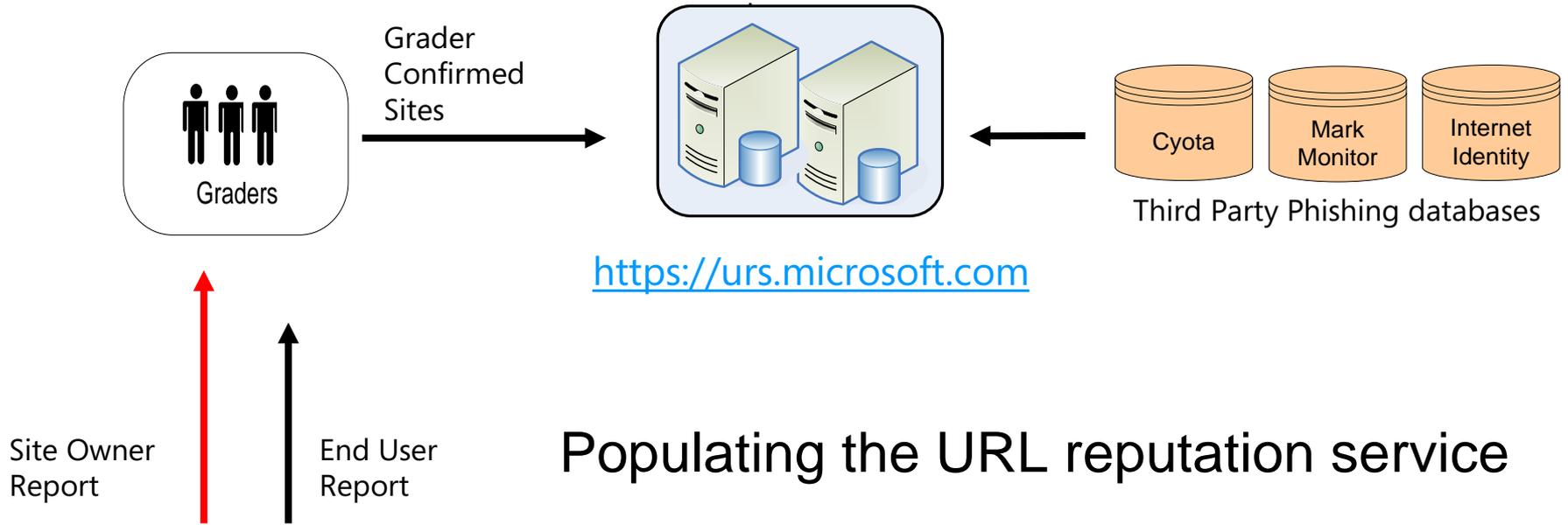


# Security/Trustworthy Browsing

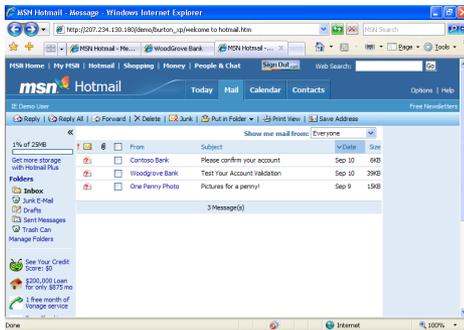
## Phishing Filter 2

Windows Vista & IE7 Readiness Tour

### URL Reputation Service



### Populating the URL reputation service



# Security/Trustworthy Browsing

## Protecting the PC

Windows Vista & IE7 Readiness Tour

- Harden the code base
  - Unified URL parsing
  - Cross-domain security enhancements
  - Code quality improvements to reduce buffer overruns
- Explicit user consent is **required on** first run of unused installed ActiveX controls
- Protected Mode (Microsoft Windows Vista only)
  - User Account Control
    - High - Admin
    - Medium - User
    - Low - Most secure

# Security/Trustworthy Browsing

## Protect Mode Overview

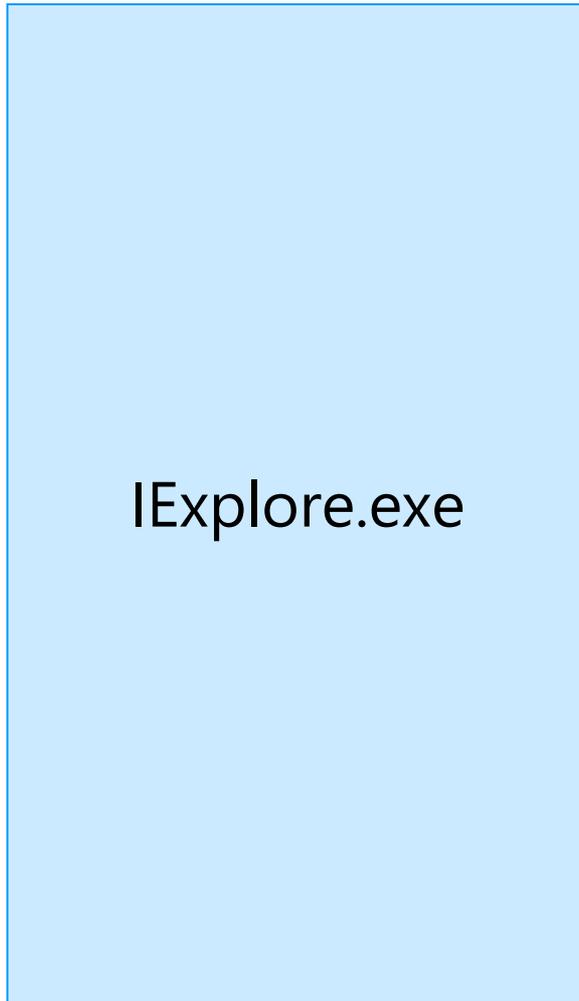
Windows Vista & IE7 Readiness Tour

- Problem: Malware Installation + system access
  - Malicious web pages may install malware or modify files by exploiting buffer overruns or other critical security exploits in IE or add-ons
- Solution: Protect Mode (Vista Only)
  - Eliminates Silent Installs
  - Isolates the registry from unauthorized access
  - Isolates the files system
  - Does NOT prevent executing WIN32 code

# Security/Trustworthy Browsing

## Today IE6 running with Full Privileges

Windows Vista & IE7 Readiness Tour



**Install an ActiveX control**



***Exploit can install MALWARE***



**Change Settings,  
Download a Picture**



***Exploit can install MALWARE***



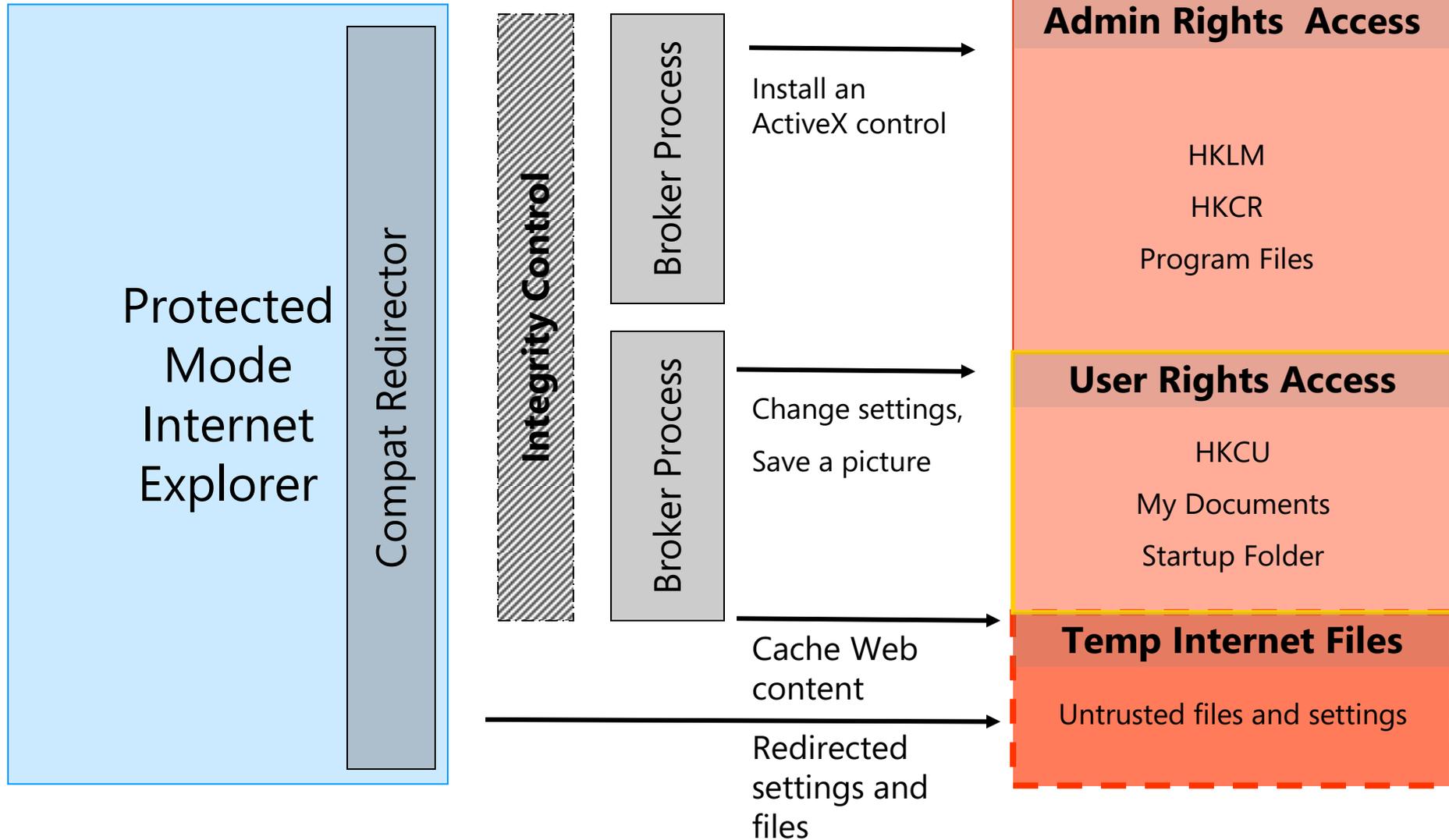
**Cache Web content**



# Security/Trustworthy Browsing

## Protect Mode with Lowest Privileges

Windows Vista & IE7 Readiness Tour





# Web Development Pillar

# Powerful Web Development Platform

## Overview

Windows Vista & IE7 Readiness Tour

- Focus on Folks that make a living on the web
  - Fix top pain points in standards based web development
  - Add most requested standards features
  - Make building AJAX type applications easier
  - Improve standards first web development
- RSS platform that can be used outside of IE
- More in Part II of this talk

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*demo*

- ZenTek demo

# Internet Explorer 7

## Release Dates

Windows Vista & IE7 Readiness Tour

- **RC1 Available today!**
  - Available in Arabic, Finnish, German, Japanese, French and Spanish
  - All Users features are complete – we are nearly done!
- Upcoming milestones
  - Final release for Windows XP – Q4 2006
  - Release of Vista Q1 2007
- Internet Explorer 7 Distribution
  - high-priority update via Automatic Updates
    - Requires user consent
  - Available as download from Microsoft.com

# Internet Explorer 7

## Preparing your content

Windows Vista & IE7 Readiness Tour

- Test LOB applications and public websites
  - [IE 7 Readiness Toolkit](#)
  - MS Internet Explorer Dev Center [www.msdn.com/IE](http://www.msdn.com/IE)
- Get familiar with new features [www.microsoft.com/ie](http://www.microsoft.com/ie)
- Provide feedback to Microsoft <mailto:ietell@microsoft.com>
- Keep up with progress on IE blog <http://blogs.msdn.com/ie>
- Use our public bug database <http://connect.microsoft.com/>



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