



Windows Phone



GSA U.S. General Services Administration

Mobile Webinar

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Agenda

People First Demo

Architecture & Platform Capabilities

User Experience (Metro)

Cloud (Azure & Data Market)

Demo + Q&A

The webinar would cover such topics as:

- How to prepare for creating an app in your store
- The app creation process
- Troubleshooting tips and tricks
- Guidance on Windows Phone app maintenance
- Whatever you think will best help government introduce services on your platform.

aka.ms/infokit

it all starts here

People First Demo

Windows Phone puts
people and the things
you care about... **First!**

People First Demo

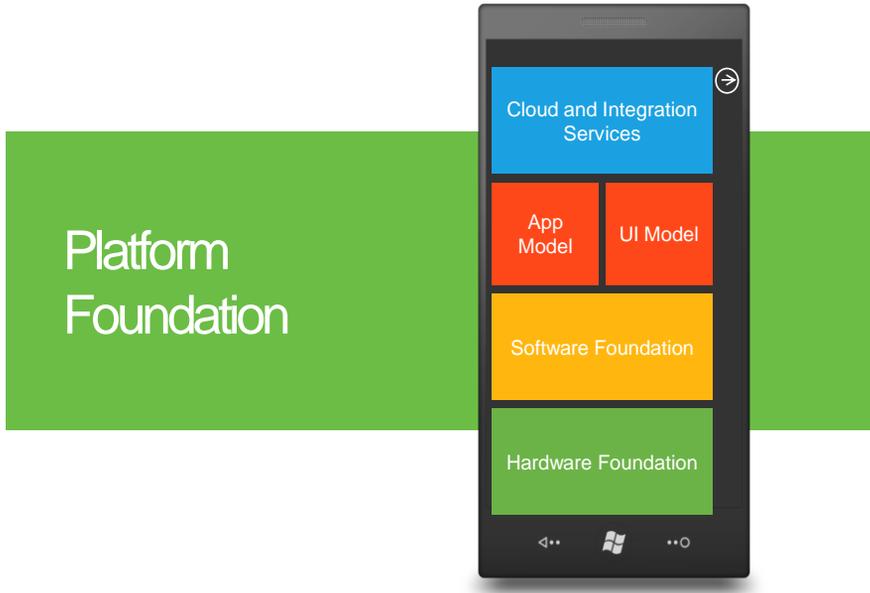


People First Demo

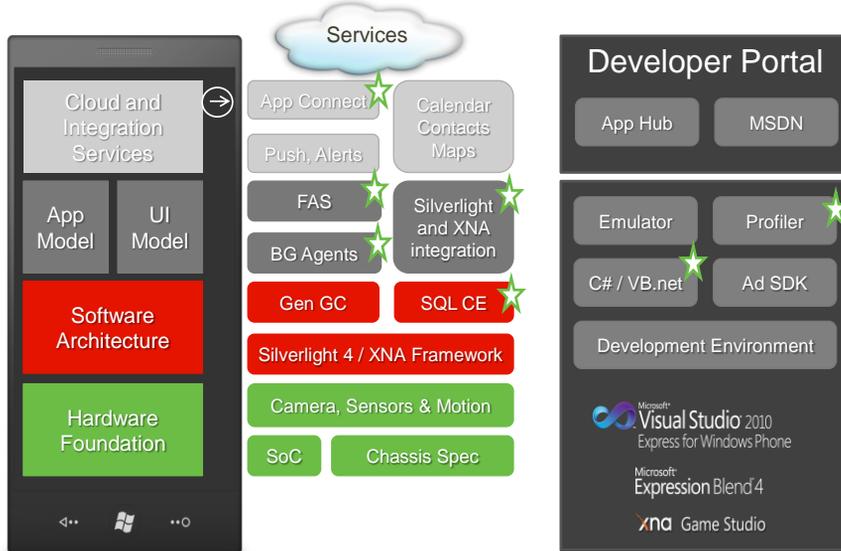
- Tiles
- Notification
- Social
- Integration
- Communication

Architecture & Platform Capabilities

Overview of Windows Phone Foundation



Scope: Windows Phone "Mango"



Hardware Foundation Updates

800

480

Capacitive touch	4 or more contact points
Sensors	Motion Sensor A-GPS, Accelerometer, Compass , Light, Proximity, Gyro
Camera	5 mega pixels or more
Multimedia	Common detailed specs, Codec acceleration
Memory	256MB RAM or more, 8GB Flash or more
GPU	DirectX 9 acceleration
CPU	Qualcomm MSM8x55 800Mhz or higher MSM7x30

Hardware buttons: Back, Start, Search

Improved capability detection APIs

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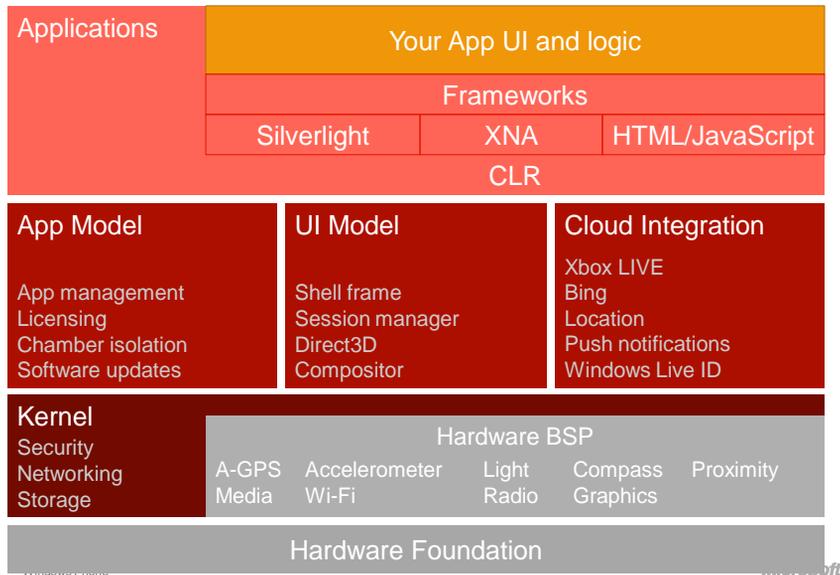
Elements of the Application Platform

SCREEN	Runtime – On “Screen” 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

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Software Architecture



Two Flavors of Applications

	
<ul style="list-style-type: none"> ▪ Modern XAML/event-driven application UI framework ▪ Rapid creation of visually stunning apps ▪ Metro-themed UI controls ▪ 500,000 developers spanning Windows and web 	<ul style="list-style-type: none"> ▪ 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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Run-time improvements

Silverlight 4	Features	Performance
<ul style="list-style-type: none"> • Implicit styles • RichTextBox • ViewBox • More touch events (tap, double tap) 	<ul style="list-style-type: none"> • Sockets • Clipboard • IME • WebBrowser (IE9) • VideoBrush 	<ul style="list-style-type: none"> • Gen GC • Input thread • Working set • Profiler

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What you can do

- Write Silverlight and XNA Applications in C#/VB.Net
- Play and manage media
- Access phone address book and messaging
- Access Microsoft Cloud Services:
 - Push Notifications
 - Location
 - Xbox Live *
- Sell your Solutions

Integrating with the Phone

Camera	Sensors	Networking	Data	Launchers & Choosers	Controls
Access to the pipeline	GPS	Sockets	SQL CE	Bing Maps	Frame and Page Navigation improvements
No need to capture the image to flash	Accelerometer		Connection Manager control	Phone Contacts	E-mail
	Compass	Phone Calendar		Phone Number	Open Source on CodePlex
	Gyro	Address Chooser			
Spatial Framework					

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aka.ms/getphone

start building free – TODAY!

Public Sector Apps (Plus Demos)

What are PS Apps and why should you care about?



My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government.

— PRESIDENT OBAMA, 01/21/09

Open
Government

What is a Public Sector App?

- A public sector phone app is defined by the nature of its feature-set and target audience – **Citizenship, Federal, State and Local Government, Education, Health and Life Sciences**. Such apps, desirably, would be **linked to open government data source(s) and/or cloud services**. A public-sector-classified application solves a problem and/or **addresses a need with either the production, delivery and allocation of goods and services by and for the government or its citizens**, whether national, regional or local/municipal.

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Open Government

Transparency

greater accountability, efficiency, economic opportunity via government data being more open

Participation

effective opportunities to drive greater diverse expertise for government decisions

Collaboration

generate new ideas for solving programs via cooperation across government and with the public

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Apps, Apps, Apps (...Jun 2011)

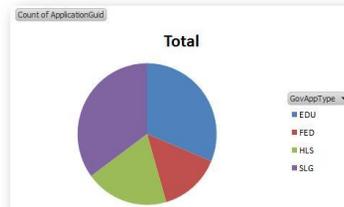


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Public Sector – July 2011... Dec 2012

Segment	Count
EDU	179
FED	82
HLS	111
SLG	201
Grand Total	573



TOP 15 by DOWNLOAD

Title	Rank by Downloads
HealthVault	1
Woman Calendar Lite	2
Memorial Guide	3
US Citizenship Test	4
Academic Search	5
Sleep Music	6
Preschool Spelling FREE	7
Online Education	8
Baby Sign Language	9
Zip Code Lookup	10
Mango Transit (free)	11
Periodic Table of Chemistry Elements - Lite	12
A+ Math Facts	13
ABCS	14
Spelling Practice 2 FREE	15

TOP 15 by RANKING

Name	RatingCount
Memorial Guide	66
Obama Score	63
HealthVault	50
Sleep Music	48
National Zoo	42
Lotto Results	41
Online Education	29
KiddieApps - Learn alphabets (free)	23
New York State	18
US Citizenship Test	18
All About Calories	17
Academic Search	16
New York City Facts	14
Baby Sign Language	14
ABCS	14

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What is “Open Data”?

It is the idea that certain [data](#) should be **freely available** to **everyone** to use and republish as they wish, **without restrictions** from [copyright](#), [patents](#) or other mechanisms of control.

aka.ms/getazure

going up-up to the cloud

Open Data in Government

Government data made available in a

- Timely, accessible, non-proprietary
- Low-cost, generates more value than the data itself
- Stimulates community development and citizen participation
- Key Focus (Local Government Data)
 - Data is local and relevant to citizens (buy-in)
 - Improve city services, expand their reach
 - Create more livable cities
 - Increased transparency/accountability

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Open Data and Social Media

Example: City of Vancouver – Burrard Bridge Trial

“Interestingly however, the City of Vancouver has opted [to share the raw data on a regular basis](#), as well as [blog](#) about the trial and give citizens an opportunity to leave comments and feedback. Indeed, the whole Burrard Street Lane Trial website - including [twitter account](#) and [facebook page](#) - is a well organized affair. Unsurprisingly, the data shows that [the number of people cycling over the bridge has increased significantly](#).” - eaves.ca, August 2009

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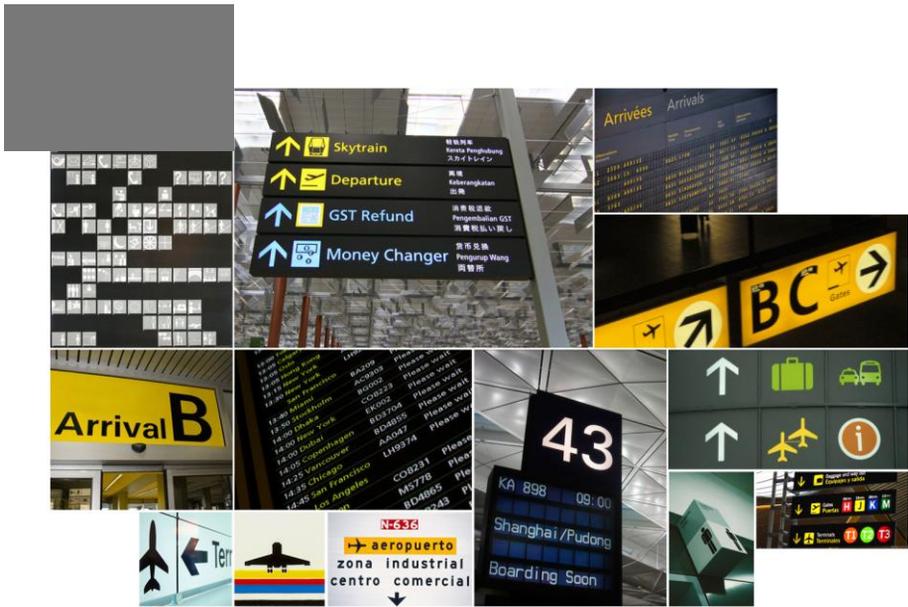
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Crowdsourcing

- Tasks traditionally performed by an employee or contractor, outsourced to a community.
 - Public may be invited to develop a new technology, carry out a design task (community-based design)
 - Help capture, systematize or analyze large amounts of data – source: Wikipedia
- Examples:
 - Citizen Journalism
 - NASA Be A Martian
 - CitySourced
 - UserVoice.com
 - Eye on Earth

User Experience (Metro)

A principal to make UX
indispensable!



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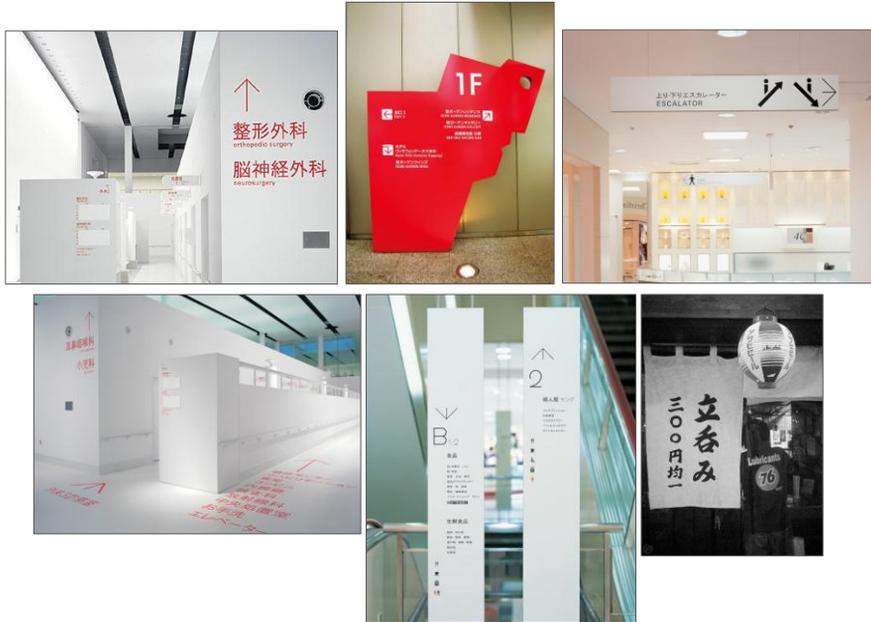
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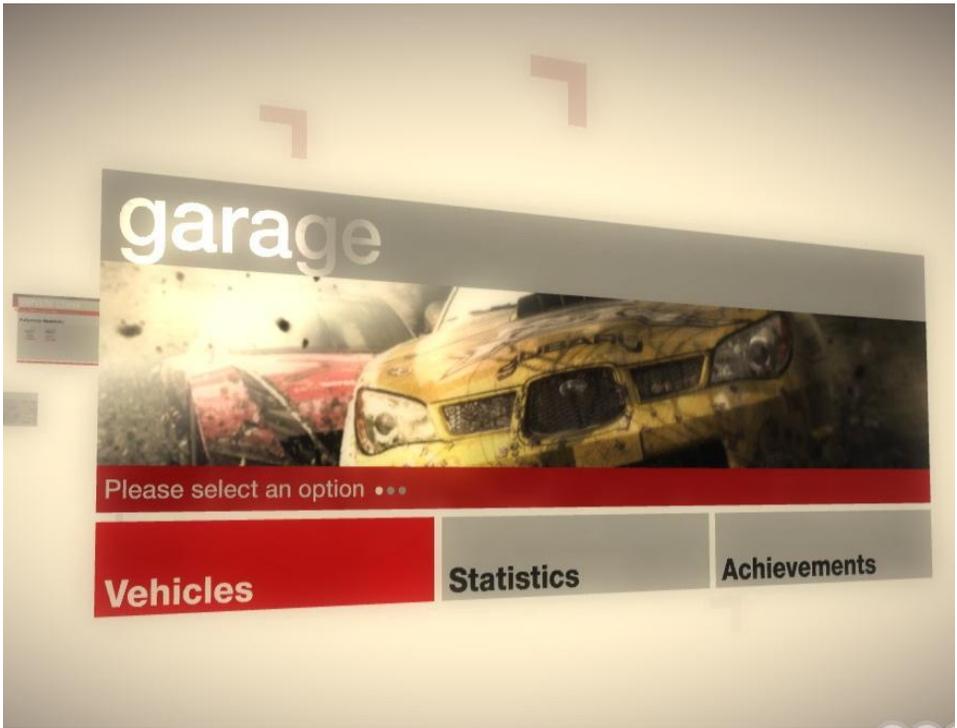
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Metro @the_airport



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Metro

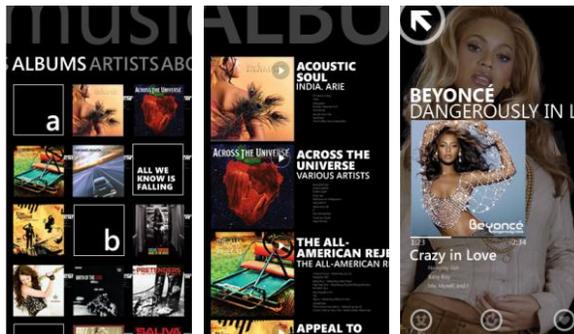


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Metro



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Principles

Light & simple
Typography
Motion
Content, not chrome
Honest

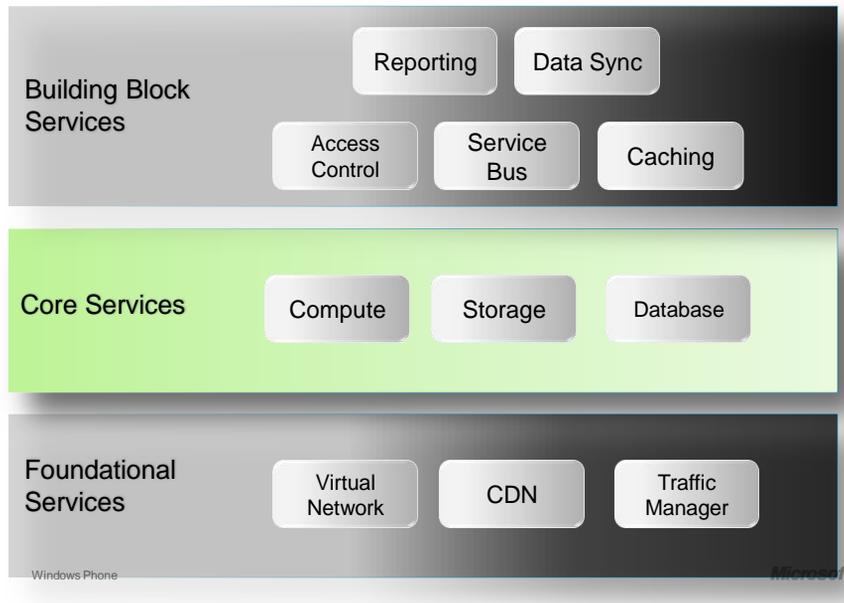
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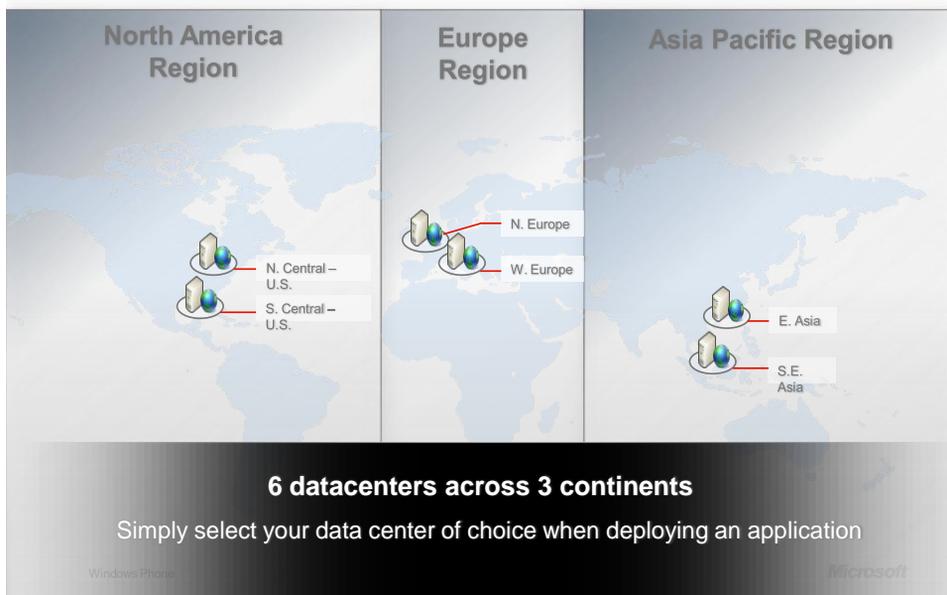
Cloud (Azure & Data Market)

Data, Data, Data

Windows Azure Platform



Windows Azure Platform Data Centers



Opportunities for Developers



Windows 8

Use Windows Azure to scale out and power up your Windows 8 applications. [More](#)



Websites

In the competitive landscape of website development, speed matters. See how Windows Azure and our CMS provider partners can help. [More](#)



Mobile Apps

Cloud services and mobile apps are a powerful combination. Windows Azure provides you the scalability so you can focus on your app. [More](#)



Social Apps

Social apps require a robust and scalable development, deployment and management platform. Learn what you can build with Windows Azure. [More](#)



Social Games

A social game can go viral overnight, so you need to be ready to handle millions of users from day one. See how Windows Azure can help. [More](#)



Startups

Windows Azure makes it easy for startups to get a production-ready solution up and running quickly, so you can pursue the things that matter. [More](#)



High Performance Computing (HPC)

Windows Azure and Windows HPC Server provide you the flexibility to scale based on your computing needs. [More](#)



SharePoint Integration

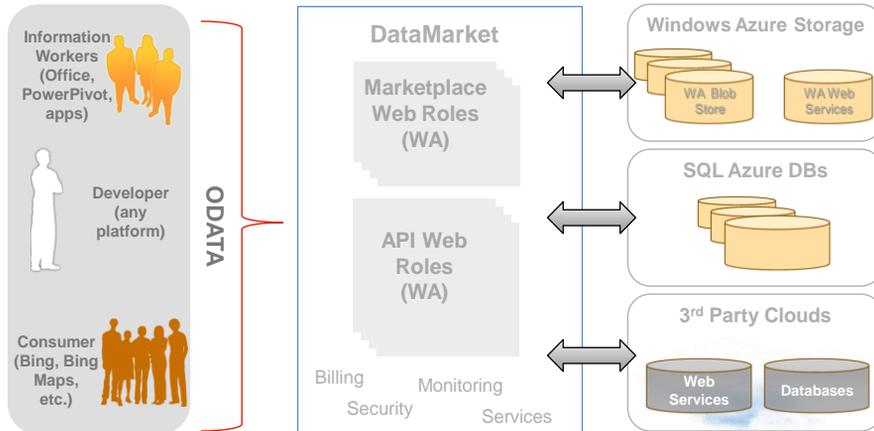
See how Windows Azure provides SharePoint developers the opportunity to apply their existing skills in the cloud. [More](#)

aka.ms/azuretrial

cloud before you buy

750 hours, 20GB storage, 20GB data transfer, 1GB SQL Azure, 100,000 trans, 2 Service Bus Connections, 128MB AppFabric Cache

Architecture



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Marketplace

- Discover and purchase apps & datasets
 - Subscription-based access to apps
 - Apps can be paid or unpaid
- App qualifications:
 - SaaS applications
 - Must be commercially available
 - Paid apps need to provide endpoints for provisioning & cancelation
- Now available in 26 countries with support for 17 currencies
- App Publishing Kit available with guidance for integrating apps in the marketplace



<http://marketplace.windowsazure.com>

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Data.Gov

DATA AND APPS



- 390,144 [raw](#) and [geospatial](#) datasets
- 1,125 government [apps](#)
- 236 citizen-developed [apps](#)
- 85 [mobile apps](#)
- 172 [agencies and subagencies](#)
- [Suggest a dataset or app!](#)
- [2011 Next Generation Data.gov](#) is interactive, explorable, and social.

[MORE ▶](#)

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COMMUNITIES



Come explore, discuss, meet others in the same field, and develop the data and apps in the community that you care about. Join in the discussions by going to communities below that interest you.

OPEN DATA

SEMANTICWEB

HEALTH

LAW

ENERGY

[MORE ▶](#)

OPEN GOVERNMENT



Latest News: [Japanese Earthquake and Radiation Data](#)

Real-time alerts and data related to the earthquakes off the coast of Japan and radiation levels in US.

What's coming up on Data.gov? Check out [our blog](#).

[MORE ▶](#)

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Monetization

Free or Pay...

Joining the Marketplace

- You can register to be a member of the marketplace for \$99 per year
- Students can register for free via Dreamspark
- Registered developers can submit applications for approval in the marketplace
- Marketplace members have their identity validated when they join and are allocated a unique digital signature to sign their marketplace submissions
- Join at: <http://create.msdn.com>

Payment

- Developers can set a price for an application or give it away for free
- Developers receive 70% of the price paid for the application
- Payment starts once the developer has earned up to \$200
- The payment is made by bank transfer
- All payments are from the USA, which can cause some issues
 - Very good support on the developers site and the Windows Phone Forums for this

Free and Paid Applications

- Developers are limited in the number of free applications they can make available
 - Only 100 (!) free apps per developer per year
 - Can publish further free applications at an extra cost of \$20 per application
- Developers can publish as many paid applications as they like

Applications for sale

- Applications can be free or paid
- Developers can also allow customers to use an application in “try before buy” mode
- Your application can determine which mode it is running in by calling a status API

aka.ms/webmatrix

oh, yeah! the web...

The End

DEMOS +
Q & A



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