

# You Make IT Smart

## Windows 8 / 8.1 & Windows Phone 8 Apps Overview for Developers

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You make IT Smart Campaign

# You Make IT Smart

Just Code It





## Key Points

Publish **2 new Windows 8 / 8.1** or **Windows Phone 8** Apps and get **100 downloads** for each one before **June 16, 2014** to the Swiss Windows Store or Phone Marketplace.

Submit Info on your Apps on <https://ymits.azurewebsites.net/>

Be one of the first 200 – Get a **Microsoft Surface RT** or a **Nokia Lumia 625**!



## Resources

Competition Website: <http://www.microsoft.ch/ymits> (competition info, registration, hints...)  
Community: <http://www.facebook.com/ymits> (for questions, tech support, updates...)  
E-mail: [swissarm@microsoft.com](mailto:swissarm@microsoft.com)

## Events

Roadshows: check dates on our [website](#)  
TechDays 13 Basel and Lausanne: free participation at Day 1 for developers: [www.techdays.ch](http://www.techdays.ch)



## DreamSpark Premium

Free developer tools, unlimited full versions, incl. Visual Studio Professional or Ultimate, SDKs, Windows Server: <http://www.dreamspark.com/student>

## Microsoft Virtual Academy

Free online trainings and courses on app development: <http://www.microsoftvirtualacademy.com/>

## More Resources

Direct links to the best trainings and ideas for your apps: <http://www.microsoft.com/de-ch/students/en/getInvolved/youmakeitsmart/resources/default.aspx#fbid=EVeF21NKhG9>



## Microsoft Student Partners – Your Contacts



**Raphael Bösch**  
**Fribourg**

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**Bern**

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**Pierre Grydbeck**  
**Lausanne**

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**Jiri Danihelka**  
**Zurich**

[v-jidani@microsoft.com](mailto:v-jidani@microsoft.com)

# Create your free Developer Account



## 1. Sign Up with Dream Spark

<https://www.dreamspark.com/student/Windows-8-App-Development.aspx>

<https://www.dreamspark.com/Account/CreateAccount.aspx>

## 2. Verify you are a Student and get Registration Code

<https://www.dreamspark.com/Student/Windows-Store-Access.aspx>

## 3. Register at the Windows / Windows Phone Store

<https://appdev.microsoft.com/StorePortals/>

<http://dev.windowsphone.com/join>

## 4. Get the Tools

<https://www.dreamspark.com/Student/Software-Catalog.aspx>



# Introducing Windows 8

A large, faint, light blue watermark of the Windows logo is visible in the background, centered behind the text.

# Big range of Windows 8 Devices



# Windows 8 Form Factors

Desktop PCs

Tablets/Slates



# Windows 8

## New Window Experience

(Previously known as "Metro")

x86/64 Edition  
Surface Pro



ARM Edition  
Surface



# Windows 8

## New Window Experience

“Full Experience”

Windows 8 Pro\*

x86/64 Edition

Surface Pro



Silverlight



Java

Dr. Tax



LoB



“Great Lifestyle”

Windows RT

ARM Edition

Surface





“Full Experience”

Windows 8 Pro\*

x86/64 Edition

Surface Pro



Microsoft  
Silverlight



Java

Dr. Tax



LoB



WinRT

“Great Lifestyle”

Windows RT

ARM Edition

Surface



The background of the slide features a stylized Windows logo on the left side, composed of four blue squares arranged in a 2x2 grid. The right side of the slide is a solid blue background.

# demo

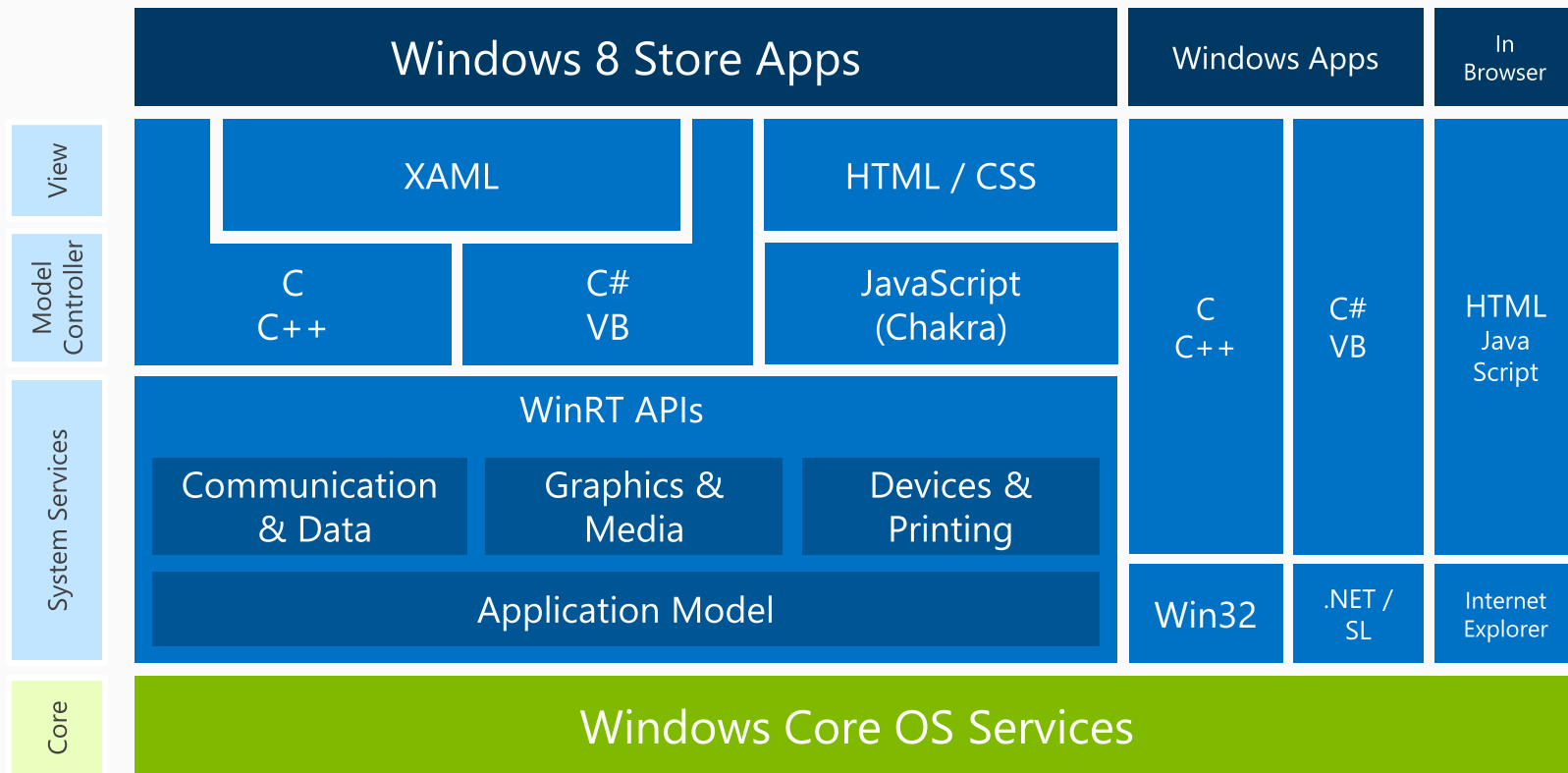
The Windows 8 User Experience

# The Windows 8 Platform

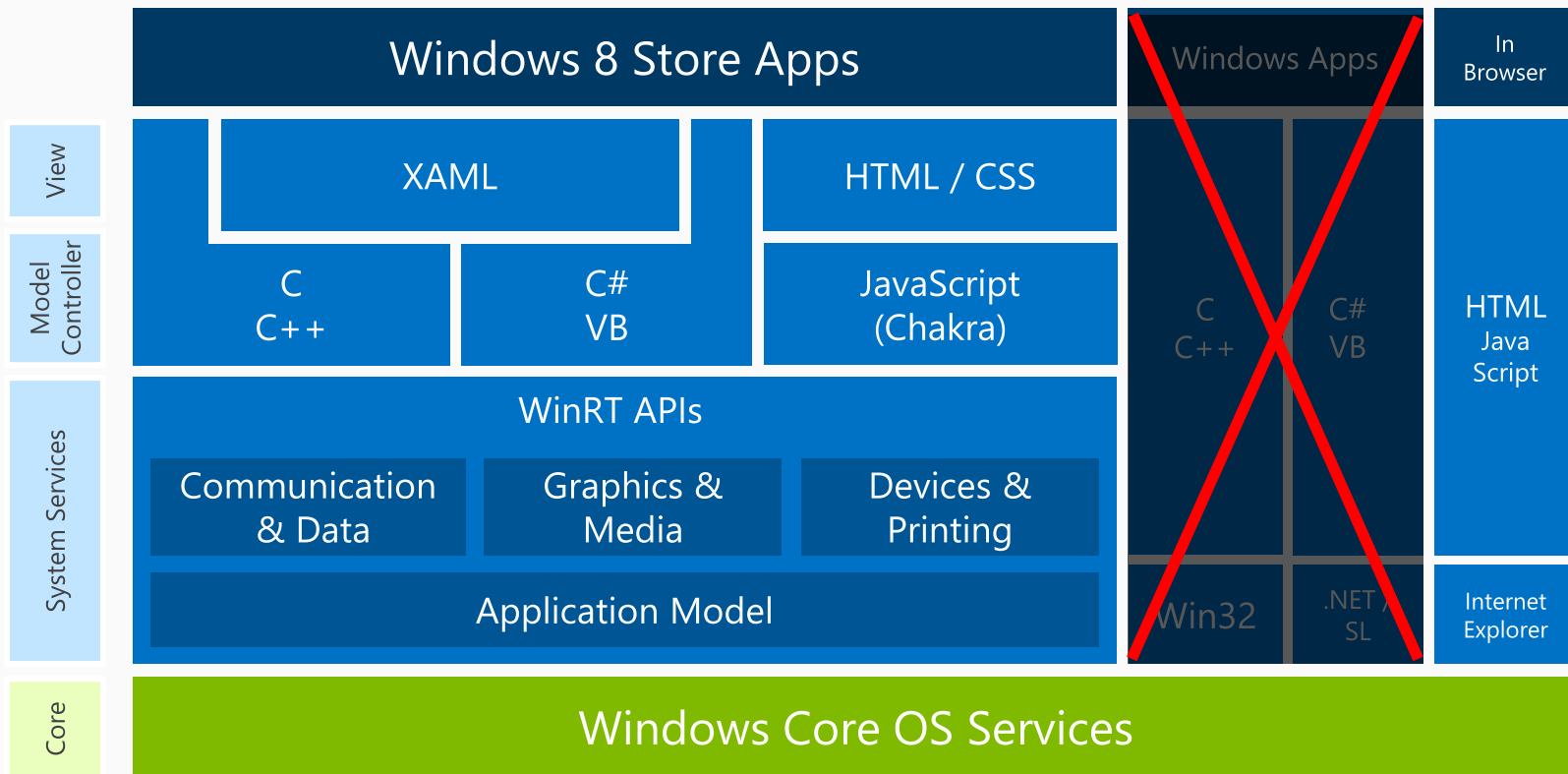
The background of the slide features a large, semi-transparent Windows logo. The logo is composed of four panes arranged in a 2x2 grid, rendered in a lighter shade of blue against the dark blue background. The panes have a slight 3D effect with shadows.



# The Windows 8 Platform on x86/x64



# The Windows 8 Platform on ARM

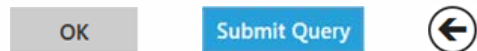


# Developing for Windows 8

The background of the slide features the Windows 8 logo, which is a stylized four-pane window. The logo is composed of four rectangular panes arranged in a 2x2 grid. The panes are a lighter shade of blue than the background, and they are slightly offset from each other, creating a 3D effect. The background is a solid, dark blue.

# Controls for Windows Store Apps

Button



Checkbox



Radio Button



Hyperlink

<http://www.buildwindows.com>

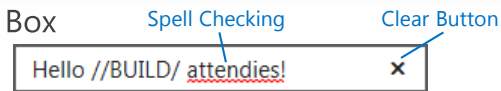
Combo Box

California

Grid View



Text Box



Progress Ring



Progress Bar



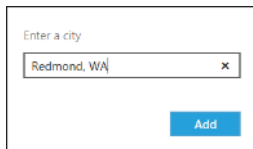
Password



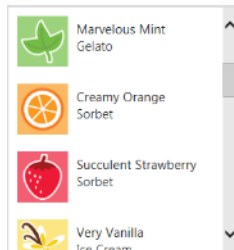
Context Menu



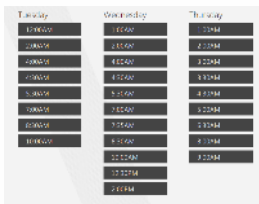
Flyout



List View



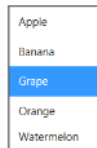
Semantic Zoom



Flip View



List Box



Panning Indicator



Rating



Radio Button



Scroll Bar



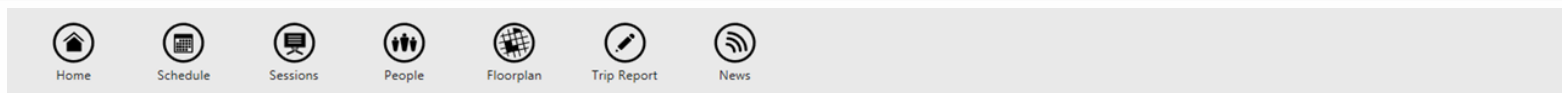
Toggle Switch



Tooltip



App Bar



# Presenting data

## List View



Marvelous Mint  
Gelato



Creamy Orange  
Sorbet

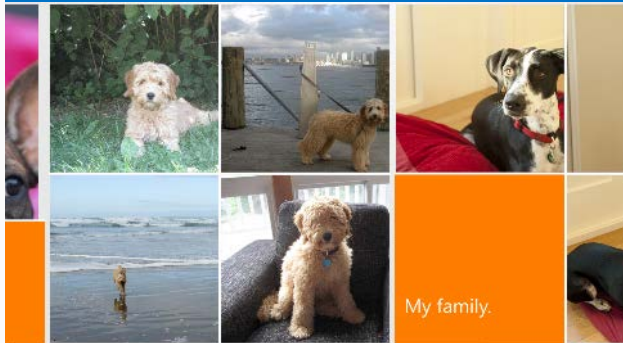


Succulent Strawberry  
Sorbet



Very Vanilla  
Ice Cream

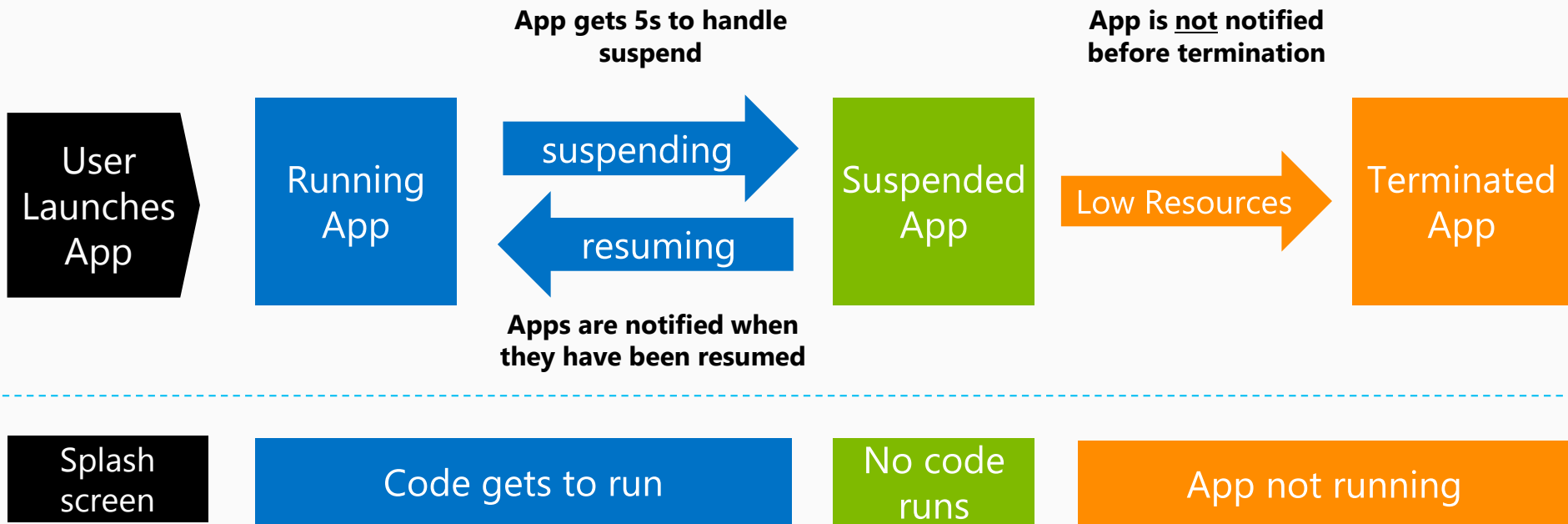
## Grid View



## Flip View



# Windows Store Apps: Lifecycle



→ More Info: <http://msdn.microsoft.com/en-us/library/windows/apps/hh464925.asp-x>

# App Data vs. User Data

## App data

Settings

Files

Session State

Local Cache

## User data

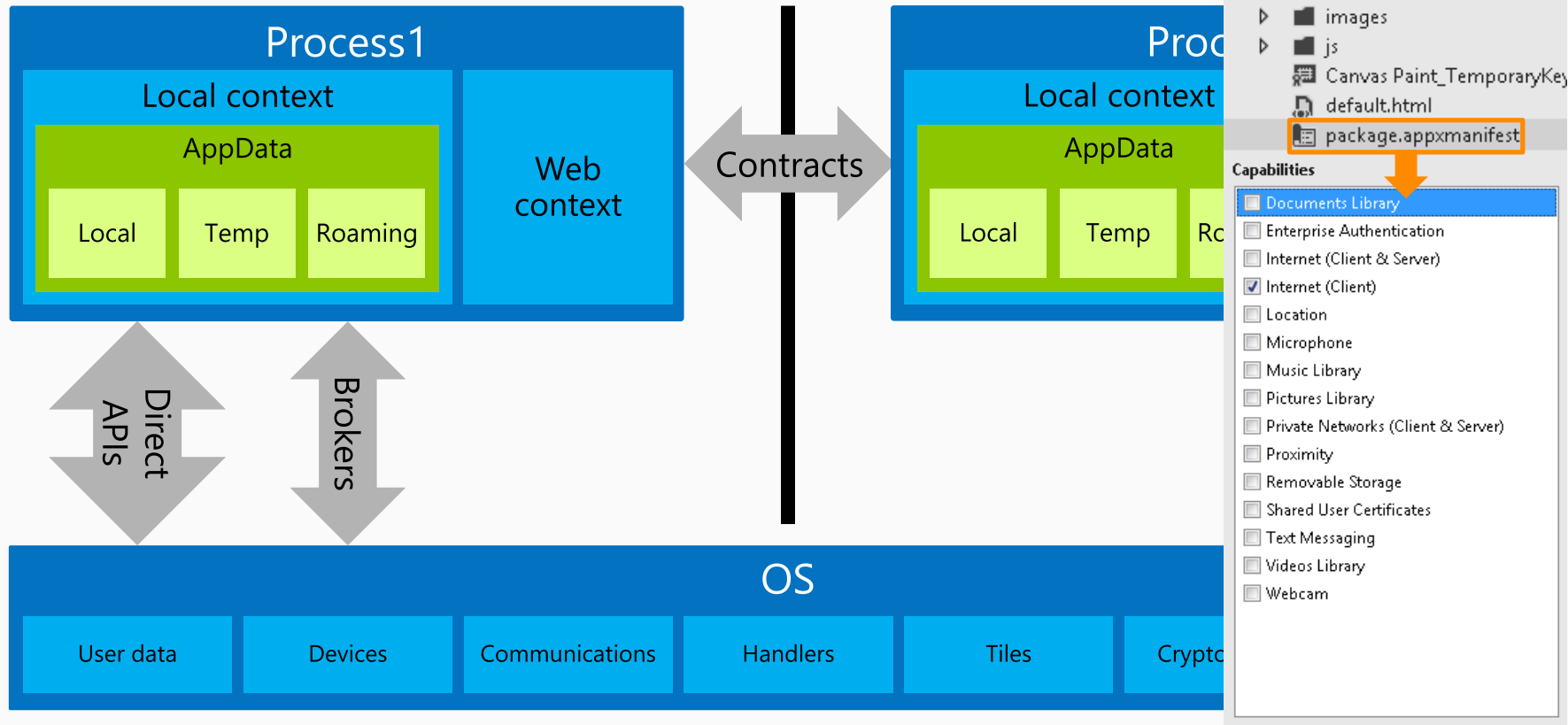
Documents

Photos

Music

Videos

# Process Isolation





The background of the slide features a stylized Windows logo on the left side, composed of four blue squares arranged in a 2x2 grid. The rest of the background is a solid dark blue.

# demo

Creating a Windows 8 Store App

# Introducing Windows Phone 8

A faint, large-scale Windows logo is visible in the background, composed of four panes in a 2x2 grid, rendered in a lighter shade of purple than the background.

# Introducing the Shared Windows Core



# Introducing the Shared Windows Core



Full WinRT

11,000 members

Windows Phone Runtime

2,800 shared members  
600 new members

.NET Core Libraries

CoreCLR

Profiling &  
Debugging APIs

CodeGen

Garbage  
Collector

Security  
Model

Exception  
Handling

Loader &  
Binder

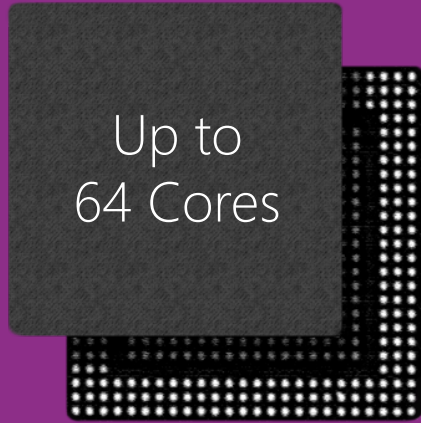


# Platform enhancements



# Latest and Greatest Hardware

## Multi-Core Chipsets



## 3 Screen Resolutions



**WVGA**  
800 x 480  
15:9

**WXGA**  
1280 x 768  
15:9

**720p**  
1280 x 720  
16:9

## MicroSD Support



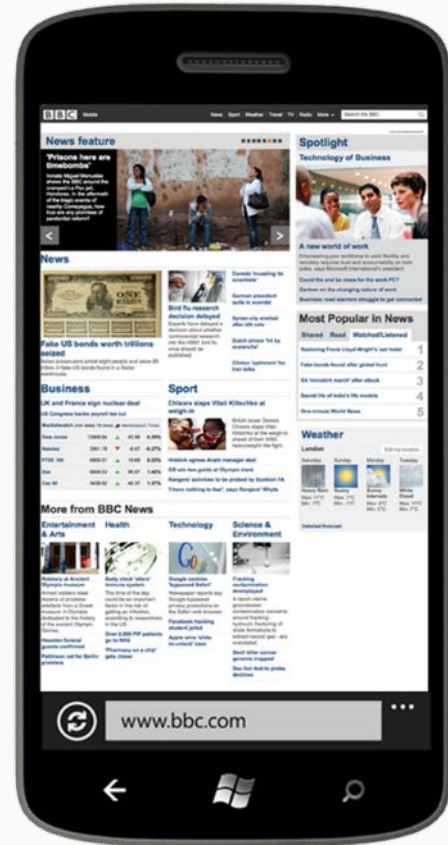
Photos ▪ Music  
Videos ▪ Installing apps from

# Internet Explorer 10

SmartScreen anti-phishing filter uses data from millions of Windows PCs to block malicious websites in real-time

4x faster JavaScript performance compared to Windows Phone 7.5

2x HTML5 feature support compared to Windows Phone 7.5



# Native Code: Killer Games

Common platform for  
Windows Phone and Windows

Native game development platform  
based on DirectX

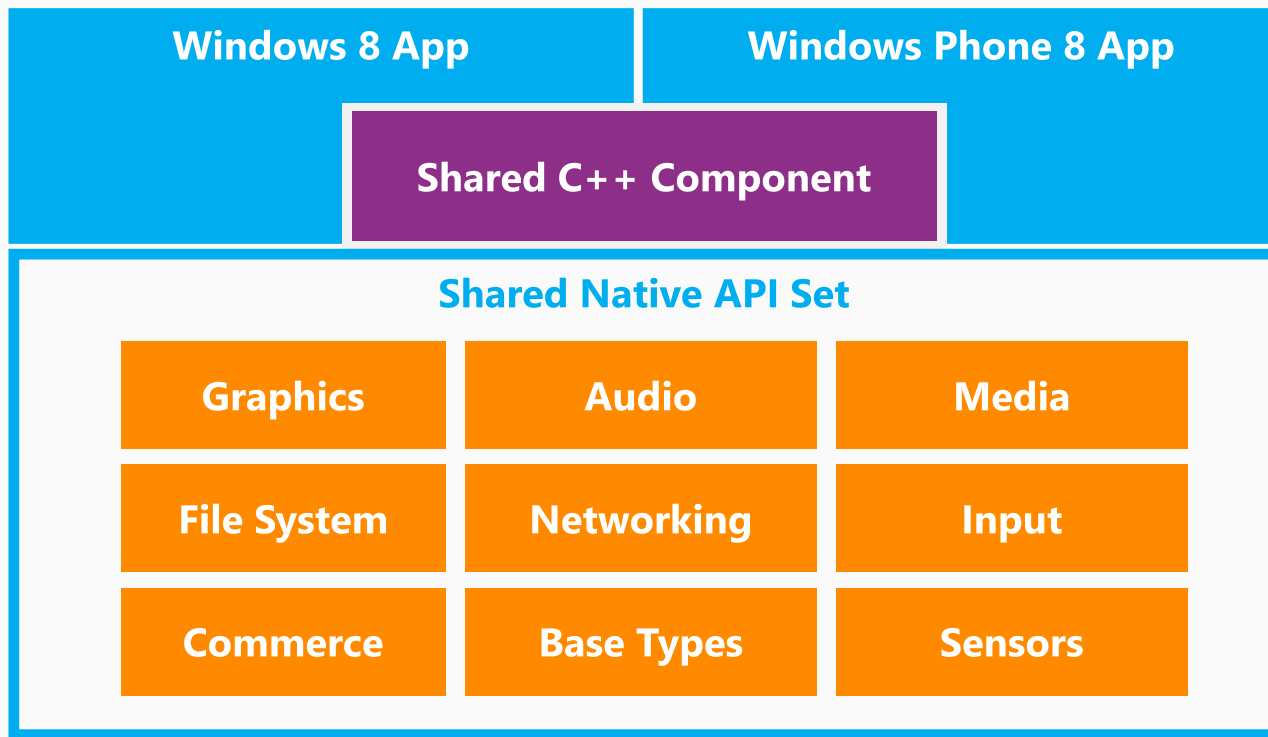
Games developers can write the  
same game for Windows 8 and  
Windows Phone





# Sharing Native Code

between Windows 8 and Windows Phone 8



# Speech Platform

## Conversations with Apps

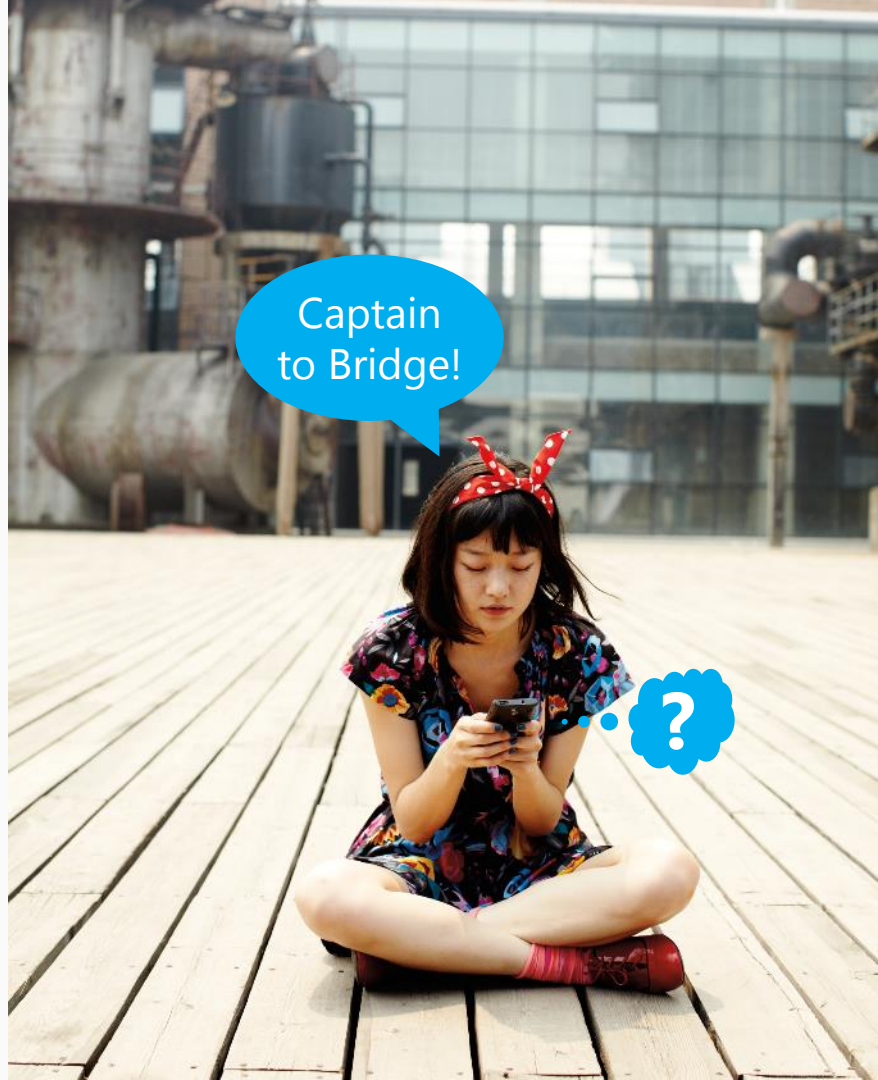
Tap in to Phone's Voice Commands

Use Speech to Text in your Apps

Use Text to Speech in your Apps

## Available to all Developers

## 15 supported Languages



# demo

Speech Platform

# Proximity

## Bluetooth



- 0-100m Range
- WinRT StreamSocket for communication (~2.1 Mbit/s)
- App to App and App to Device

## Near Field Communication (NFC)



- 2-4cm Range, Low Bandwidth (~424 kbit/s)
- Acquire Connections and Exchange small amount of Data
  - Bootstrap WinRT StreamSocket
- App to App and App to Device

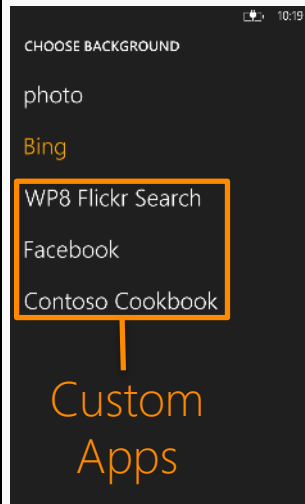
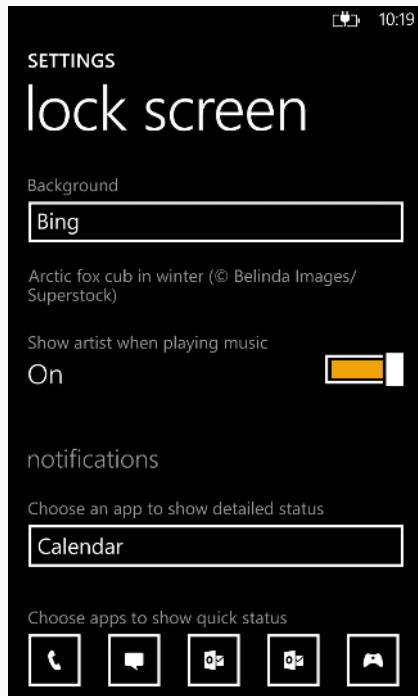
# Better Sharing with NFC



# demo

Building a Sphero Control App

# Lock Screen on Windows Phone 8



End User can select any app that has been enabled for lock screen notifications to show detailed status

Select any five apps to show quick status (icon and count)

Your App in the Notifications Area:

- Create an icon
- Declare the app's intent in WManifest.xml

Your App as Lock Screen background Provider:

- Declare the app's intent in WManifest.xml
- Write code to change the background image
  - While App runs
  - Using Background Agent

# demo

Setting the Lock Screen Image from your App

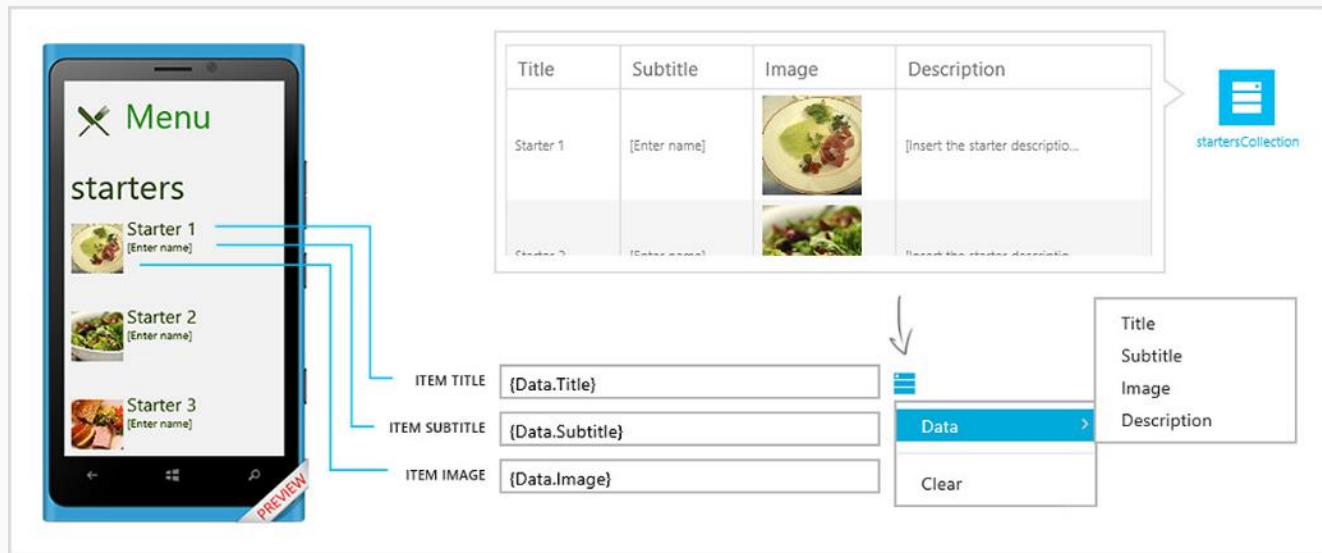
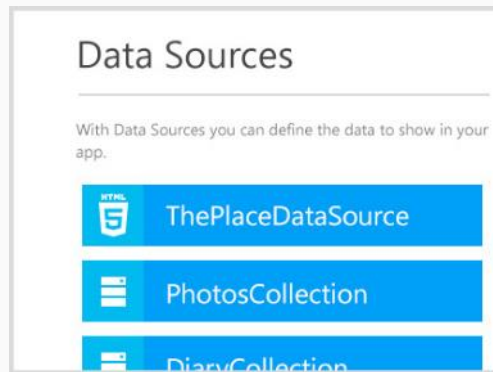
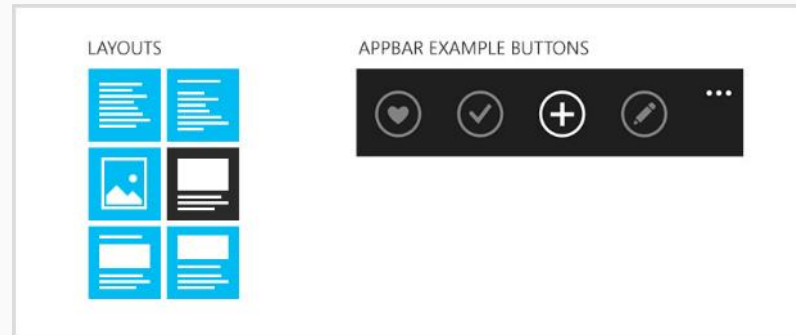


# AppStudio for Windows Phone

<http://apps.windowsstore.com>

Step-by-Step Guide:

<http://apps.windowsstore.com/Home/DownloadGetStarted>



# The Windows Store

The background of the slide features the Windows logo, which is a stylized four-pane window. The logo is composed of four squares arranged in a 2x2 grid. The squares are a lighter shade of blue than the background, and they are slightly offset from each other, creating a 3D effect. The background itself is a solid, deep blue.

# The Appconomy Is in Its Infancy!

Smartphone  
App Store

Mac OS  
App Store



Tablet / PC  
App Store

# A great time to be a developer

## Cloud Backend

No fix costs

Agility

Scalability

## Store Frontend

Promotion

Payment

Deployment

Copyright protection



# Unprecedented Reach

100+ languages

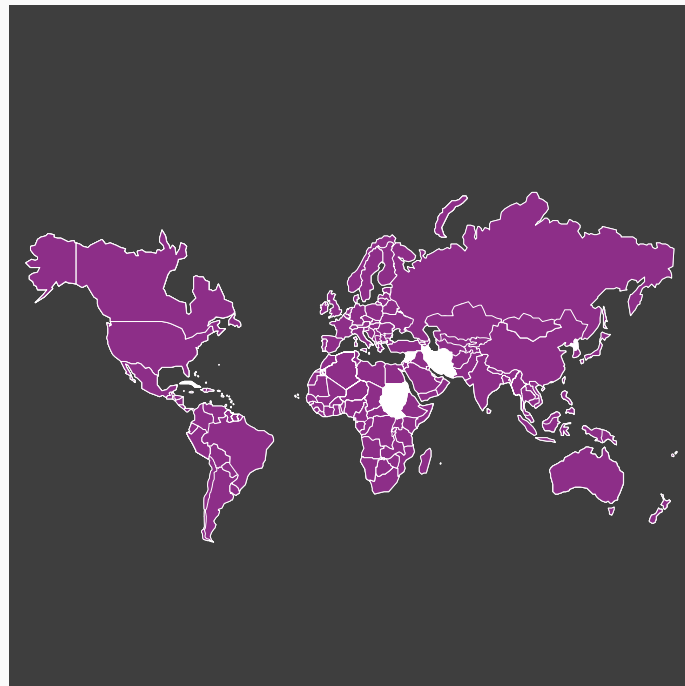
200+ markets

Local pricing & settlement

Apps in CHF

Payout in CHF

IRS form to get withholding tax back (online)



# App Monetization

\$19 / \$49

Free for  
students

Individual

\$1.49

From

70%

New App

\$99

Business

\$999.99

To

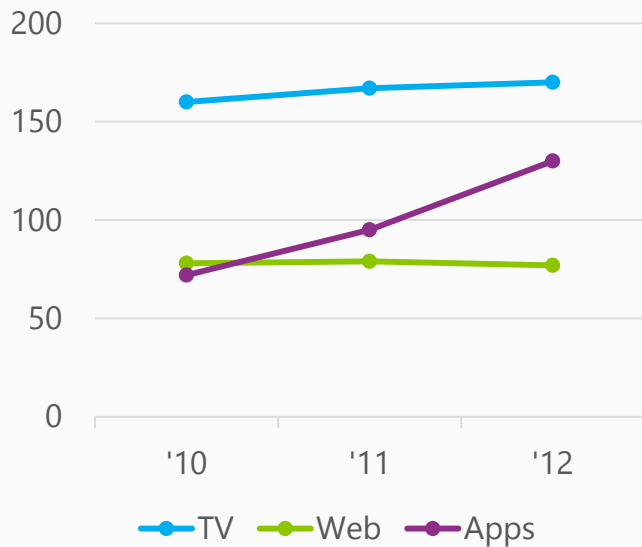
80%

once your app makes  
\$25,000

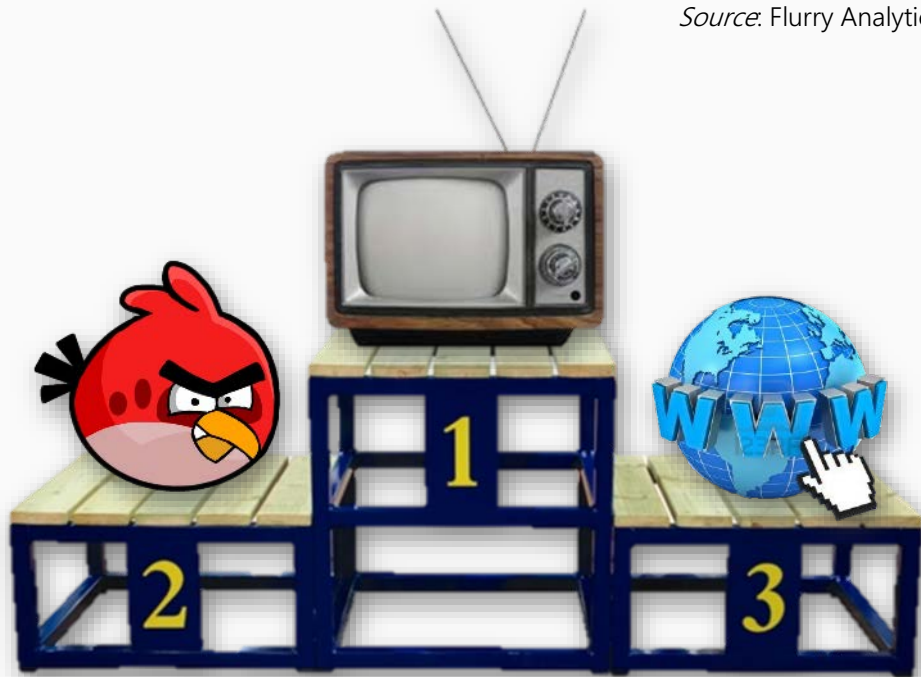


# The App Users

**US Consumption**  
Minutes per Day



Source: Flurry Analytics



# The long tail



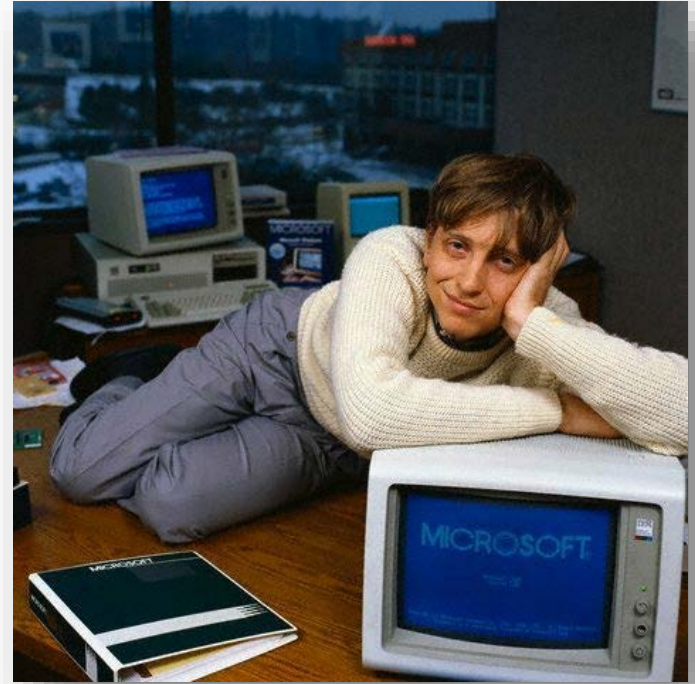


# The Publishers

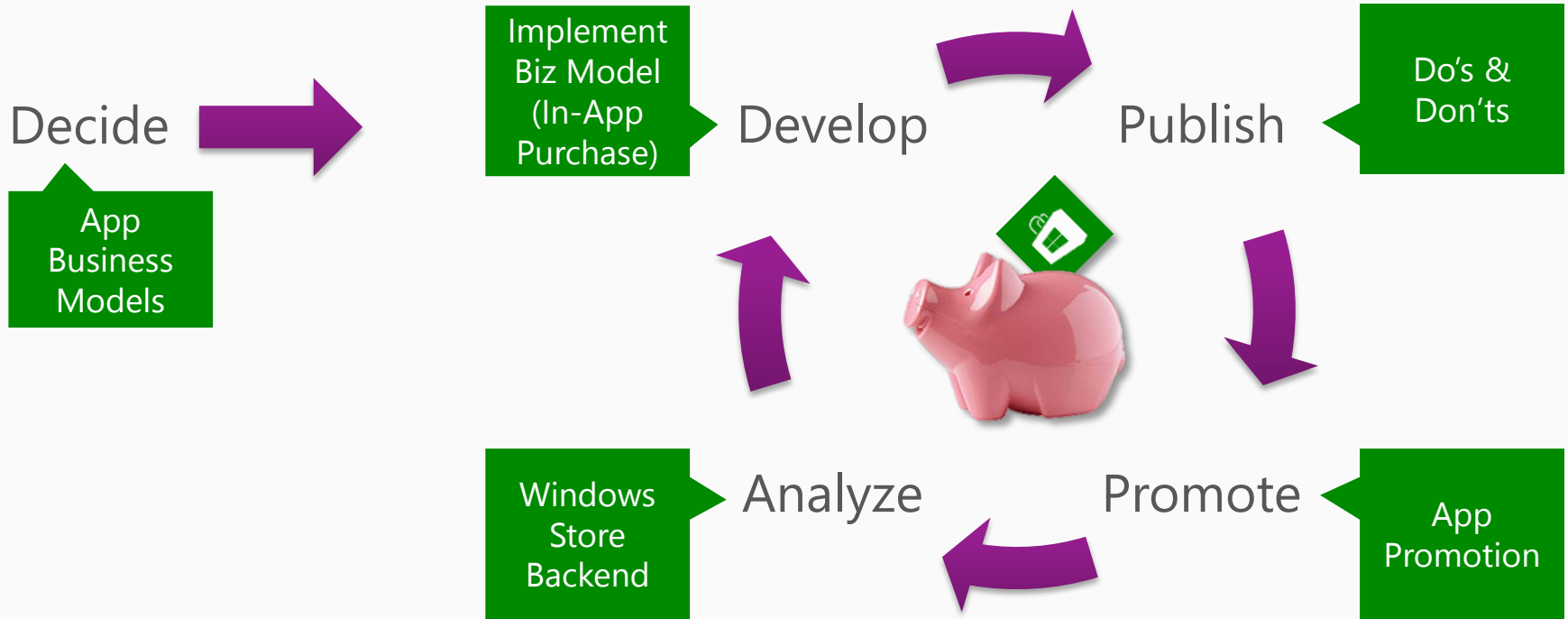
80% don't generate enough  
for standalone business

68% less than \$5'000.- with  
top app

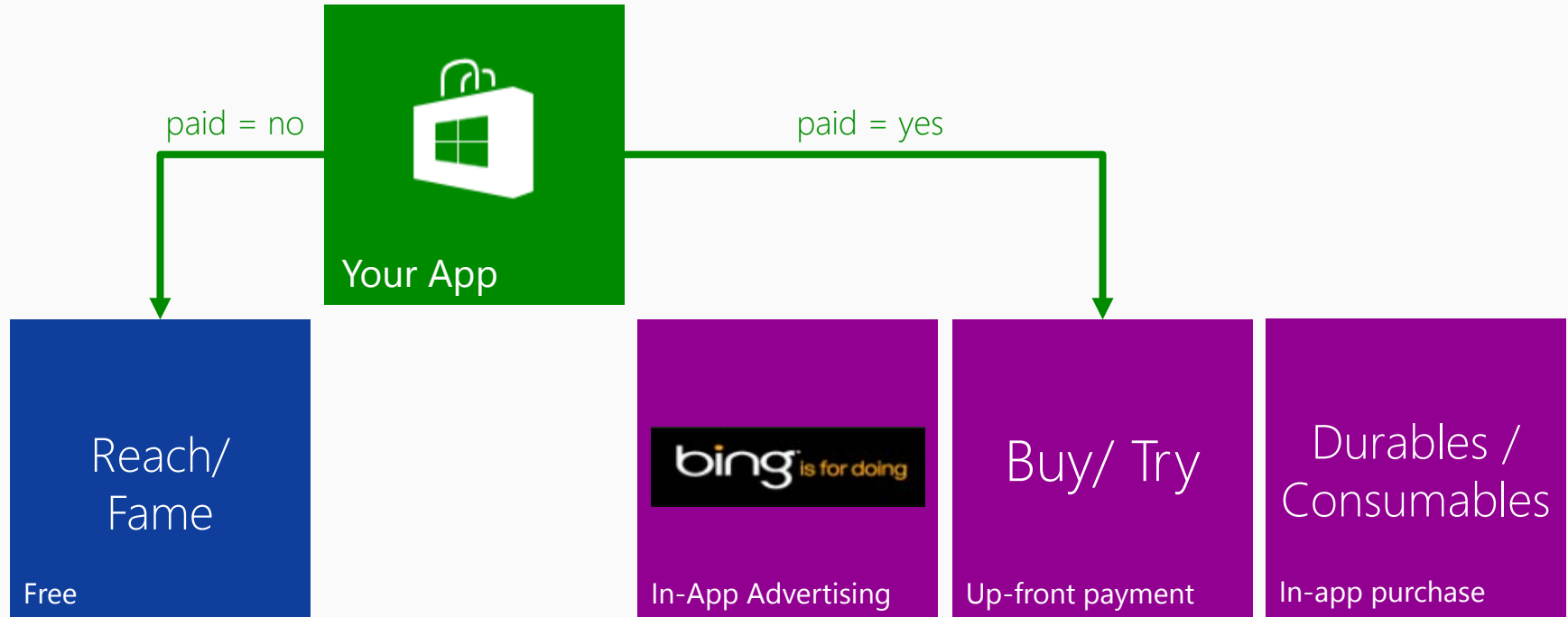
59% apps don't reach break  
even



# Get-Rich-With-Apps Lifecycle



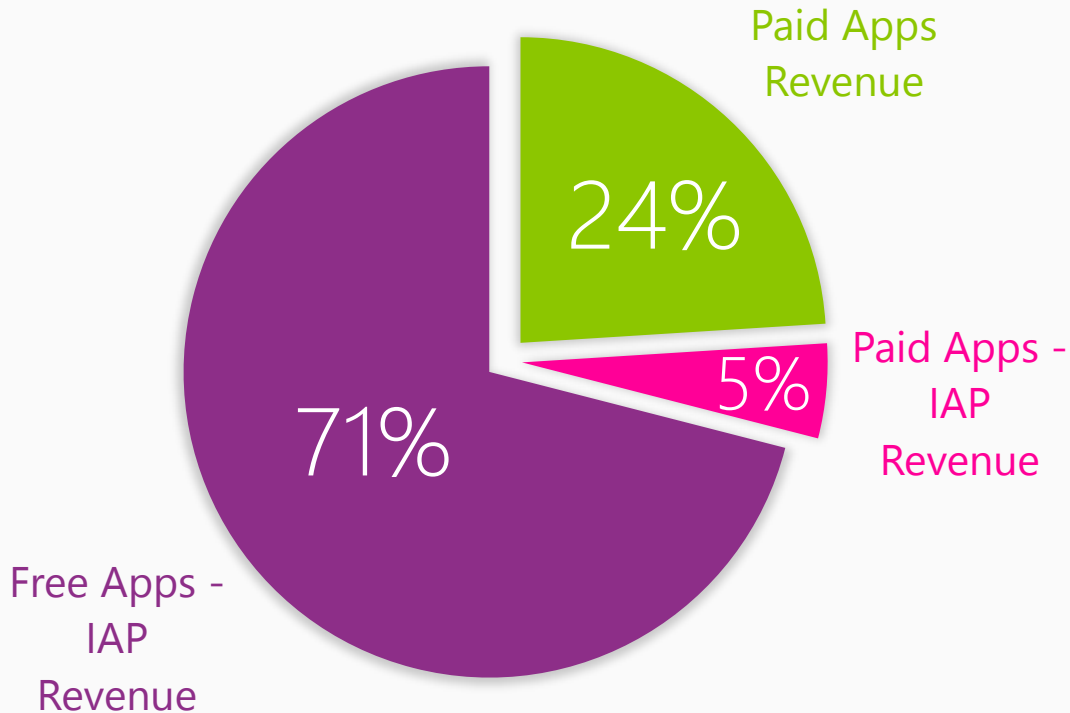
# Business Model Overview



# Chart: Income by Revenue Type

Source: Distimo

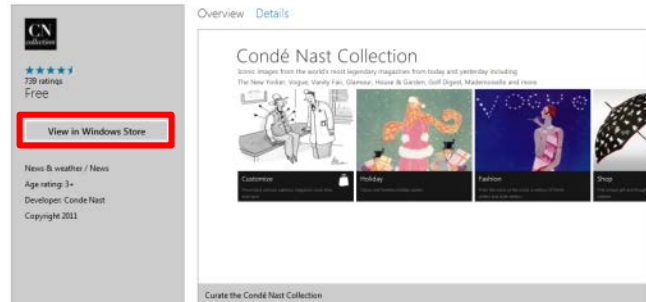
iPhone, Feb 2013,  
United States



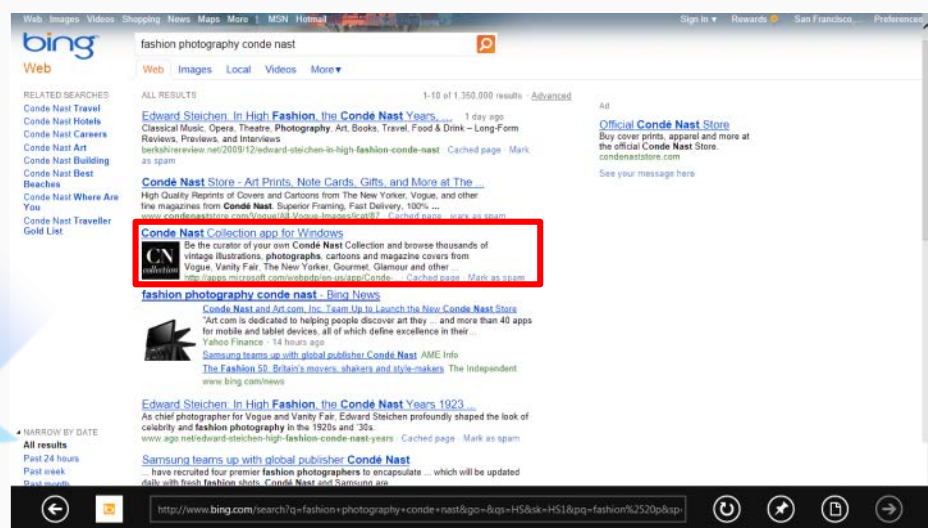
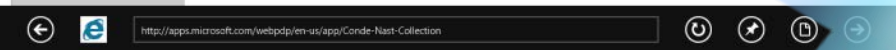
# SEO

Windows Store Preview

## Condé Nast Collection

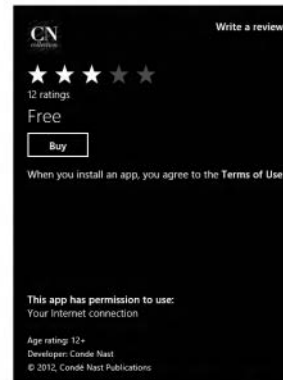


**Description**  
Be the curator of the Condé Nast Collection and browse thousands of vintage illustrations, photographs, cartoons, and magazine covers from Vogue, Vanity Fair, The New Yorker, Gourmet, Glamour, and other classic magazines. The viewer can also purchase images easily in digital or analog formats from the Condé Nast Store. Those who decide to become members can share and customize a variety of images, including classic New Yorker cartoons.



## Condé Nast Collection

Home > Photos



Overview Details Reviews

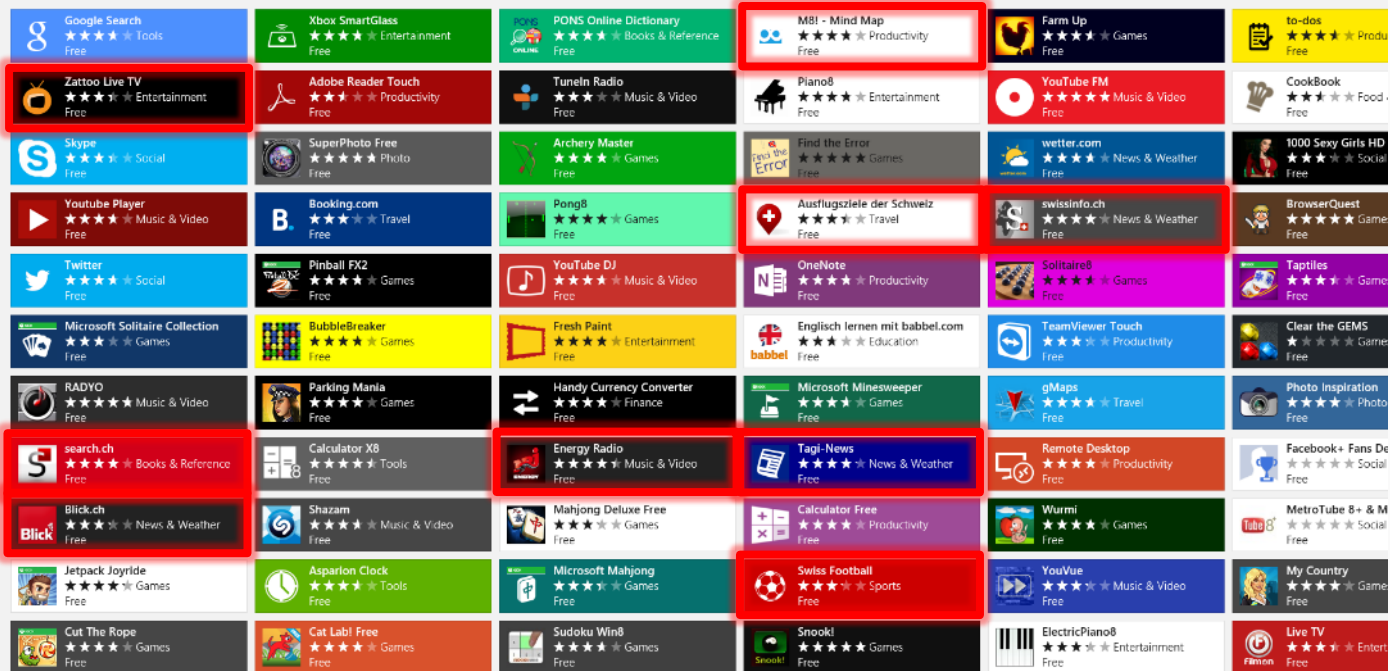


**Description**  
The Condé Nast Collection opens the door to a treasure trove of artwork that defined culture, style, and generations you won't find from any other source.

**Features**  
Browse thousands of vintage illustrations, photographs, cartoons, and magazine covers exclusively from Vogue, Vanity Fair, The New Yorker, Gourmet, Glamour, and other legendary magazines. Purchase them directly from the app as a fine art print fulfilled by our partner, Art.com.

# Early Adoption Matters

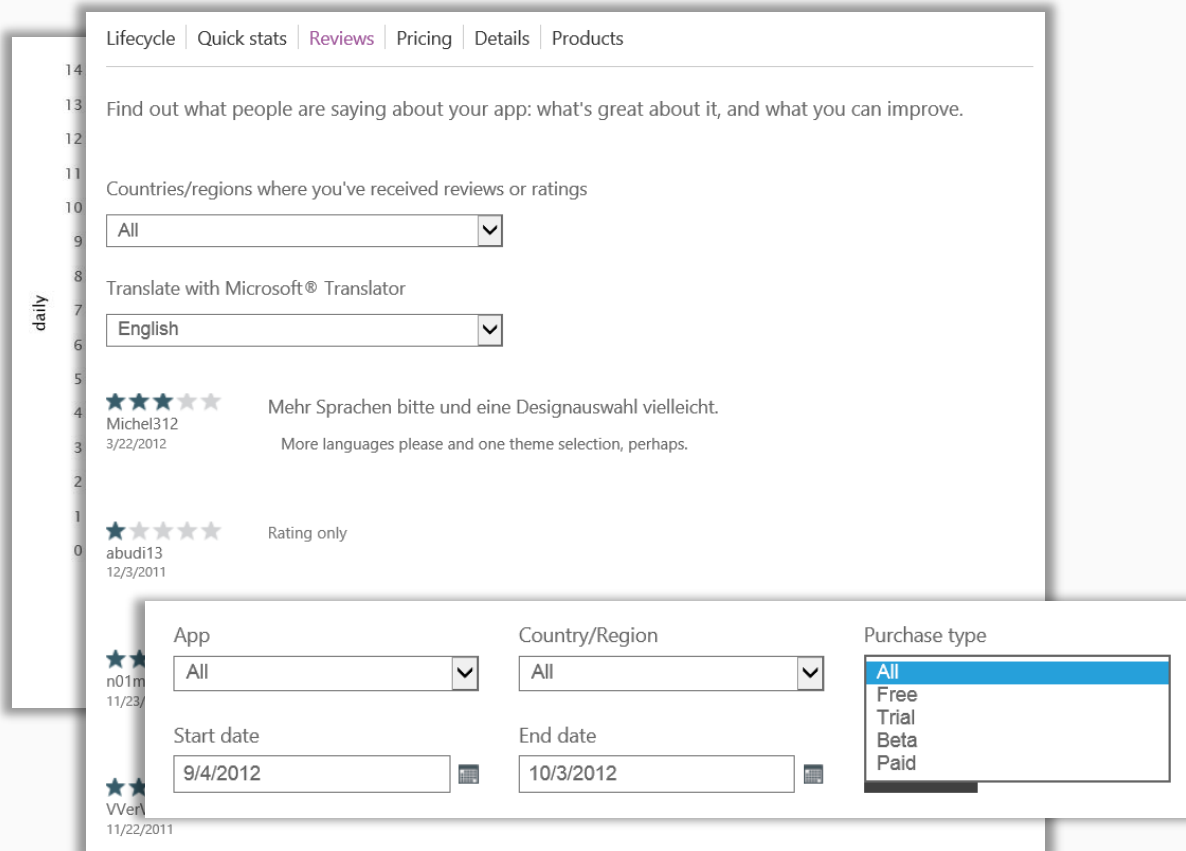
⬅ Top free 99 apps



Snapshot  
April 2013

# Store Reporting – User Feedback Matters!

- Point-in-time and low latency reporting
- All reviews in a single place
  - Translated to your language!
- Analyze Free, Trial, Beta and Paid downloads



# Enterprise Apps





# Modern (Business) Apps

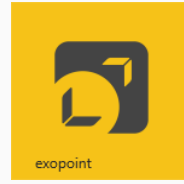
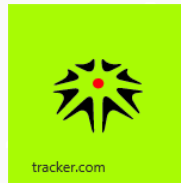
Consumer

B2C

LOB ISV

Custom LOB

*Examples*



*Distribution*

*Used by*

Windows Store

Windows Store

Windows Store or  
Side-loaded

Side-loaded

Consumer

Business

# Enterprise Readiness

## Complete Security Platform

Secure Boot

Full Device Encryption

## Flexible, Secure App Distribution

Business controlled

All Code is Signed – All Apps are Sandboxed

## Device Management

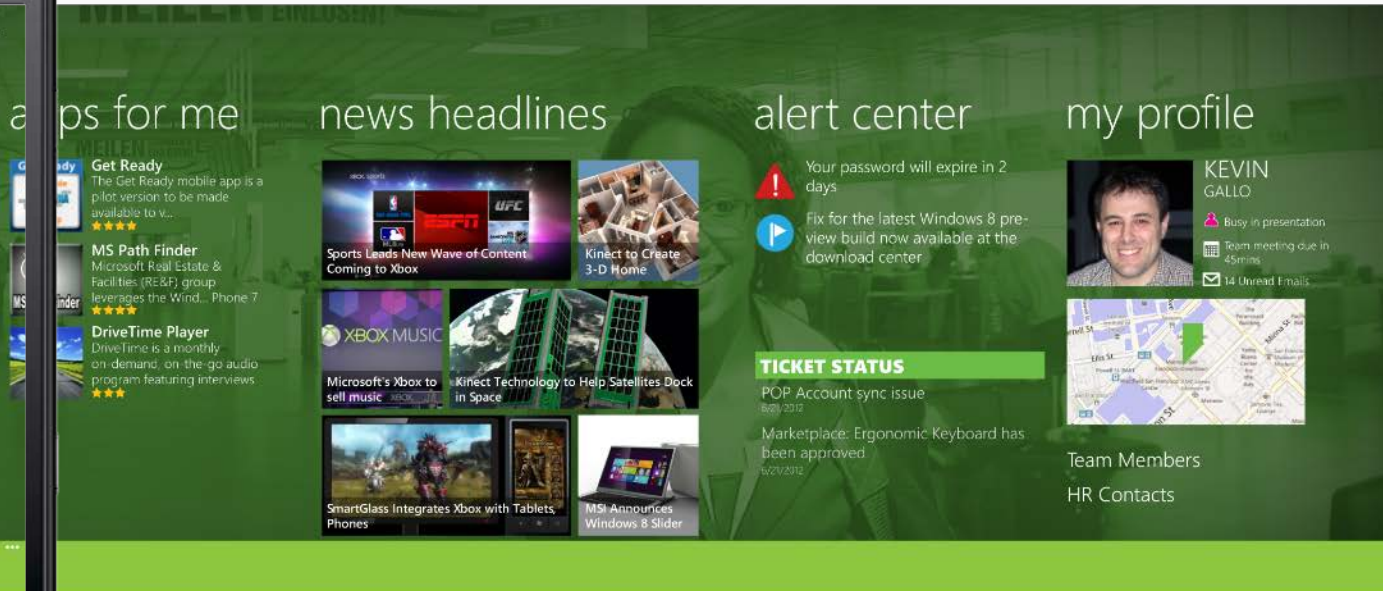
Enable integration with software management systems

## Familiar Office Apps

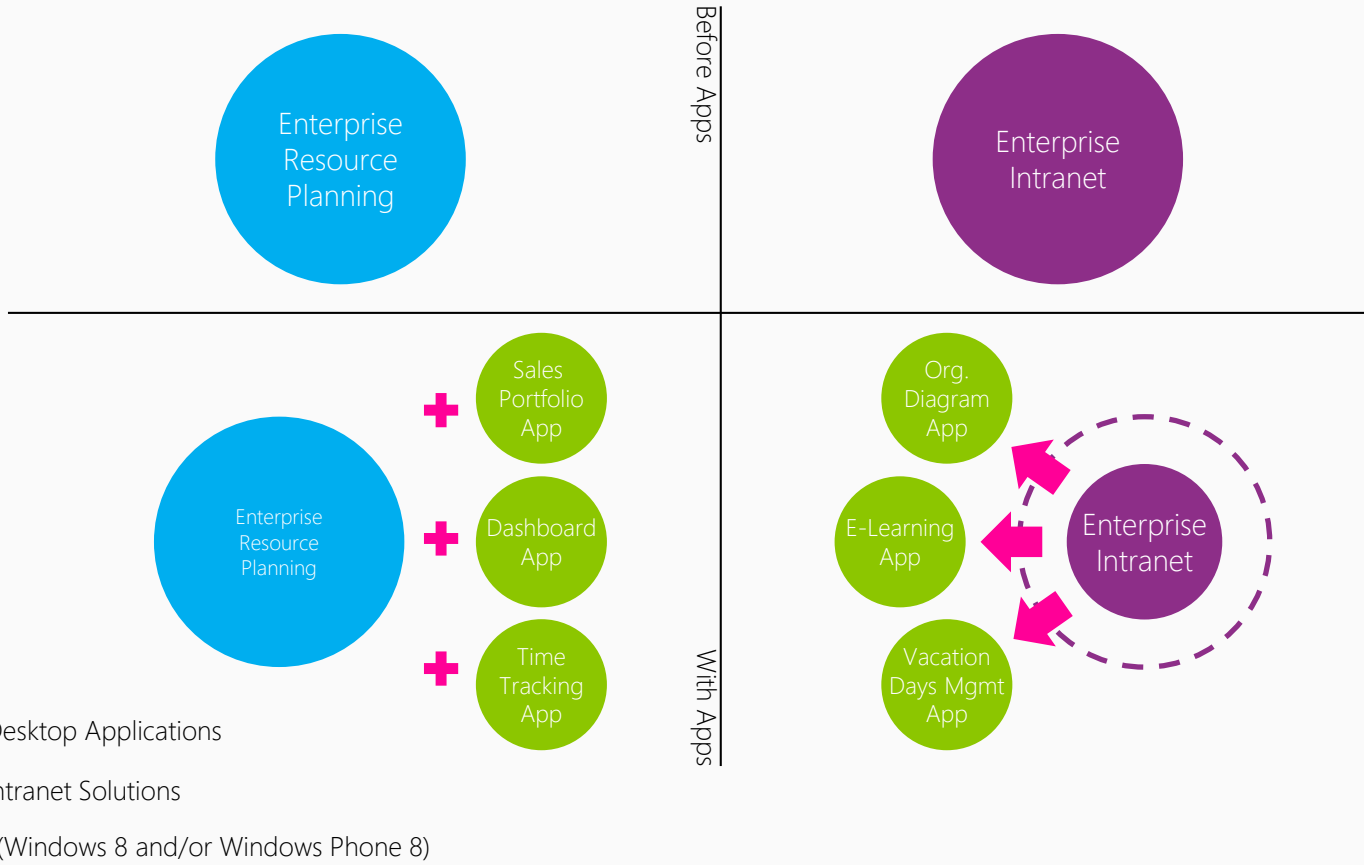
Access to SkyDrive, Sharepoint, DRM protected data.



# Company Hub



# Applications versus App in the Enterprise



# Resources



# Download the Demos and Slides!

## Download the Slides

<http://corti.ch/ymits-2013>

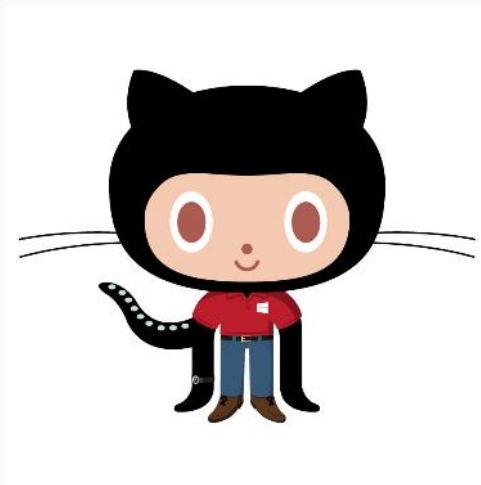
## Download the Demos

<http://corti.ch/contosocookbook>

<https://github.com/TechPreacher/Ask-For-User-Rating.git>

<https://github.com/TechPreacher/WP8-Sphero-Control.git>

<https://github.com/TechPreacher/WP8-FlickrSearch.git>



# Developer Resources – Windows 8

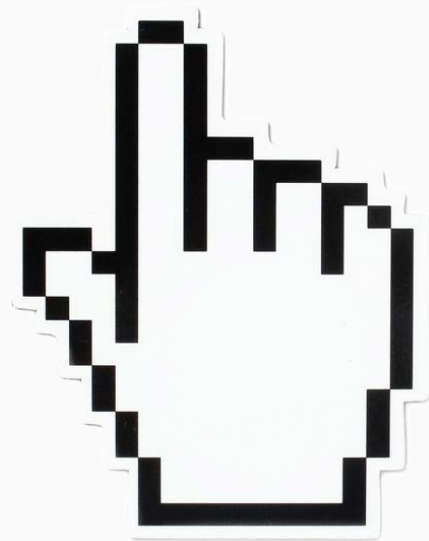
<http://develop.windows.com>

<http://design.windows.com>

<http://corti.ch/contosocookbook>

<http://microsoft.ch/yimits>

<http://facebook.com/yimits>



# Developer Resources – Windows Phone 8

Streamed sessions from //build/ conference

<http://channel9.msdn.com/Events/Build>

New Phone Developer Center

<https://dev.windowsphone.com/en-us/dashboard>

All about Windows Phone

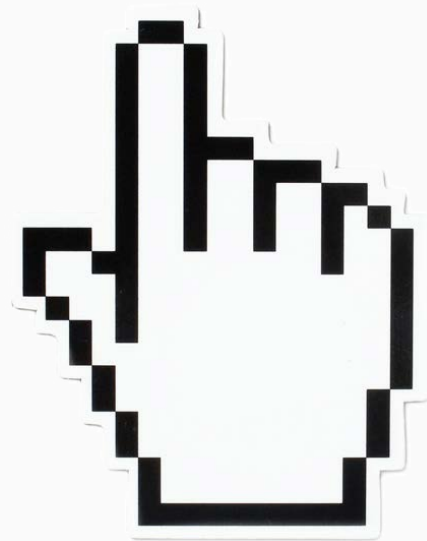
<http://www.windowsphone.com>

Windows Phone Developer Learning

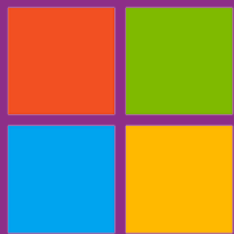
<http://msdn.microsoft.com/en-us/library/windowsphone/develop>

Windows Phone 8 SDK free Download

<http://dev.windowsphone.com>







# Microsoft