Developers, meet Windows Phone

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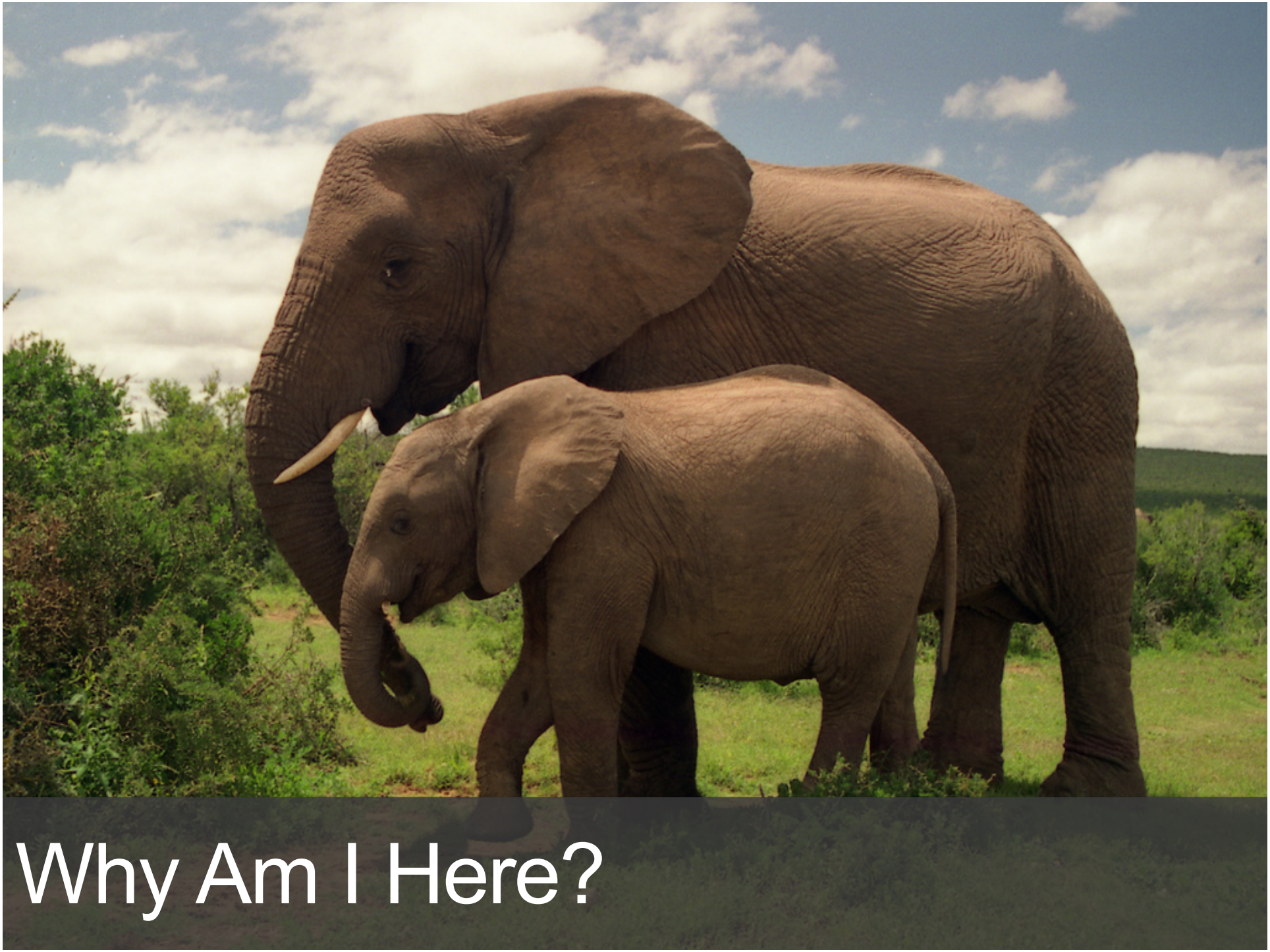
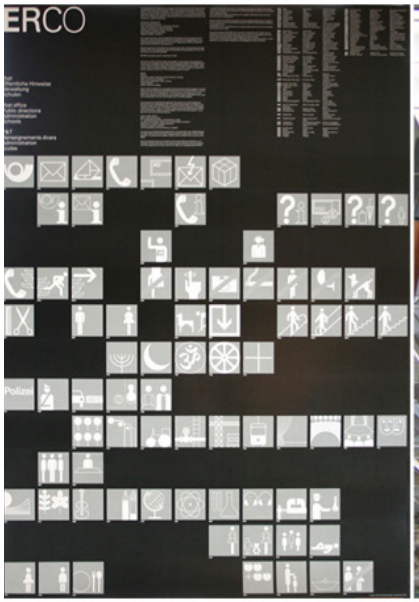
Smallandmighty.net
@DaniDiaz

Microsoft



Why Am I Here?

People vs. Icons



Skytrain
轻轨列车
Kereta Penghubung
スカイトレイン
Departure
离境
Keberangkatan
出発
GST Refund
消费税退款
Pengembalian GST
消費税払い戻し
Money Changer
货币兑换
Pengurup Wang
両替所

Arrivées
Arrivals

B C
Gates

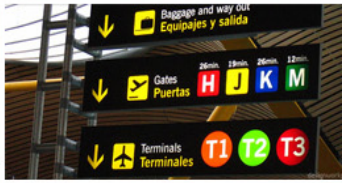
Arrival B

13:00 Tokyo
13:05 Calgary
13:05 Oslo
13:05 Hong Kong
13:15 New York
13:30 San Francisco
13:40 Miami
13:50 Stockholm
14:00 Dhaka
14:00 New York
14:00 Dubai
14:05 Copenhagen
14:25 Vancouver
14:35 Chicago
14:45 San Francisco
Los Angeles
LH9209
BA209
AC9303
BG002
CO8223
EK002
BD3704
BD4855
AA047
LH9374
CO8231
MS778
BD4865
Please Wait

43
KA 898
09:00
Shanghai/Pudong
Boarding Soon

Terr

N-636
aeropuerto
zona industrial
centro comercial


Baggage and way out
Equipajes y salida
Gates
Puertas
H
J
K
M
Terminals
Terminales
T1
T2
T3

Neen Manifesto:
Manifesto del Neen:
Miltos A Few Things Alcune I Know Cose Che Manetas Conosco Circa About il Neen.

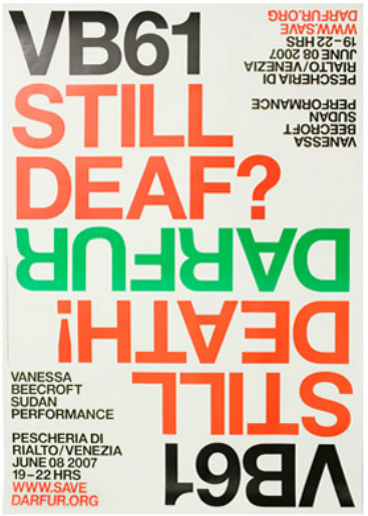
Meet the cast:
ABCD EFGHIJK LMNOP QRSTUV WXYZ
Now see the movie:
Helvetica
A documentary film by Gary Hustwit

musica viva
hans rosbaud
anton fietz
marcel mihalovici
igor strawinsky
roberto gerhard

PICTOGRAM & ICON GRAPHICS 2

A SPECTRE IS HAUNTING EUROPE:
THE BEAUTY OF SPEED.
MARINETTI
EXPERIMENTAL JETSET
FOR AM1, 2006

ctp
20 20
05 2005
20 05 20
05 05
dtc


VB61 STILL DEAF? DARFUR
VANESSA BEECROFT SUDAN PERFORMANCE
PESCHERIA DI RIALTO/VENEZIA JUNE 08 2007 19–22 HRS WWW.SAVE DARFUR.ORG
VB61 STILL DEATH! DARFUR
VANESSA BEECROFT SUDAN PERFORMANCE
PESCHERIA DI RIALTO/VENEZIA JUNE 08 2007 19–22 HRS WWW.SAVE DARFUR.ORG

Excelling in 7 Areas

“START” EXPERIENCE
Simple and delightful START screen with all your relevant information at your fingertips

SOCIAL COMMUNICATIONS
‘People-centric’ experiences merging social nets with communication

HARDWARE CHOICE
Range of sizes, keyboard options, look and feel

PHOTOS
Best photo phone available
Replaces your point and shoot

BEST FOR BUSINESS USERS
Continued focus on user productivity

LOCATION AWARE SEARCH
Full search capability delivering location relevant results

XBOX LIVE GAMING
Arcade, Indie and Premium 3D games with Xbox Live

Hardware Specification

common hardware capabilities

Capacitive touch
4 or more contact points

Sensors
A-GPS, Accelerometer, Compass / Compass, Gyro opt.

Camera
5 mega pixels or more / Front facing optional

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 (1 ghz+)

Hardware buttons | Back, Start, Search

Windows Phone

Put people first.

It's the only phone that gives you:
Modern communication built in.

A **People Hub** with one touch access to Facebook, LinkedIn and Twitter, all built right in.

Group your friends, pin them to your Start screen to get live updates and text, email and IM them all at once.

Facebook Chat, Messenger, check-ins and photo tagging built in.

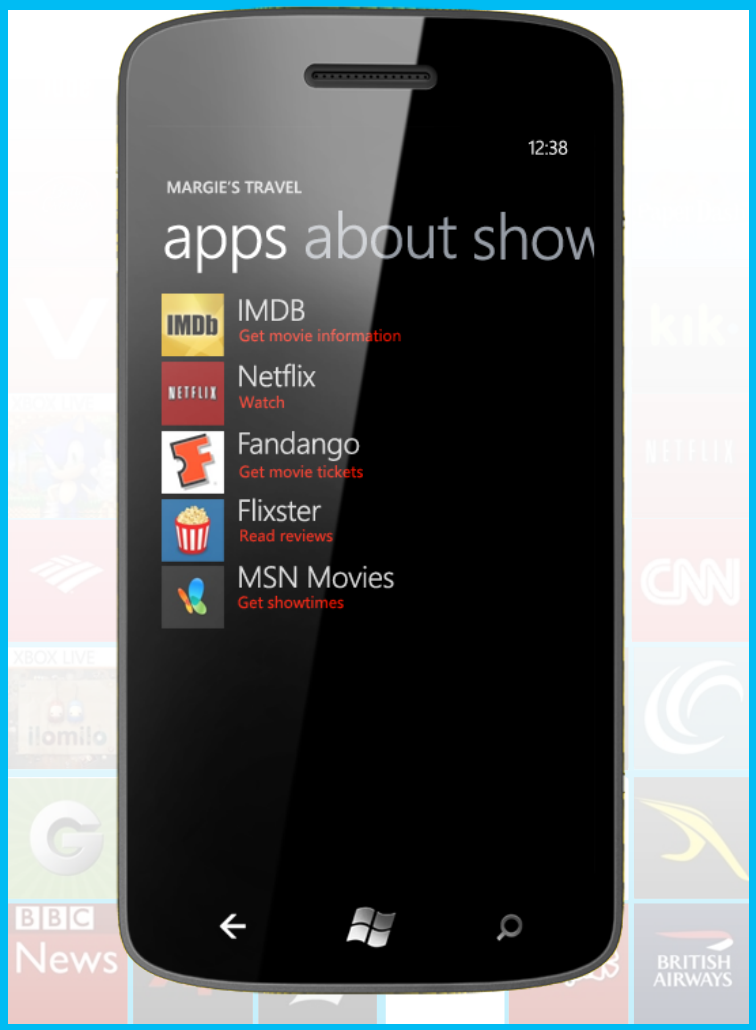
So now it's easier to connect and share.
Windows Phone. Put people first.

Windows Phone
Put people first.

A smarter way to app.

Pin apps to the Start screen for live updates at a glance.

Apps connected to your searches make them easier to discover and use.

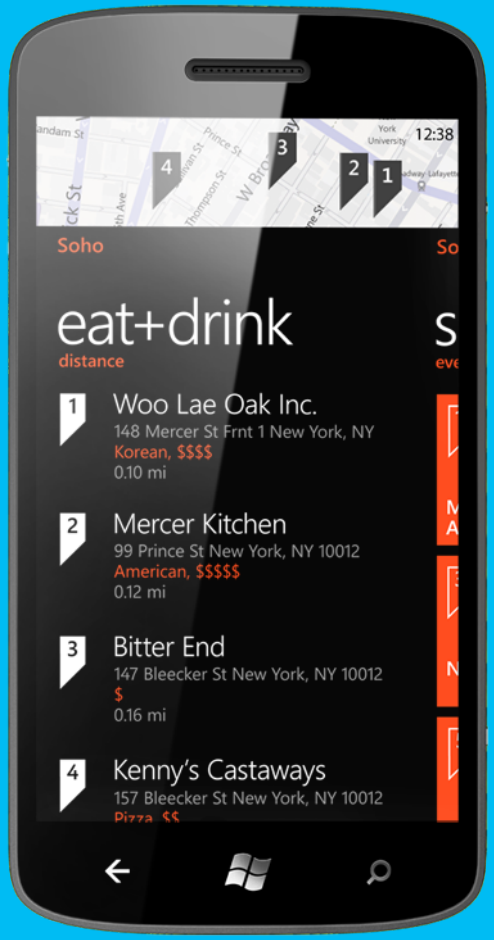


Windows Phone
Put people first.

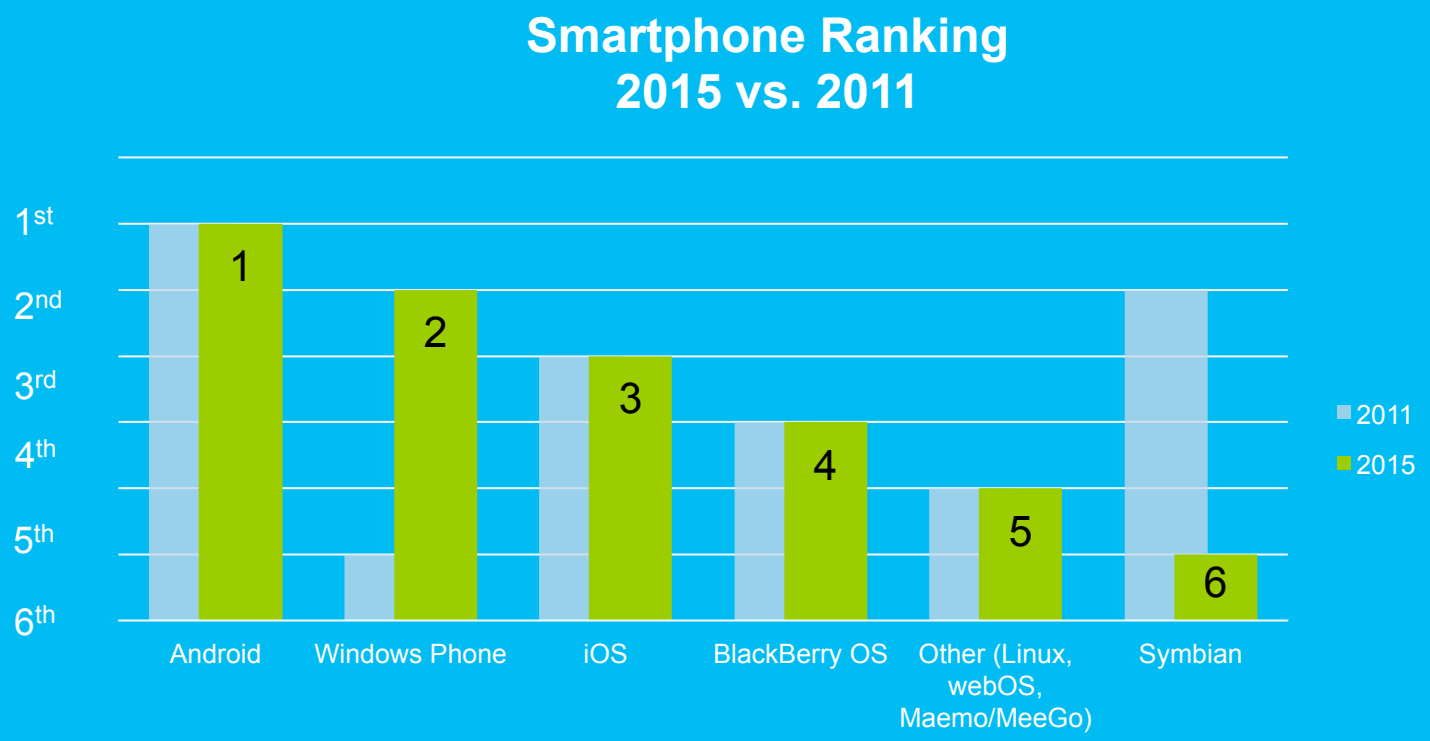
Internet beyond the browser.

A fast, beautiful web experience with Internet Explorer 9 and hardware acceleration

Local Scout provides suggestions and prioritized local search results on restaurants, shopping and things to do.



IDC WW Quarterly Mobile Phone Tracker (March 2011)



Windows Phone

Developer Tools

Windows Phone application development

- Use your existing .NET and Visual Studio skills to create rich and powerful applications
- Developers coming from other platforms enjoy short ramp-up times and helpful resources provided by the Microsoft Developer Network
  - Visual Studio 2010 Express for Windows Phone
  - Windows Phone Emulator
  - Silverlight 4 Tools
  - XNA Game Studio 4.0
  - Microsoft Expression Blend for Windows Phone
  - Lots of Open Source and Commercial Controls

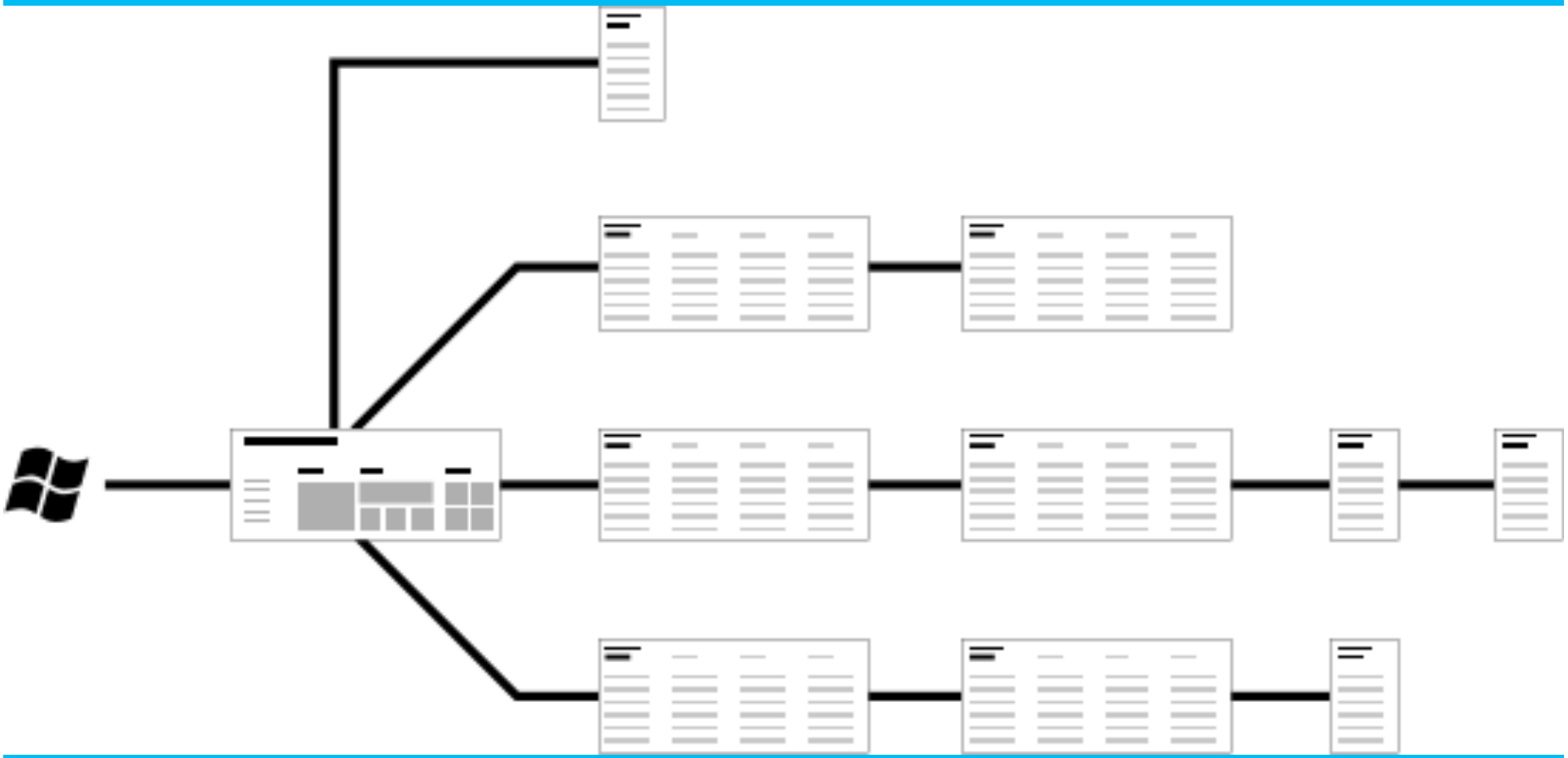
2011 Platform Enhancements

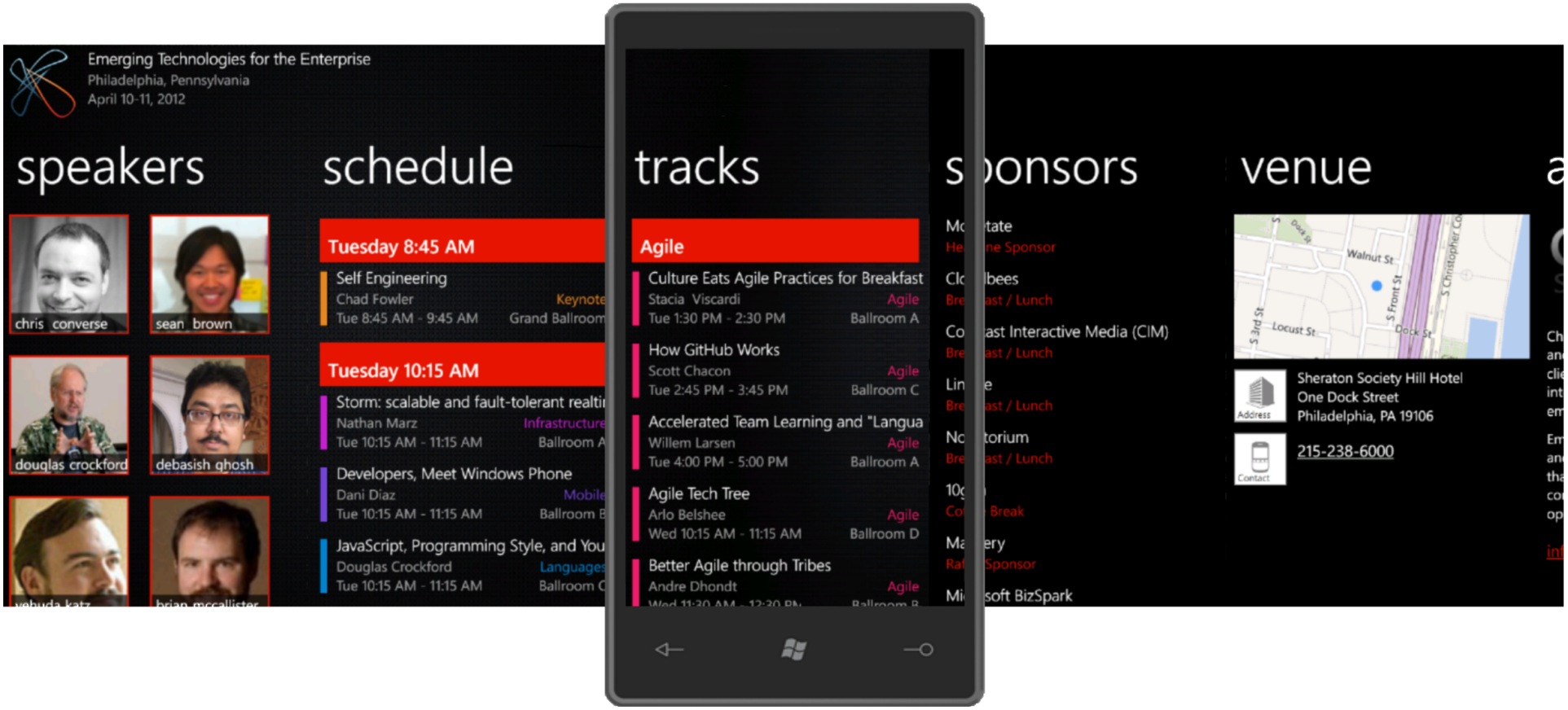
- Copy and paste functionality via first major update – available now
- Twitter integration directly into the People Hub in 2011
- Support for Office documents in the cloud in 2011
- Dramatically enhanced Web browser experience based on IE9 in 2011 (focus on HTML 5)
- A new wave of multitasking applications in 2011
- Camera and Sensor API access
- Silverlight & XNA integration
- Augmented reality

Demo

Windows Phone Developer Tools

Information Architecture




Emerging Technologies for the Enterprise
Philadelphia, Pennsylvania
April 10-11, 2012
speakers
chris converse
sean brown
douglas crockford
debasish ghosh
schedule
Tuesday 8:45 AM
Self Engineering
Chad Fowler
Tue 8:45 AM - 9:45 AM
Keynote
Grand Ballroom
Tuesday 10:15 AM
Storm: scalable and fault-tolerant realti
Nathan Marz
Tue 10:15 AM - 11:15 AM
Infrastructure
Ballroom A
Developers, Meet Windows Phone
Dani Diaz
Tue 10:15 AM - 11:15 AM
Mobile
JavaScript, Programming Style, and You
Douglas Crockford
Tue 10:15 AM - 11:15 AM
Languages
tracks
Agile
Culture Eats Agile Practices for Breakfast
Stacia Viscardi
Tue 1:30 PM - 2:30 PM
Agile
Ballroom A
How GitHub Works
Scott Chacon
Tue 2:45 PM - 3:45 PM
Agile
Ballroom C
Accelerated Team Learning and "Langua
Willem Larsen
Tue 4:00 PM - 5:00 PM
Agile
Ballroom A
Agile Tech Tree
Arlo Belshee
Wed 10:15 AM - 11:15 AM
Agile
Ballroom D
Better Agile through Tribes
Andre Dhondt
Agile
venue
Walnut St
Locust St
Dock St
S 3rd St
S Front St
Address
Sheraton Society Hill Hotel
One Dock Street
Philadelphia, PA 19106
Contact
215-238-6000

EMERGING TECHNOLOGIES FOR THE ENTERPRISE

bio session twi

David Kaneda

Creative Director at Sencha

@DavidKaneda

David Kaneda is a designer and developer currently living in Palo Alto. Last year, David created jQTouch, a Javascript framework for iPhone development. David also maintains WebKitBits, a site about the browser engine in Safari, Google Chrome, and the iPhone. David currently works as creative director at Sencha (http://www.sencha.com), and is responsible for the look and feel of their websites and software, including Sencha Touch.

EMERGING TECHNOLOGIES FOR THE ENTERPRISE

session twitter

Abstracting CSS for Sustainable UI

David Kaneda — Frameworks

Tue 2:45 PM - 3:45 PM — Ballroom B

David Kaneda will cover the benefits of abstracting CSS by taking a deep look at Sass and Compass. The presentation will include general benefits of abstracted CSS as well as a live-coding demo to show, first-hand, how to get started.

EMERGING TECHNOLOGIES FOR THE ENTERPRISE

session speake

Developers, Meet Windows Phone

Dani Diaz — Mobile

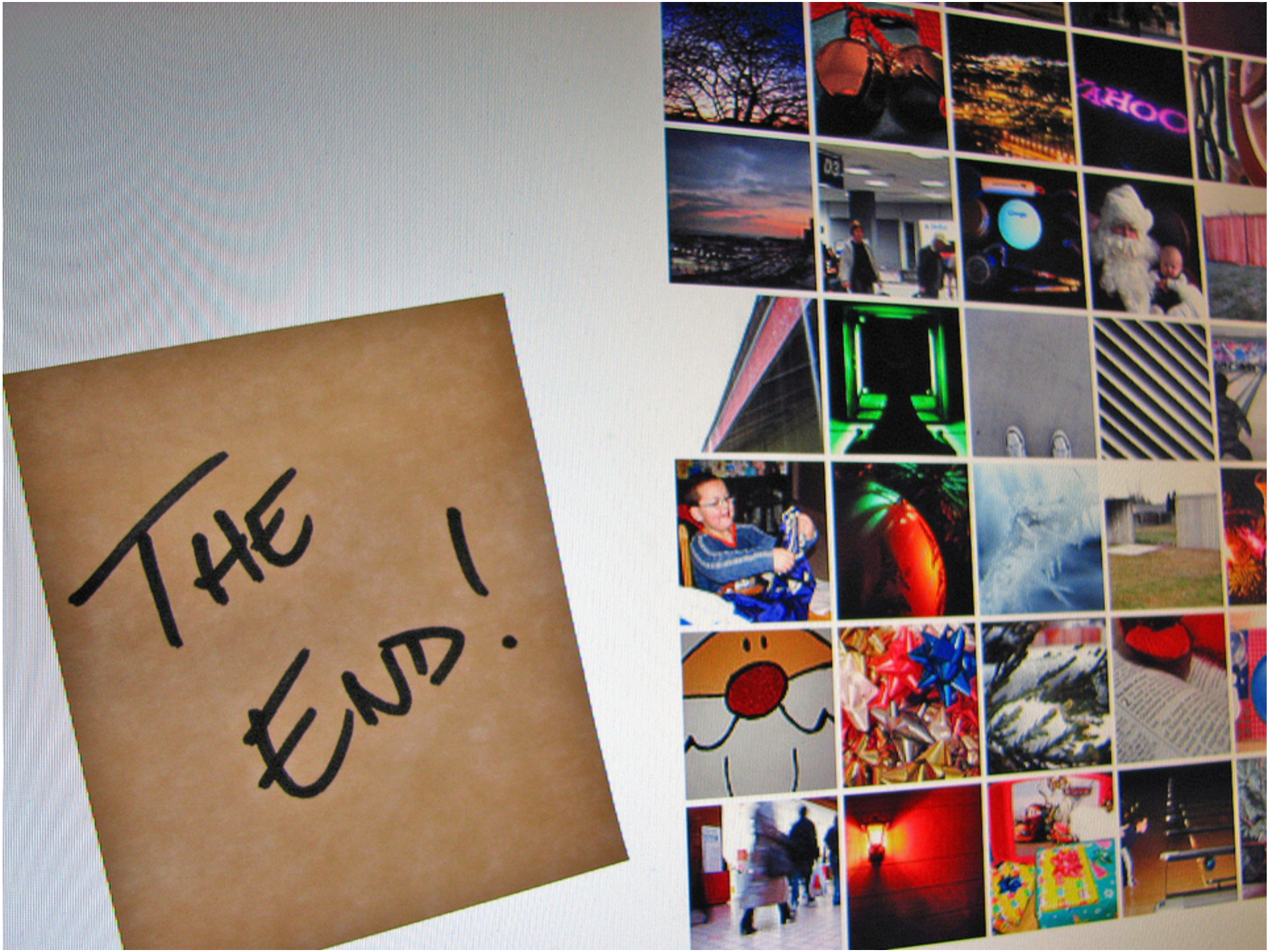
Tue 10:15 AM - 11:15 AM — Ballroom B

We will look at the innovative Windows Phone platform and explain the philosophy behind its user experience design Metro. In this session we will show you how to take advantage of the Windows Phone platform and design principles that allow developers of all skill levels to create engaging and intuitive apps. We will cover the new features and how developers can benefit from the worldwide market opportunity. By the end of this session, you would learn how to design and architect an Windows Phone app from concept to reality.

Resources

- create.msdn.com
- http://ux.artu.tv/
- http://silverlight.codeplex.com
- http://coding4fun.codeplex.com
- http://create.msdn.com/en-US/education/catalog/
- http://smallandmighty.net/blog/windows-phone-design-resources
- http://smallandmighty.net/blog/windows-phone-resources

Microsoft


THE END!

I feel the same way you do. Deal with it!

IE9 and Now IE10 – We are committed

Mission Impossible? Maybe

we have been here before

Thank You

Stay in touch

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@DaniDiaz

Microsoft