

Mobile App Development

Windows Phone 7

What is it

- A clone of Apple iOS by Microsoft!

What is it

- OS run on low power mobile devices
- Brand new coding!
- A “reboot” of Microsoft Mobile Platform
- With new and gorgeous UI

What is running it?

- Nothing yet!

Microsoft confirms Windows Phone 7 manufacturers: ASUS, Dell, HTC, LG, and Samsung all on board

By Paul Miller  posted Jul 22nd 2010 1:14PM



Development



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Requirements and Policies

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Stop dreaming. Start building.

 Windows Phone 7

Get the Beta Tools Now!

Announcements

[Catch the latest buzz on Windows Phone 7](#)

Follow @wp7dev on twitter to read the latest news on Windows Phone 7 Series straight from the source.

[Windows Marketplace Registration and Submission walkthroughs](#)

Read the step-by-step guide to prepare your application for submission.

<http://developer.windowsphone.com/>

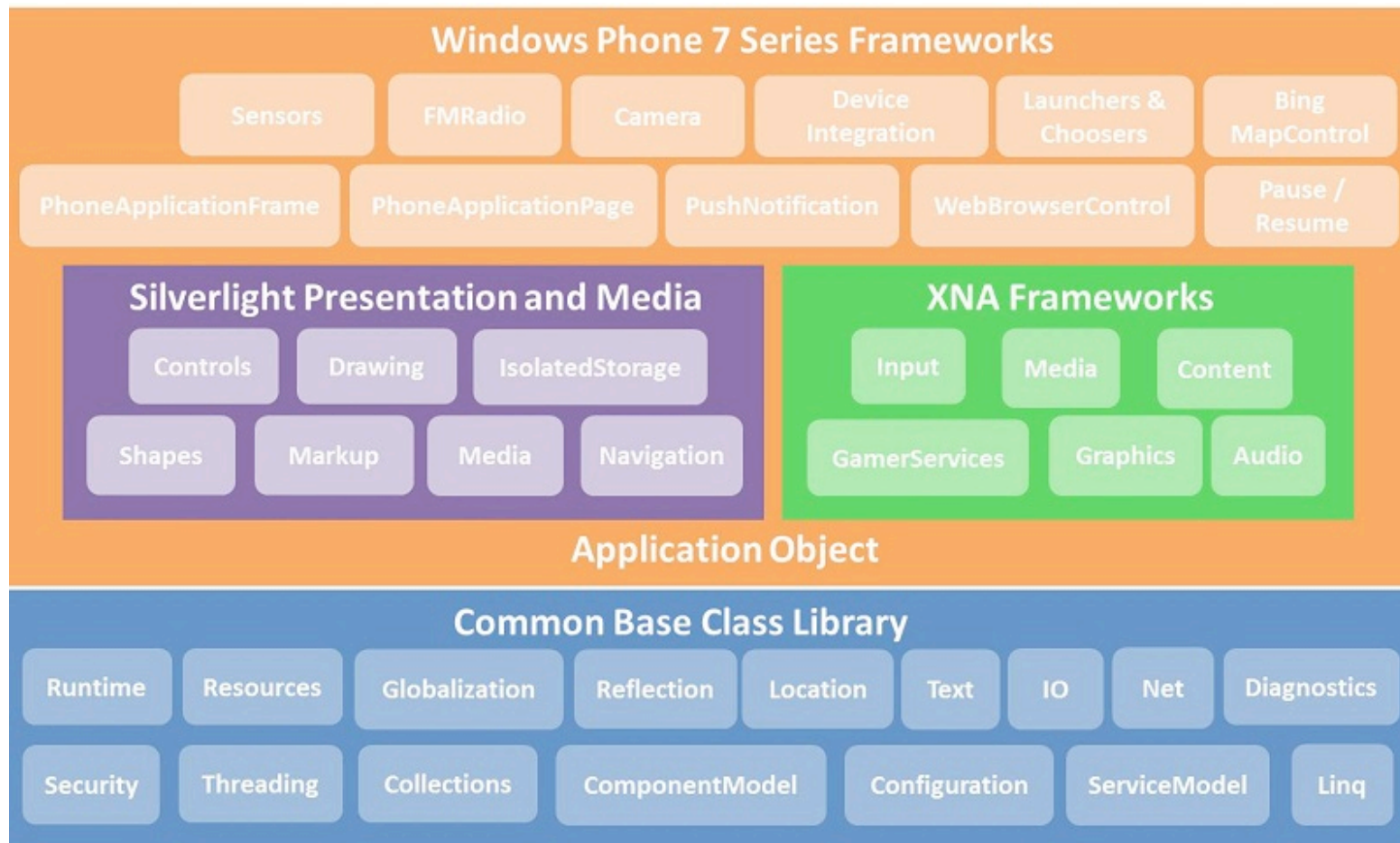
Development

- Based on WinCE 6.0

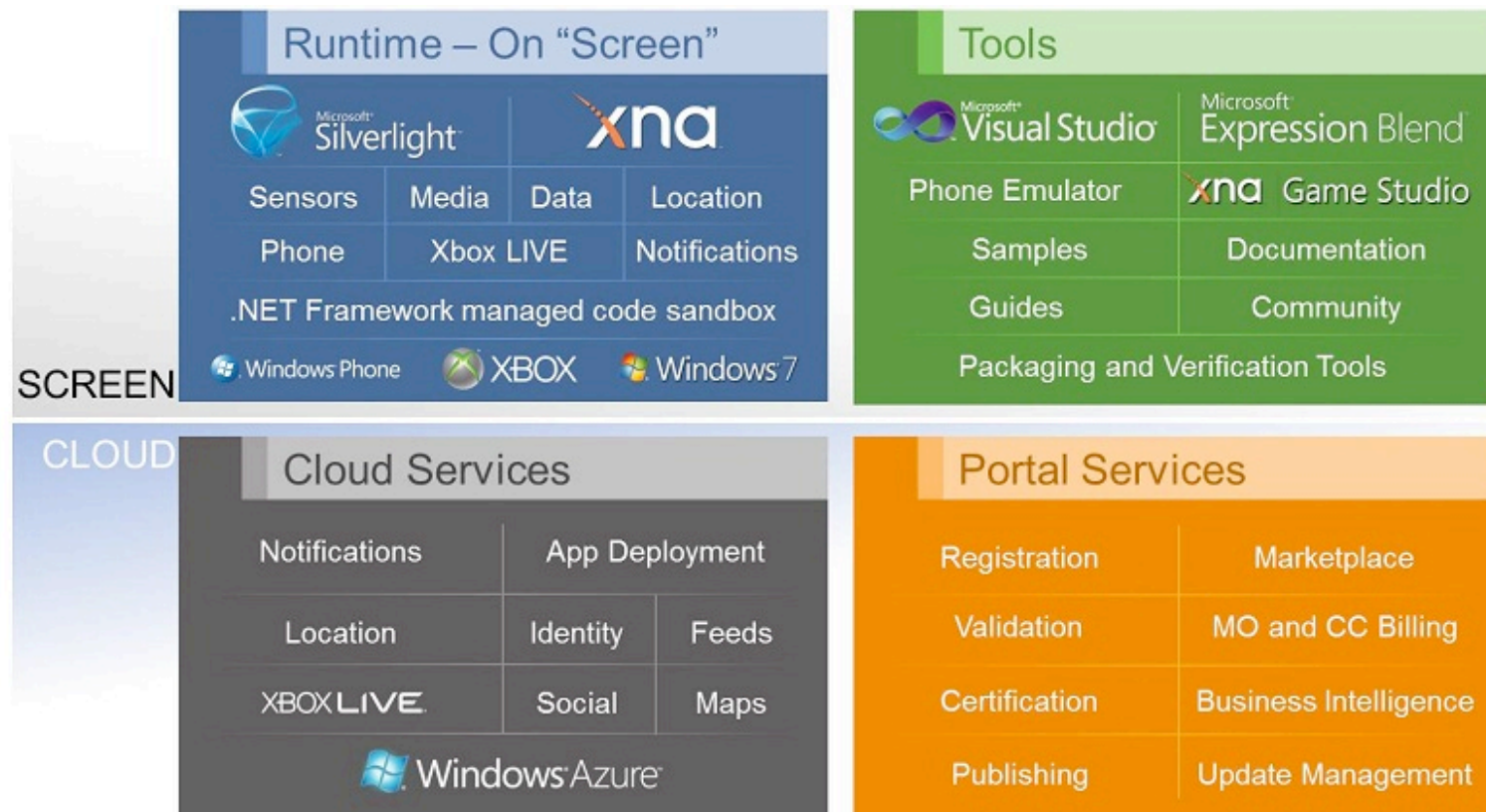
Development



Development



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Development

- Capacitive, 4-point multitouch screen
- ARM v7 "Cortex/Scorpion" or better processor
- DirectX9 rendering-capable GPU
- 256MB of RAM with at least 8GB of Flash memory
- Accelerometer with compass, light, proximity sensor and Assisted GPS
- 5-megapixel camera or better with flash
- FM radio tuner
- 6 dedicated hardware buttons - back, Start, search, camera, power/sleep and Volume Up and Down.



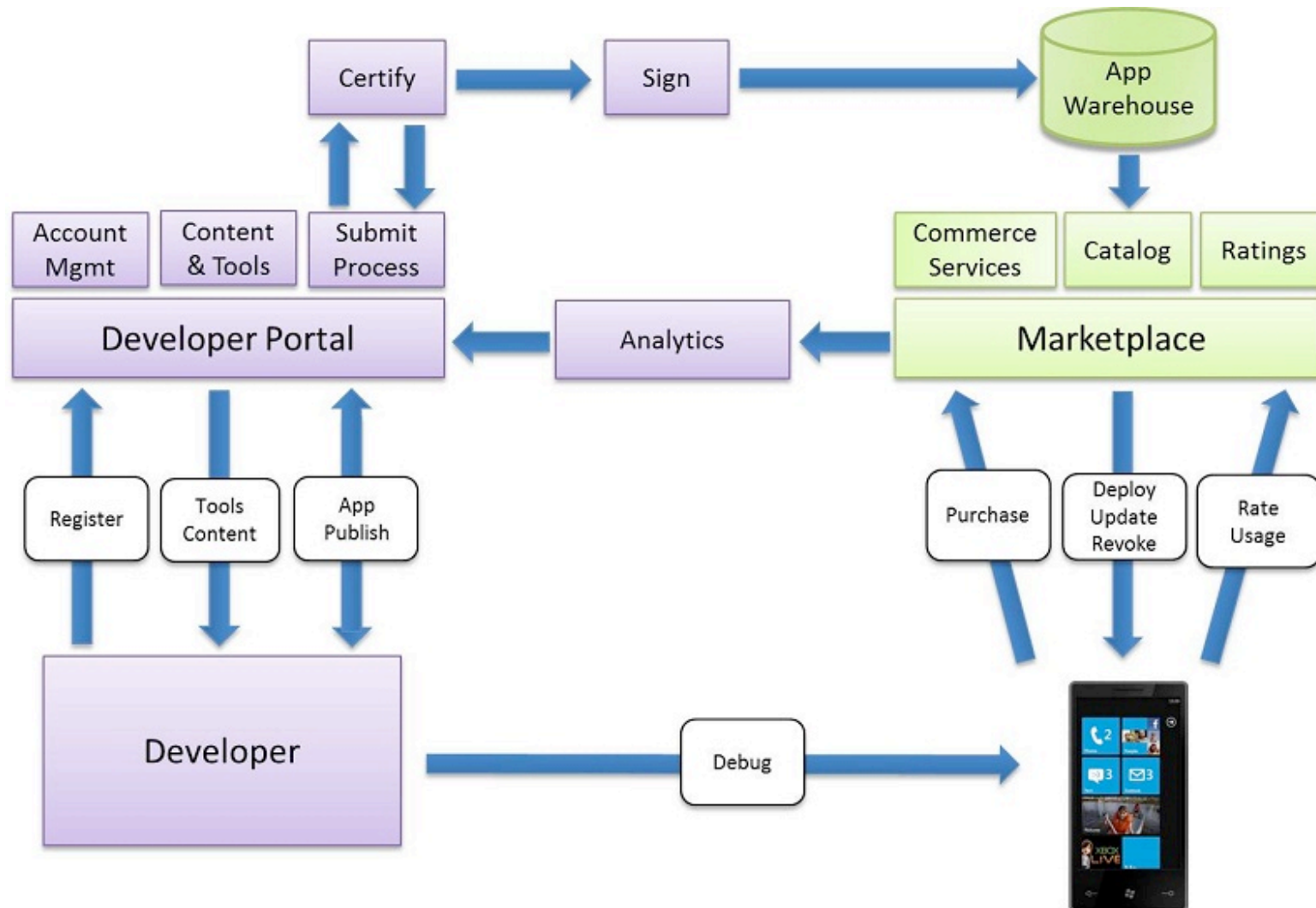
Development

- PC with Windows Vista/7
- Windows Phone Developer Tools
 - Visual Studio 2010 Express for Windows Phone Beta
 - Windows Phone Emulator Beta
 - Silverlight for Windows Phone Beta
 - Microsoft Expression Blend for Windows Phone Beta
 - XNA Game Studio 4.0 Beta

Development

- \$99 / year to be on Microsoft Marketplace

Development



Marketplace

- Similar to Apple's App Store
- Control by Microsoft
- No porn, virus, bahbahbah...
- 30% charge for paid apps

Pro

- More developer friendly!
- Code in C# and .Net
- To be on multiple device makers
- Wider platform

Con

- Nothing concrete come out yet
- Sale? Adaptation?
- Restrictive, similar to iOS...