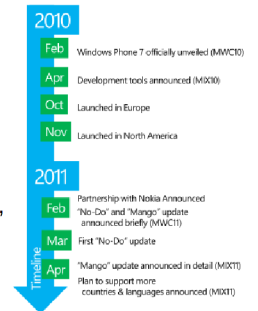


# Windows Phone 7

1

## Becoming a Developer

- Programming languages:
  - C# or VB.NET
- Get the Windows Phone Developer Tools (free)
- Build your Silverlight / XNA Framework application
  - Silverlight more traditional simple apps
  - XNA games (Windows, Xbox 360, Zune)



2

## Phone Overview

- Display:
  - 480x800 QVGA, 320x480 HVGA (future)
- Capacitive touch:
  - 4-point multitouch screen
- Camera:
  - 5-megapixel camera or better with flash
- CPU:
  - ARM v7 "Cortex/Scorpion" or better processor
- GPU:
  - DirectX9 rendering-capable GPU
- Memory:
  - 256MB of RAM with at least 8GB of Flash memory
- Sensors:
  - Accelerometer with compass, light, proximity sensor and Assisted GPS
- Hardware buttons:
  - Back, Start, search, camera, power/sleep and Volume Up and Down.



The minimum specs.

3

## Marketplace

- To use the marketplace to need to register as a developer
  - This costs **\$99** a year and allows you to publish any number fee applications and up to 5 free applications.
  - Each additional free application costs **\$20**
  - Students can sign up for free via Dreamspark
  - Revenue sharing: **30/70**

4

## Windows Phone Developer Portal

- Tools
- Documentation
- Etc.



<http://developer.windowsphone.com>

5

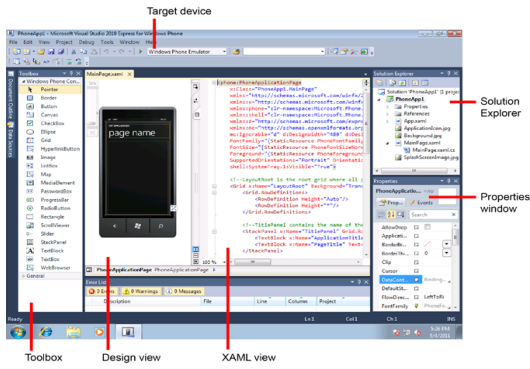
## Developer Tools

Single download get you all the necessary tools:

- Microsoft Visual Studio 2010 Express Edition for Windows Phone
    - If you have an existing VS2010 it will integrate into that.
  - Windows Phone Emulator
  - + Additional needed Windows stuff
- Supported OS:
- Windows Vista or Windows 7 (all editions except Starter Edition)

6

# Microsoft Visual Studio 2010 Express for Windows Phone



## Pros

- If you are familiar with Microsoft tech. i.e Silverlight, XNA or C#
- Emerging platform
  - Low competition

## Pros

- Sales? Adaptation?
- Restrictive, similar to iOS.