



 Windows Phone

“Let’s Build  
Something Mobile”  
Workshop

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# We build cool tools...

## ComponentOne Studio for Windows Phone



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## Agenda

- Workshop Session Objectives
- The AppHub and Marketplace
- Tools for Creating Great Apps
- Open Data Sources
- Metro Design Philosophy
- Let's Build an App
- Q&A and Resources

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## Resources

- Download PDF of slides and workbook from Live Meeting
- Also on my blog at <http://c1.ms/5m>
- Studio for Windows Phone 7  
<http://c1.ms/wp7>

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## Session Objectives

The “Let’s Build Something Mobile” Workshops will walk you through the basics of creating, testing and deploying a Public Sector app, so that **No Developer is Left Behind** taking advantage of this new market.

- Session 1 – 1 / 24 at 11:00am and 4:00pm ET
  - The basics of creating a Public Sector Windows Phone app and deploying to the Marketplace.
- Session 2 – 1/ 26 at 11:00am and 4:00pm ET
  - Enhance the look and functionality of your existing Windows Phone app.
- Session 3 – 2/2 at 2:00pm ET
  - Developers SHOW OFF the top five apps and take some Q&A from the audience.
  - Three developers who best leverage an Azure data set and Studio for Windows Phone 7 will win Windows Phone 7 devices from ComponentOne!
  - Submit questions and apps to [askdpeps@microsoft.com](mailto:askdpeps@microsoft.com)

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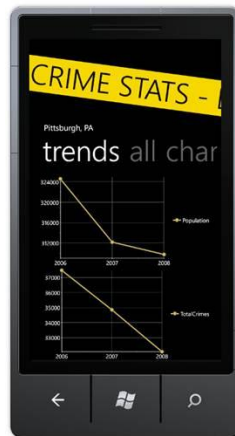
## Apps for Elections

- Coming soon!
- <http://blogs.msdn.com/zxue>
- <http://blogs.msdn.com/b/publicsector/>

## App ideas

- Localize to your community
- Make it a resource
  - Contact info for commissioners/regulators
  - Meeting schedules
  - Trash/recycling calendar
- Advertise app on your site
- Keep on updating!

## Screenshot of Greg's App



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## The AppHub and Marketplace

The screenshot shows the Windows Phone App Hub website. The header includes the 'APP HUB' logo and a navigation bar with links to 'home', 'my dashboard', 'community', 'education', and 'resources'. On the left, there are three vertical buttons: 'Submit for Windows Phone APPS & GAMES', 'Submit for Xbox 360 GAMES', and 'Review for Xbox 360 DOWNLOAD GAMES'. The main content area features a large banner for 'Windows Phone Codename "Mango" for Registered Developers'. The banner includes a Windows Phone device and text about membership benefits. The Windows Phone logo is visible in the bottom right corner of the banner.

<http://aka.ms/getphone>

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## Tools

- Windows 7
- Free SDK tools
  - Visual Studio 2010 + SP1
  - Blend 4
  - Emulator
  - Unlock Tool
- Studio for Windows Phone 7

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## Data Sources

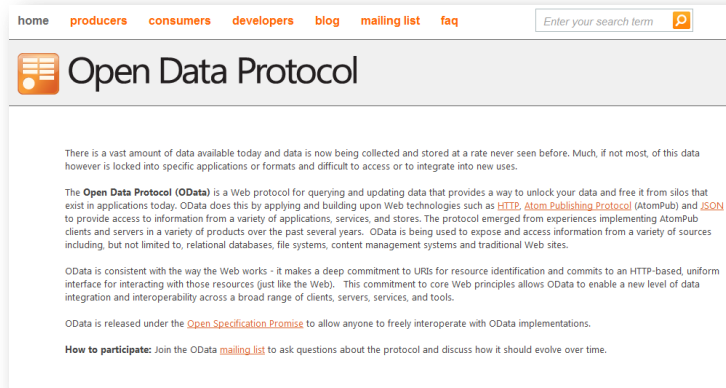
- Azure Data Market: [datamarket.azure.com](http://datamarket.azure.com)
- OGDl: [ogdisdk.cloudapp.net](http://ogdisdk.cloudapp.net)
- World Bank: [data.worldbank.org](http://data.worldbank.org)
- Odata: [odata.org](http://odata.org)
- Socrata: [socrata.com](http://socrata.com)
- Geocommons: [geocommons.com](http://geocommons.com)
- Azure self-publishing wizard: [c1.ms/3o](http://c1.ms/3o)

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# Open Data Protocol (aka.ms/odata)

Web protocol for querying and updating data. Based on HTTP, AtomPub, JSON.



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## Data Market

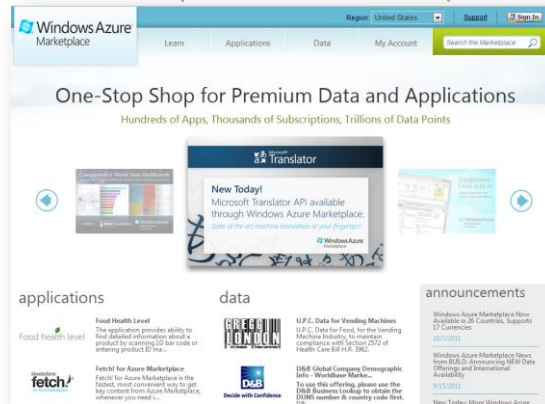
- Odata
- Easy to consume in Visual Studio
- Fixed vs. flexible queries
- Many data sets are free
- All require some authentication
- Stored in the cloud for load balancing and uptime

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# Azure DataMarket (aka.ms/azuredata)

- Azure DataMarket (aka.ms/azuredata)
  - One-stop shop for Premium Data & Apps, Hundreds of apps, thousands of subscriptions, trillions of data points



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## Metro

celebrate  
typography

alive  
in  
motion

content  
not  
chrome

authentically  
digital



## Linq

- “Language Independent Query”
  - Looks like SQL, acts like SQL, but isn't SQL
  - Allows us to query collections of data
  - Works with datasets supporting “flexible queries” in the Data Market
- 
- `var _query = from c in _context.CityCrime where c.State == "Pennsylvania" && c.City == "Pittsburgh" orderby c.Year select c;`

## Asynchronous Communication

- Events are orchestrated
- UI is not locked while waiting

# Demo: Let's Build Something!

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## Resources

- Public Sector Info Kit <http://aka.ms/infokit>
- Windows Phone 7.5 Training Kit  
<http://www.microsoft.com/download/en/details.aspx?id=28564>
- 31 Days of Windows Phone 7  
<http://www.jeffblankenburg.com/2010/09/30/31-days-of-windows-phone-7/>
- 31 Days of Mango  
<http://www.jeffblankenburg.com/2010/09/30/31-days-of-windows-phone-7/>
- Windows Phone Camps  
<http://channel9.msdn.com/Series/Windows-Phone-Camps-Online>
- "Programming Windows Phone 7" free ebook  
<http://www.charlespetzold.com/phone/>

## SDKs and Azure Trial

- Get [Phone SDK](http://aka.ms/getphone) (<http://aka.ms/getphone>)
- Get [Azure SDK](http://aka.ms/getazure) (or <http://aka.ms/getazure>)
- Get [Azure Trial](http://aka.ms/azuretrial) (or <http://aka.ms/azuretrial>)

## Contact

- [richd@componentone.com](mailto:richd@componentone.com)
- <http://c1.ms/richd>
- @rj\_dudley
- @ComponentOne

Let's Build Something!

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