



Windows Phone

Put people first.

你必须知道的 Windows Phone 设计、开发和应用商店



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议程

Windows Phone 开发的更新

你应该知道的 METRO

一些你需要注意的开发问题

了解 Windows Phone 应用商城

对不起, NO

Windows Phone 7.8 & 8

Windows 8

伤不起

请不要把 Windows Phone 7 简称 Win 7

也不要吧 Windows Phone 8 简称 Win 8

Windows Phone

开发的更新

Windows Phone 7.5

- 当前版本Windows Phone 7.5
 - Windows Phone SDK: 7.1.1 Update
- 多任务：后台播放音乐、文件传输等。
- IE9浏览器：支持HTML5，更好的网络应用，以及高清流媒体视频服务。
- Local Database (LINQ to SQL) 的支持

metro

你应该知道的



metro

society

information. efficient. global culture.
neutral. modernity.

1919 - 1933 Bauhaus

1950





international typographic style

information

fierce reduction

typography

global

metro design principles

content, not chrome.

fierce reduction.

typography.

global.

motion.

authentically digital.

metro 设计总纲

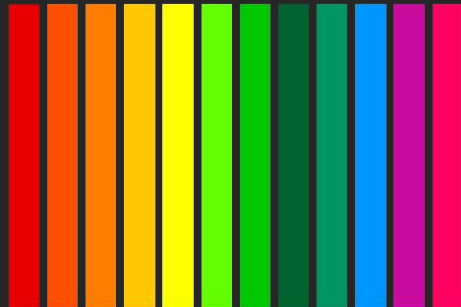
内容重于形式	content, not chrome.
简洁轻快	fierce reduction.
排版布局	typography.
全球化	global.
动效	motion.
真实可信的信息	authentically digital.



Design Language

Design Principles

metro.



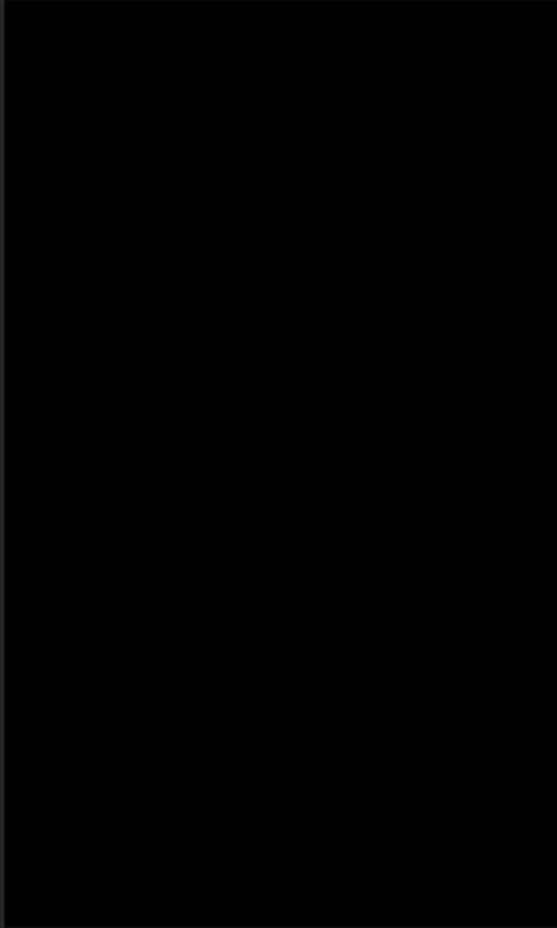
content, not chrome
fierce reduction
typography
global
motion
authentically digital

navigation. layout. composition.
typography.
motion.
iconography.
images & photos.
themes & personalization.
touch gestures & targets.
UI controls.
hardware.
services.
marketplace and branding.

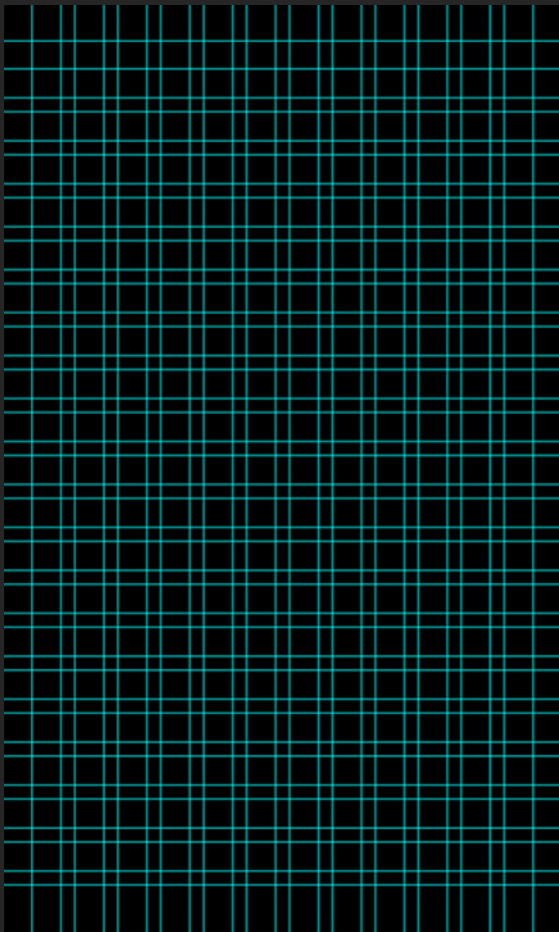
metro.

design language.

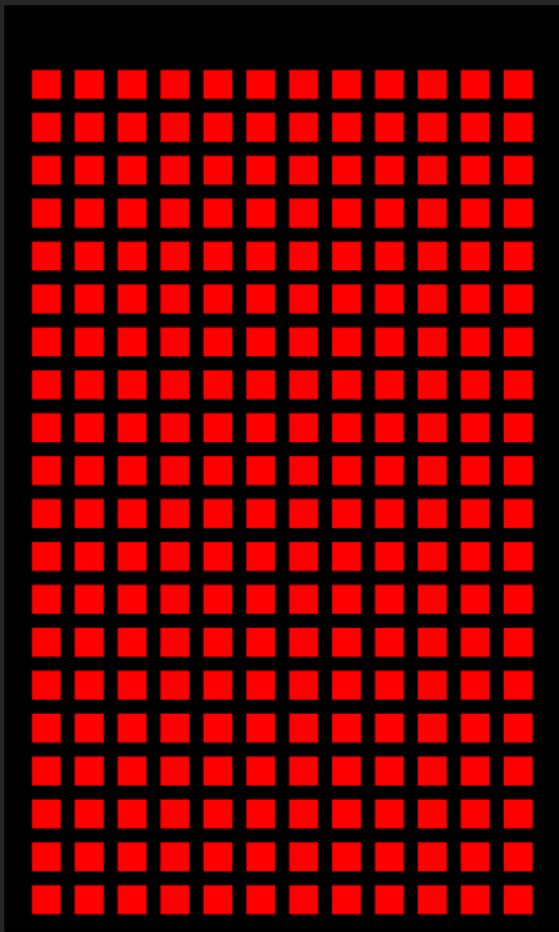
grid



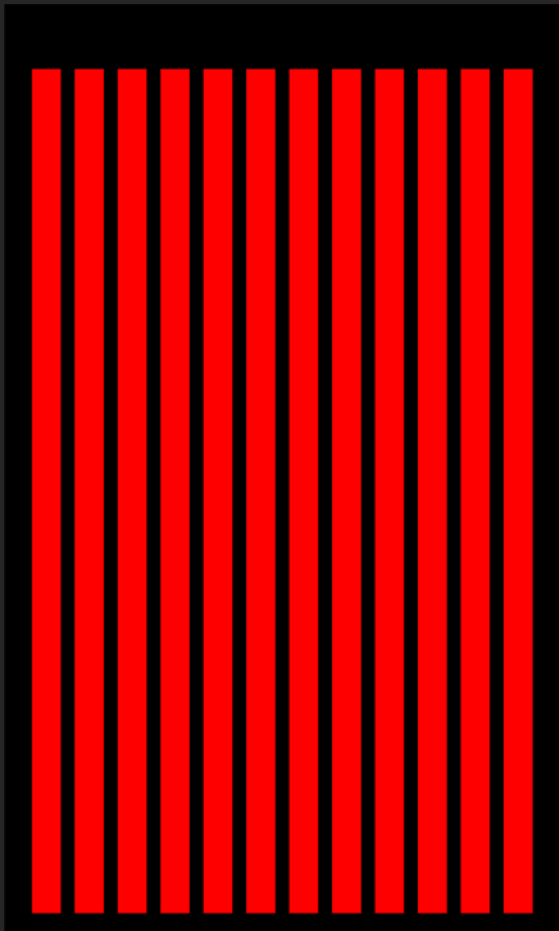
grid



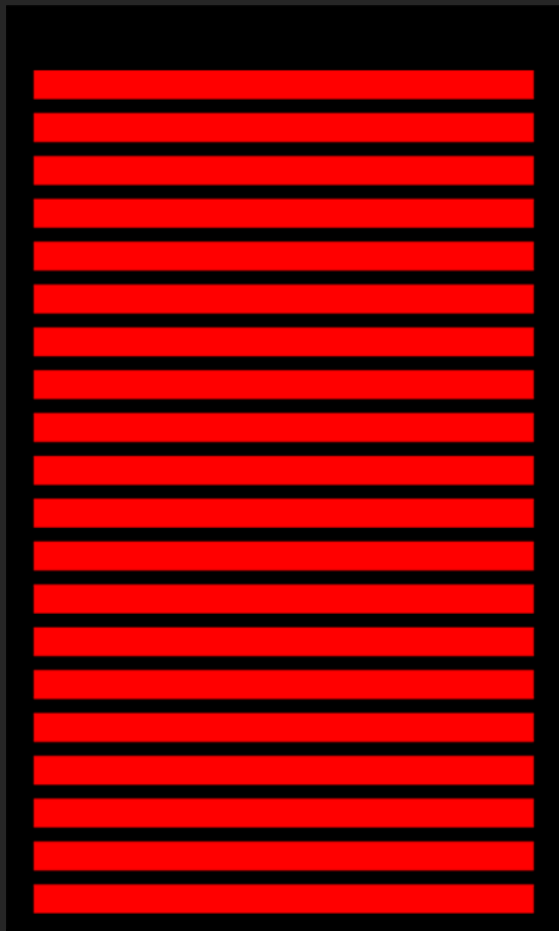
grid



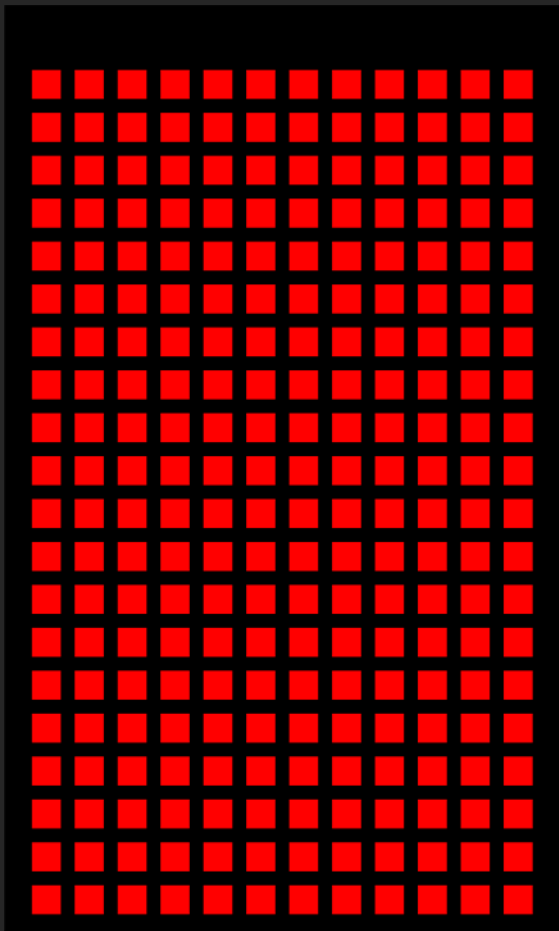
grid



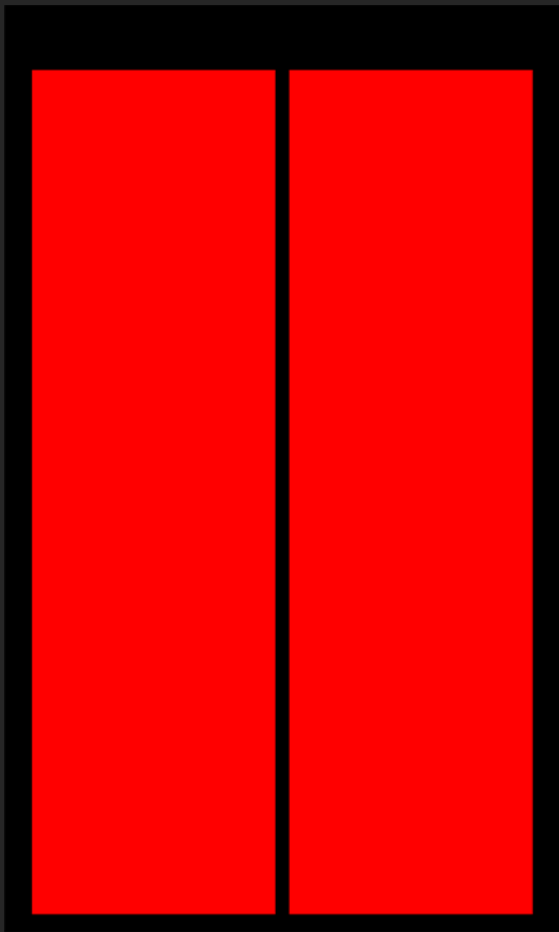
grid



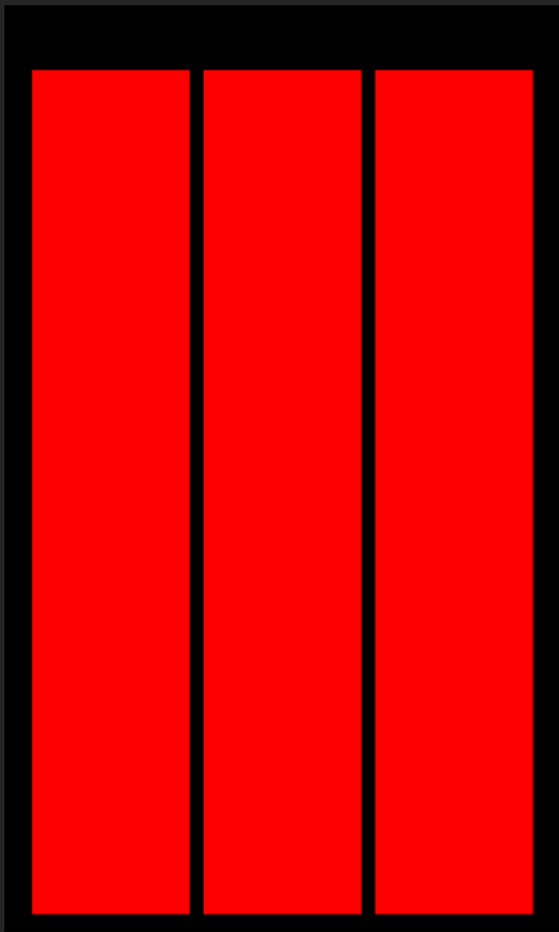
grid



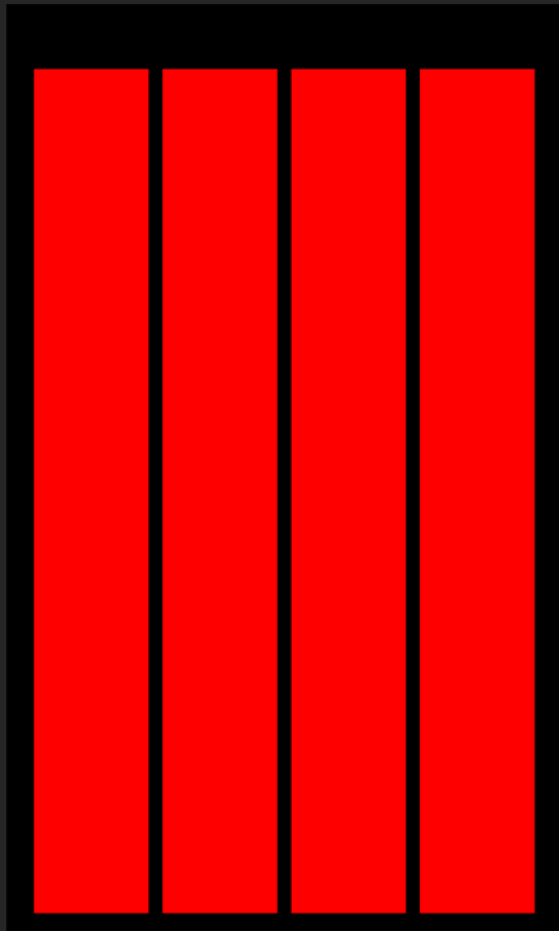
grid



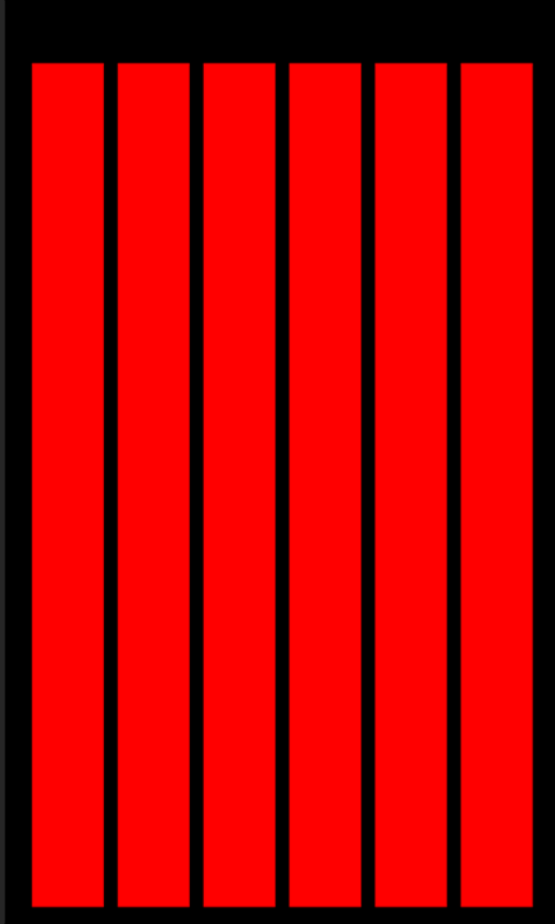
grid



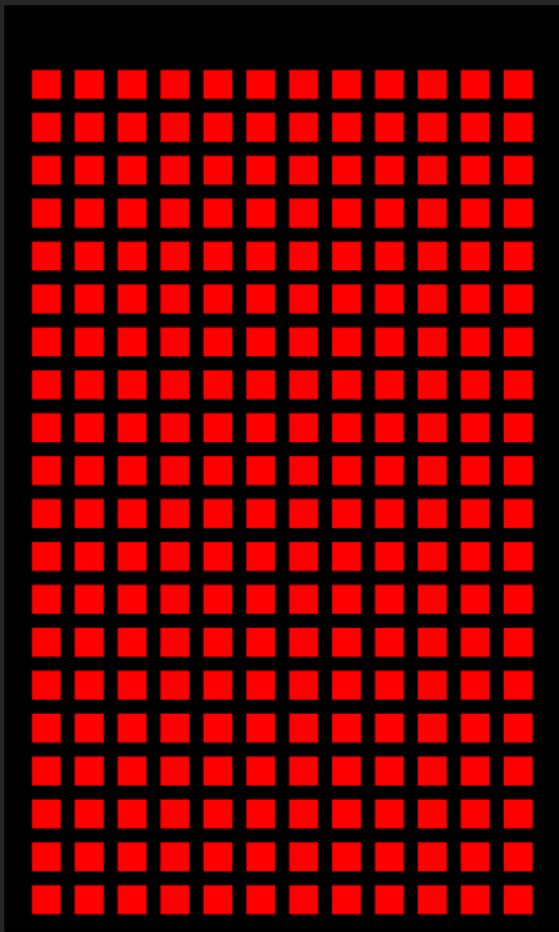
grid



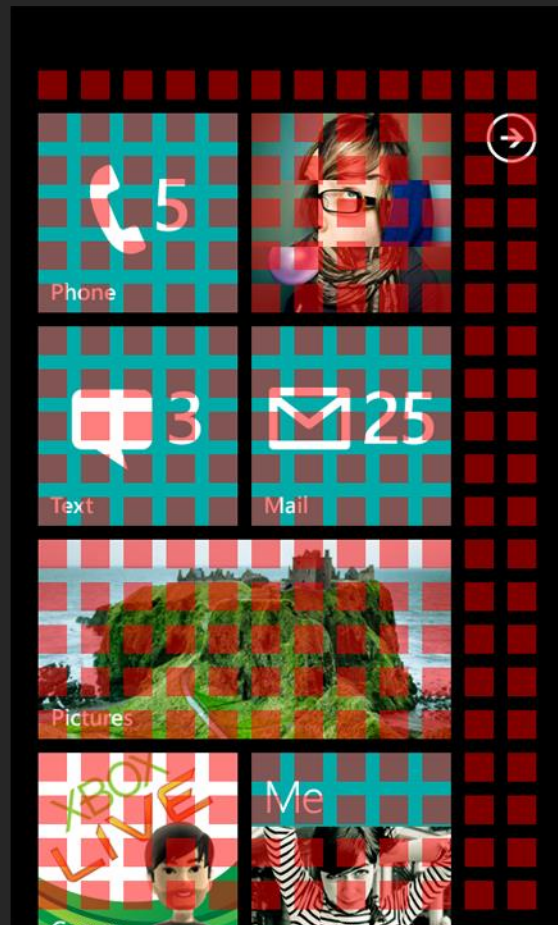
grid



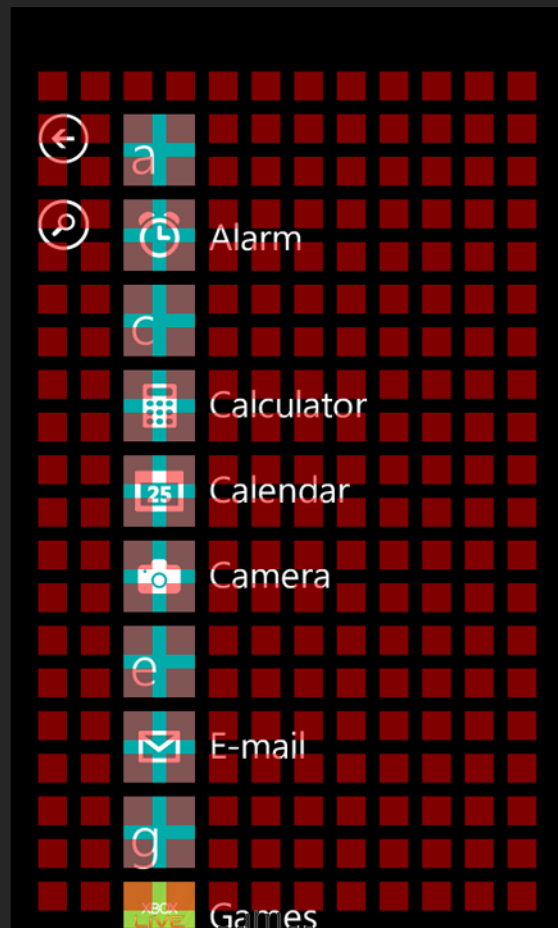
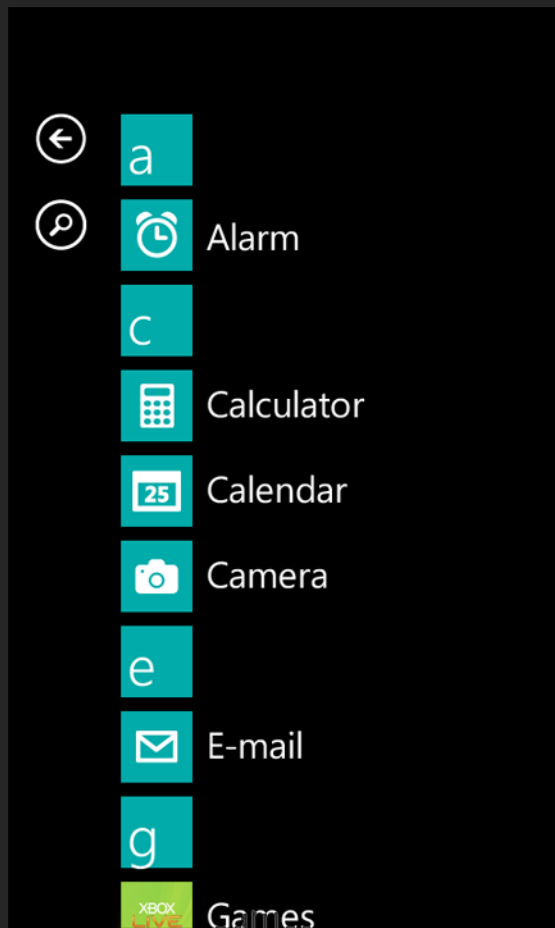
grid



grid



grid



grid

people

recent

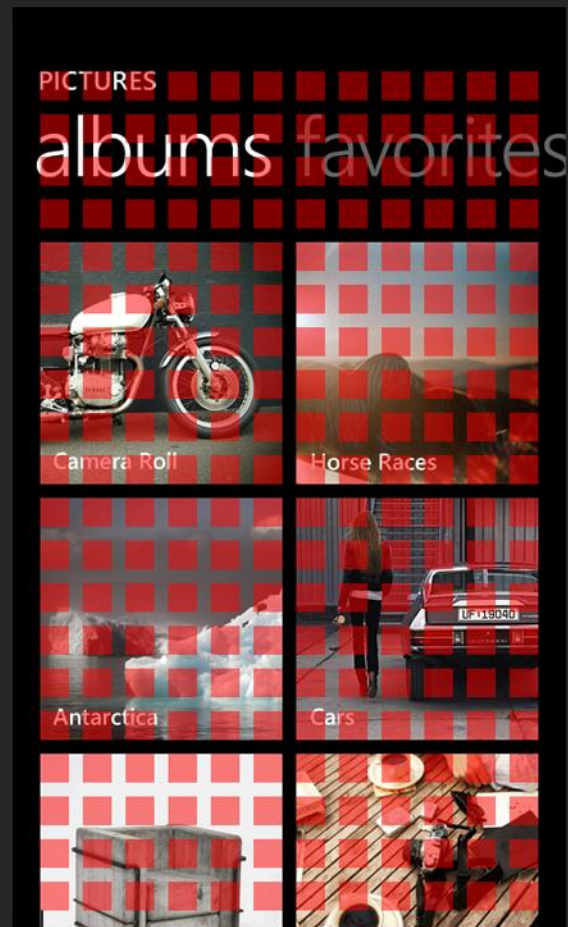
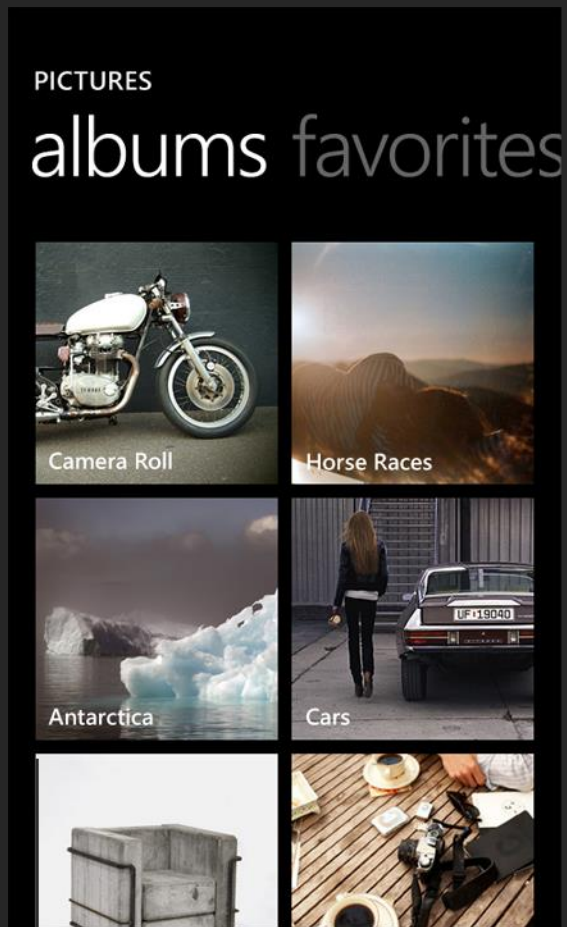


people

recent



grid



turnstile

旋转

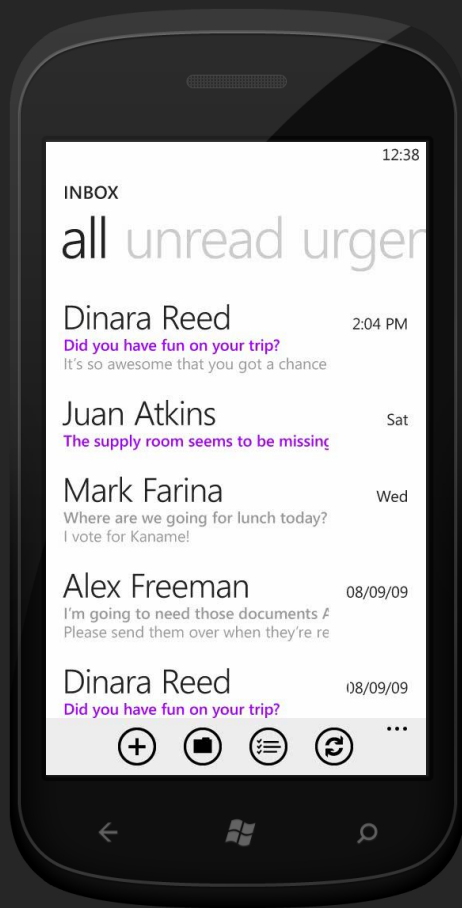
应用间切换



continuum

连续

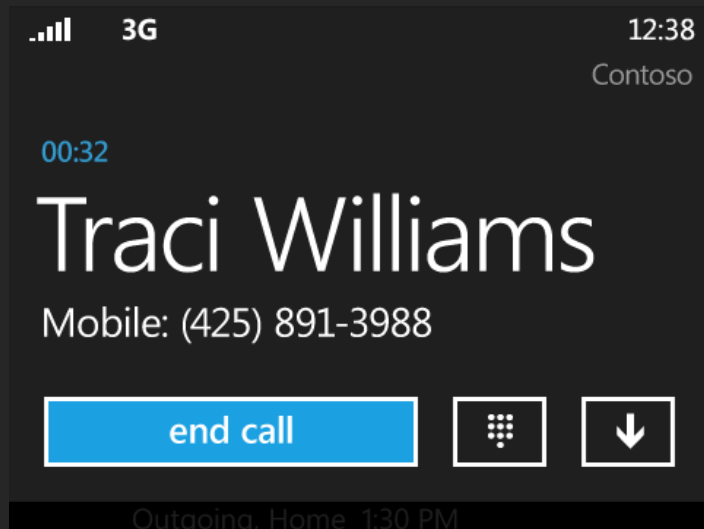
进入下一层

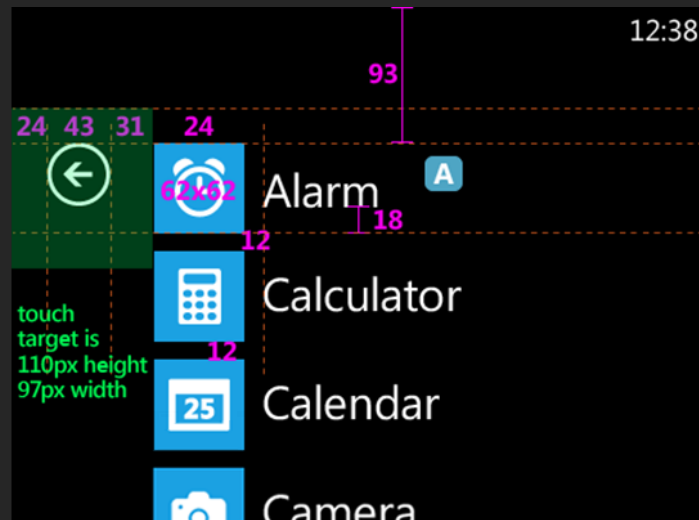
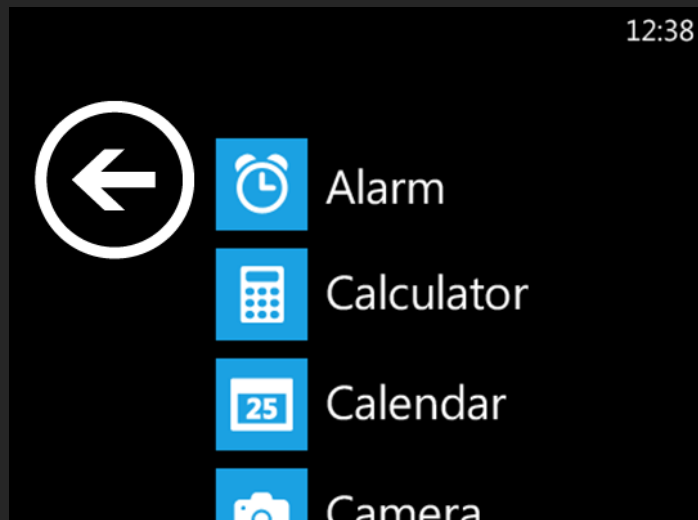


slide
滑动
进入底层



目标尺寸

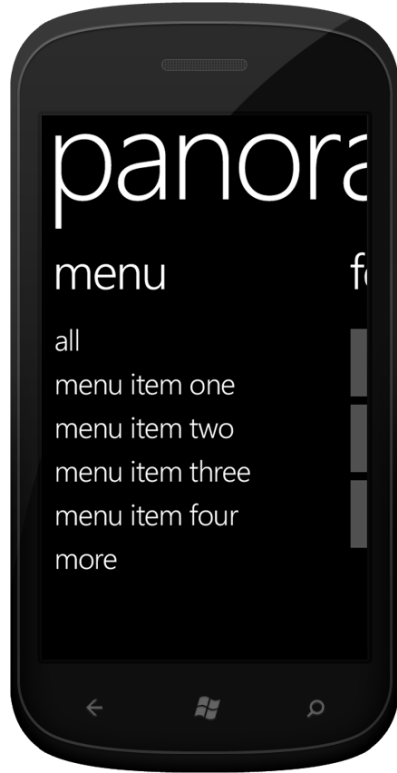




导航

全景视图 panorama

枢轴视图 pivot



panorama title

menu

all

menu item one

menu item two

menu item three

menu item four

more

featured

**ITEM ONE
GOES HERE**
LOREM IPSUM DOLOR

ITEM TWO
LOREM IPSUM DOLOR

ITEM THREE
LOREM IPSUM DOLOR

more

featured



TITLE HERE
Information Here



TITLE HERE
Information Here



TITLE HERE
Information Here



TITLE HERE
Information Here



TITLE HERE
Information Here



TITLE HERE
Information Here

new

Title Here
Information Here

Title Two Here
Information Here

Title Three
Information Here

Title Four
Information Here

spotlight

Text example showing
wrapping behavior
Information Here

Text example showing
wrapping behavior
Informationn Here

Text examples
Information Here

Text example showing
wrapping behavior
Information Here

panorama

worldwide weather west coast east coast worldwide

Paris 1 min ago
wow this video is amazing - please continue posting more of this good things.

Amsterdam 1 min ago
wow this video is amazing - please continue posting more of this good things.

Tokyo 1 min ago
wow this video is amazing - please continue posting more of this good things.

Montreal 1 min ago
wow this video is amazing - please continue posting more of this good things.

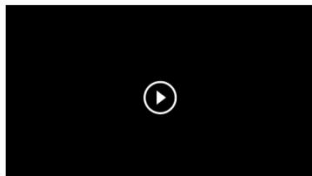
Rotterdam 1 min ago
wow this video is amazing - please continue posting more of this good things.

Helsinki 1 min ago
wow this video is amazing - please continue posting more of this good things.

Weather conditions in Redmond, WA

TODAY 9/8/2011

98053



Tropical Storm Lee has left a drenching legacy from the Deep South into the Northeast that is shattering previous rainfall and flooding records. In parts of Pennsylvania and New York, this flood event could rival or top those from June 2006 and the Agnes 1972 flood!



Seattle 1 min ago
wow this video is amazing - please continue posting more of this good things.

Portland 1 min ago
wow this video is amazing - please continue posting more of this good things.

Los Angeles 1 min ago
wow this video is amazing - please continue posting more of this good things.

San Francisco 1 min ago
wow this video is amazing - please continue posting more of this good things.

Vancouver 1 min ago
wow this video is amazing - please continue posting more of this good things.

San Diego 1 min ago
wow this video is amazing - please continue posting more of this good things.

New York 1 min ago
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Boston 1 min ago
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Philadelphia 1 min ago
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Atlanta 1 min ago
wow this video is amazing - please continue posting more of this good things.

Washington DC 1 min ago
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Paris 1 min ago
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wow this video is amazing - please continue posting more of this good things.

Helsinki 1 min ago
wow this video is amazing - please continue posting more of this good things.



pivot

tiles

活动磁贴



4

Phone



Contacts



25

Text



4

Mail



Internet Explorer



Monday Morning Studio Sync
Studio H/2010
Mon, Sept 28, 10 AM

Calendar

Fri 25



Pictures



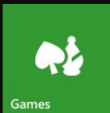
Music+Videos



Marketplace



Office



Games



Games



Games



Music+Videos



Music+Videos



Death Cab for Cutie



Pharrell Williams



beach



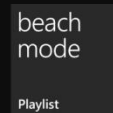
road



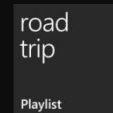
mellow



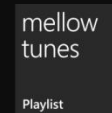
workout



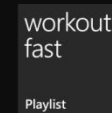
Playlist



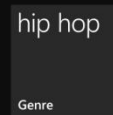
Playlist



Playlist



Playlist



Genre



Genre



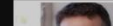
KEXP



KNDD



Office



Twitter

Windows Phone

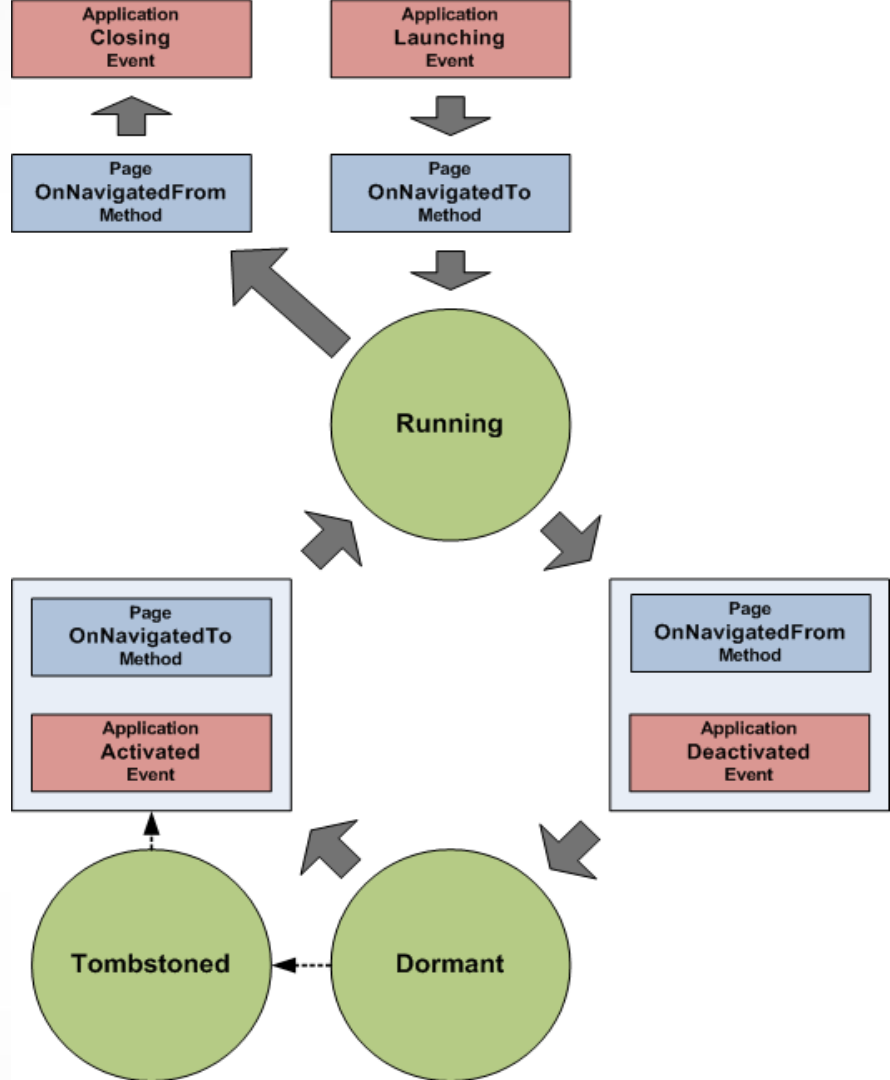
一些你需要注意的开发问题

Windows Phone 7.x 开发

- 仅支持 .NET 语言
 - Silverlight
 - XNA
 - Silverlight & XNA
- 工具 Windows Phone SDK 7.1.1 Update
 - Visual Studio Express
 - Expression Blend
 - Windows Phone Emulator

Windows Phone 应用的生命周期

- Launching
- Running
 - Deactivate
- Dormant
- Tombstoned
 - Activate
 - Closing



如何判断我的应用被墓碑化

```
// Code to execute when the application is activated (brought to foreground)
// This code will not execute when the application is first launched
private void Application_Activated(object sender, ActivatedEventArgs e)
{
    if (e.IsApplicationInstancePreserved == true)
    {
        //Dormant 此时用户数据全都在不需要恢复数据
        RootFrame.Dispatcher.BeginInvoke(() =>
        {
            MessageBox.Show("Dormant");
        });
    }
    else
    {
        //Tombstoned 此时您的页面数据已经全部被回收 需要从存储器中获取并恢复
        RootFrame.Dispatcher.BeginInvoke(() =>
        {
            MessageBox.Show("Restore");
        });
    }
}
```

wp7.1 中提供了 IsApplicationInstancePreserved 参数

我的设备内存 (256/512) ?

- 注意下 256MB 机器的 background agents

```
// Place call in a try block in case the user is not running the most recent version of
// the Windows Phone OS and this method call is not supported.
try
{
    long result = (long)DeviceExtendedProperties.GetValue("ApplicationWorkingSetLimit");
    if (result < 94371840L)
    {
        //如果获取到的值小于90MB, 那么可以判定设备内存为256MB
    }
    else
    {
        //否则, 设备内存为512MB
    }
}
catch (ArgumentOutOfRangeException)
{
    return;
    // The device has not received the OS update, which means the device is a 512-MB device.
}
```

针对256内存机器的优化

- 使用 WebBrowserTask 替代 <WebBrowser /> 控件
- 用 BingMapsTask 替代 <Map /> 控件
- 降低图像质量
- 长列表使用数据虚拟化
- 禁用跳转页面动画
- 减少使用 SoundEffect 的次数
- 压缩 XNA 资源
- 仔细排查内存泄露

```
</Capabilities>  
<Requirements>  
    <Requirement Name="ID_REQ_MEMORY_90" />  
</Requirements>
```


数据保存几种方式

- 临时数据：Application State, Page State
- 永久存储：
 - Isolated Storage
 - Local Database
- 网络存储：SkyDrive API

常见问题

- 如何实现应用对多语言的支持？
- Windows Phone 7 应用的图标怎样设置是什么规格的？
- 应用程序启动关闭前要做什么
- 如何在墓碑化之前保存数据 以及从墓碑化状态恢复数据
- 如何使用隔离存储器
- 如何实现 Push Notifications and Tiles

第三方资源

- Silverlight Toolkit
<http://silverlight.codeplex.com>
- 合作伙伴专区
<http://msdn.microsoft.com/zh-cn/windowsphone/partner>
- Live SDK
<http://isdk.dev.live.com/>

Windows Phone Marketplace

—了解应用商城（市集）

Windows Phone Marketplace

- Windows Phone Marketplace 使用户获取应用程序的唯一途径。
 - Windows Phone 手机
 - 桌面浏览器www.windowsphone.com
 - 获取应用 会自动推送到您的手机上。
 - 如果失败，通过邮件。
 - PC 同步工具 Zune。
- 国内行货 Windows Phone，首次登陆不可更改商城区域！
- 全球 Windows Phone 应用已经超过十万。

开发者如何发布应用？

- 访问 AppHub：create.msdn.com
- 注册 marketplace：
 - 公司和个人开发者账户每年\$99。
 - 学生账户免费。
- 注册的开发者可以提交应用到 marketplace。
 - 最多100个免费应用
 - 30%
- 每一位开发者都有唯一的数字签名。

应用商店的更新

- 我的应用认证发布了为何在市场中搜索
- 修改应用定价后，多长时间新价格能生效

1 验证

- ✓ 已开始提交
- ✓ 已验证程序包
- ✓ 完成提交

2 认证

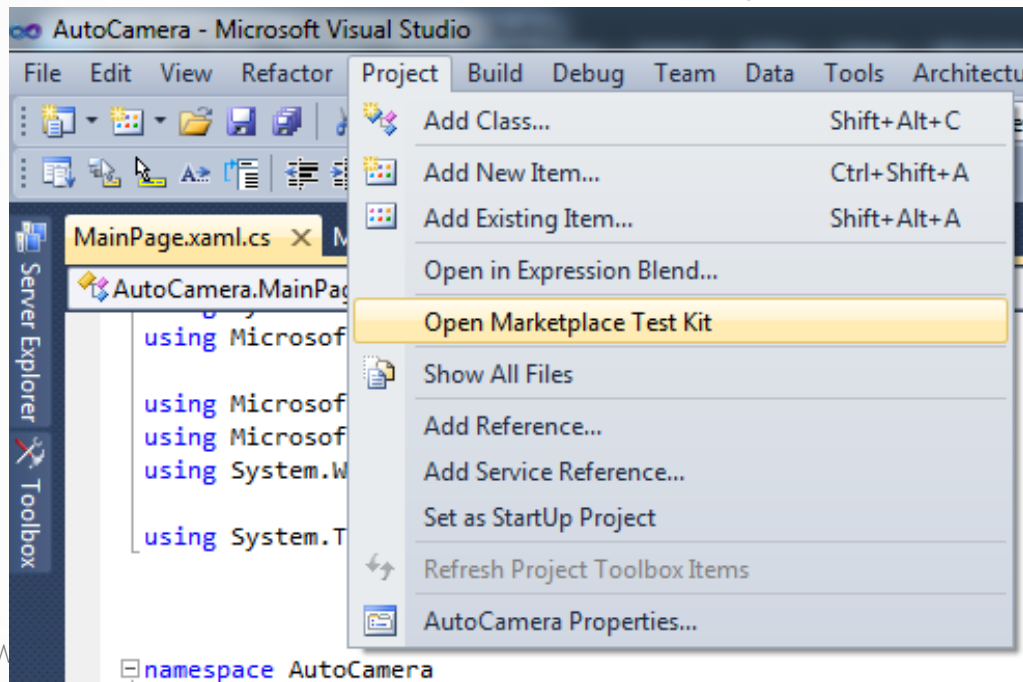
- ✓ 已签名并加密
- ✓ 已认证

3 发布

- ✓ 准备发布
- ✓ 已发布

Marketplace 测试工具

- 在提交应用之前使用 Marketplace 测试工具，提高审核通过率。



商店安全问题

- 如果想对发布到 Marketplace 的软件版本升级的话，怎么让用户下载更新的 dll ？
- 在 Windows Phone 7 中想通过下载 dll 文件进行程序集加载，反射？ No, 不行！
- 在中国使用 Bing Map 问题。

打开应用市场

- 使用商城评价任务 提示用户对我的应用打分。
- 商城详细信息任务

```
//Show an application, using the default ContentType.  
MarketplaceDetailTask marketplaceDetailTask = new MarketplaceDetailTask();  
  
marketplaceDetailTask.ContentIdentifier = "c14e93aa-27d7-df11-a844-00237de2db9e";  
marketplaceDetailTask.ContentType = MarketplaceContentType.Applications;  
  
marketplaceDetailTask.Show();
```

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了解 Windows Phone 应用商城

Q&A

谢谢！



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