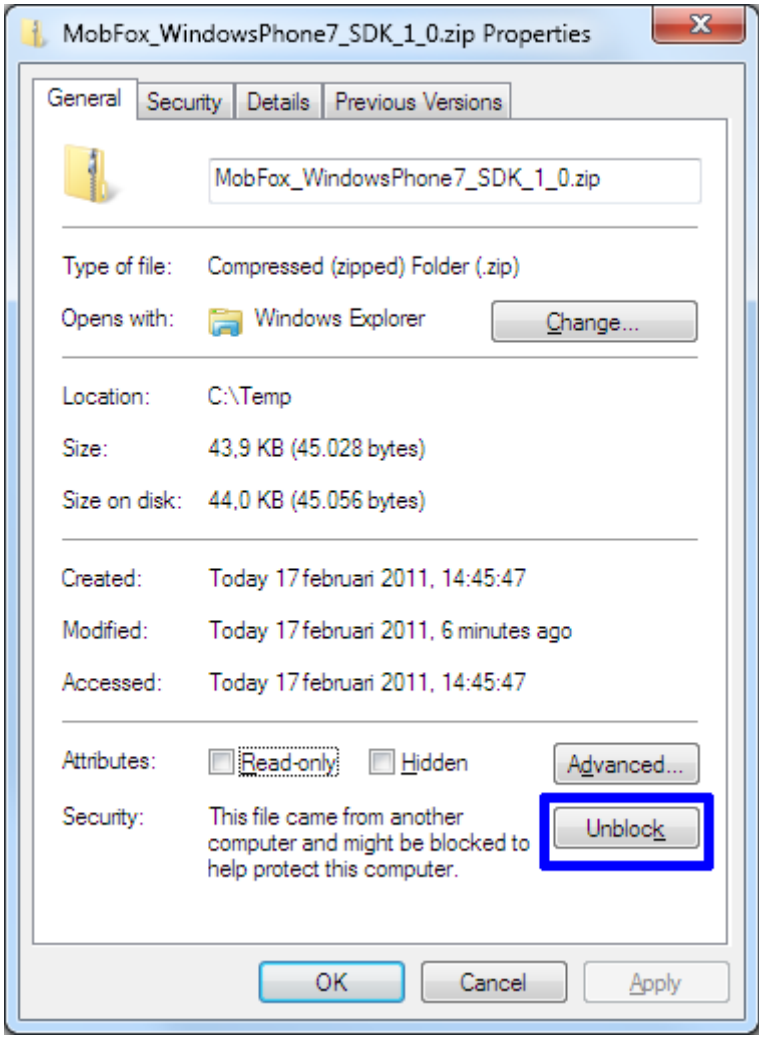
MobFox Windows Phone 7 Silverlight SDK

Version 1.3

Installation

After downloading *MobFox_WindowsPhone7_SDK_1_3.zip*, you should **unblock** it (only on Windows 7):



Extract the contents of the ZIP-file to a folder of your choice, for example *C:\MobFox\WP7SDK*.

After extracting the archive the folder will now contain:

- *MobFox.Ads.dll* – the library that contains the MobFox AdControl
- *MobFox.Ads.LocationAware.dll* - the library that contains the MobFox LocationAware AdControl (automatically sends the location of the phone to MobFox for better targeted ads)
- *MobFoxSampleApp* – a folder containing the source of a simple app demonstrating the use of the AdControl

Application Integration

Choosing AdControl or LocationAwareAdControl

LocationAwareAdControl has the benefit of share the location of the phone with MobFox. This might result in better targeted ads and a higher income for you. Apart from this, the control is similar to the 'regular' AdControl.

However, there are a few things you need to consider if you want to use this control:

1. You'll need to enable the **ID_CAP_LOCATION** in *WMAppManifest.xml*. This means that a user will be informed that the application uses location data when he or she downloads the application from the Marketplace.
2. You'll need to provide a privacy policy that informs the user that the location is shared with an ad-provider and you'll enable an opt-out for the user if she or he does not want to share her of his location data (The *EnableLBS* property of the control provides a means to implement this).

See the Windows Phone 7 Application Certification Requirements document (by Microsoft) for the definitive list of requirements.

The data that is send to MobFox, including the location of the phone if *EnableLBS* is true, cannot be tracked backed to the identity of the user by MobFox.

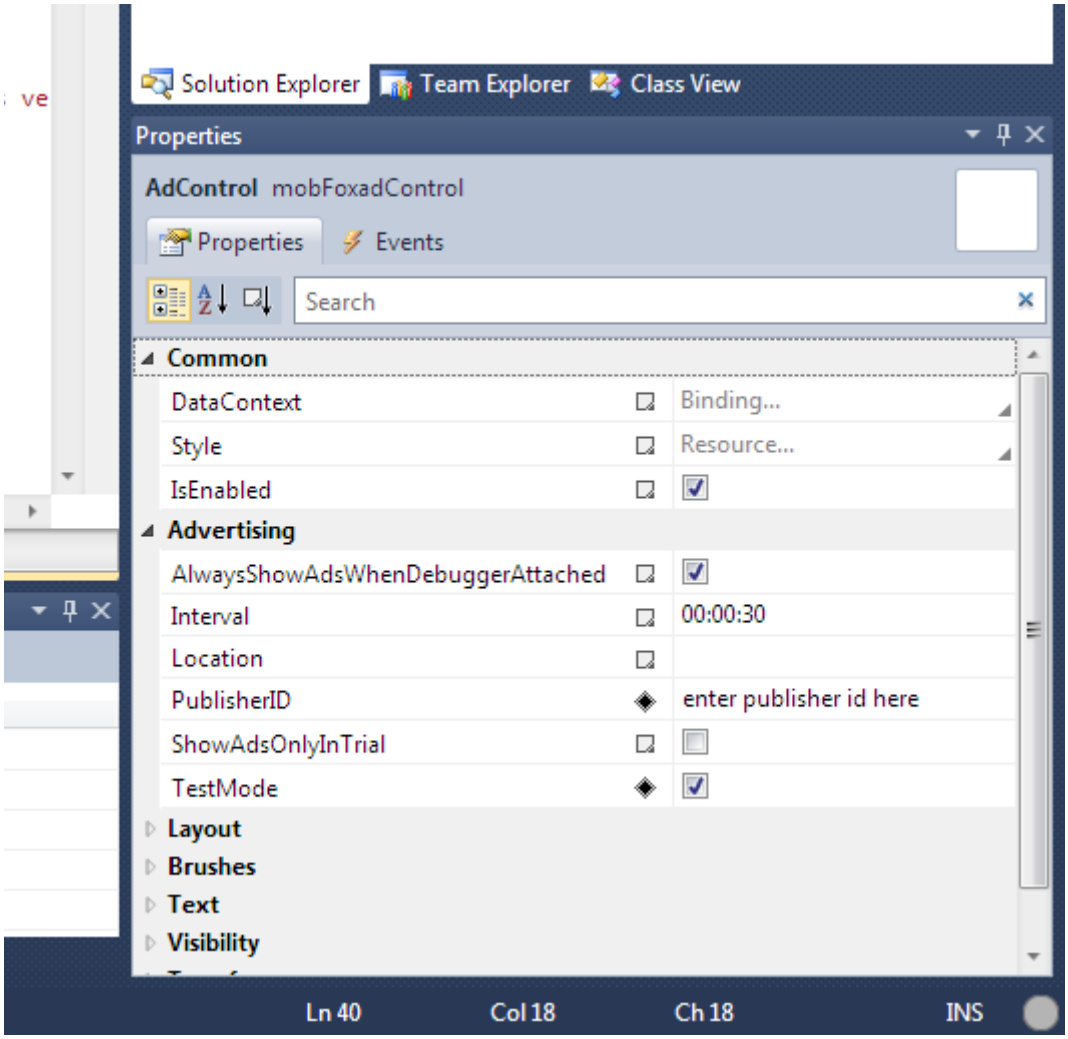
Adding the AdControl to your Windows Phone 7 Silverlight App

You need a Publisher ID to be able to use to MobFox AdControl in your application.

You can do this by creating an account at http://www.mobfox.com/signup, if you don't already have an account. Subsequently register your app as a “Windows Phone 7 application”. After this, MobFox will provide you with a Publisher (Site) ID that you can use for the AdControl.

Integrating the AdControl/LocationAwareAdControl

1. Open the solution/project containing your application in Visual Studio 2010
2. Add a reference to *MobFox.Ads.dll* and, only if you want to use the LocationAwareAdControl, *MobFox.Ads.LocationAware.dll*.
3. If you familiar with XAML, you can add the following to an appropriate location in your XAML code:
```
<AdControl
Name="mobFoxadControl"
PublisherID="enter publisher id here"
TestMode="True"
VerticalAlignment="Bottom" />
```
or use Visual Studio's or Microsoft Expression Blend's UI design tools to add the control:



UI Requirements

- Allow for a width of 480 pixels (the width of a portrait page) and a height of 70 pixels.
- The control should not be obscured by other UI-elements while an ad is showing.

Combining with SDKs from other ad networks

By default the MobFox AdControls run in *AutoRotate* mode, which means that an ad is automatically served when one is available. This usually very convenient when MobFox is your sole ad provider.

If you want to fall back on other networks when MobFox does not have an ad available at that moment, you have to follow another procedure:

1. Set the *AutoRotate* property to false. This means that an ad has to be 'manually' requested using the *RequestNextAd()* method.
2. Provide handlers for the *NewAd* and *NoAd* events. Either *NewAd* or *NoAd* will be invoked, depending whether an ad is available. In your *NoAd* handler you can implement to logic that

is needed to request an ad from another network. In the *NewAd* handler, you could invoke *RequestNextAd()* again, to request another MobFox ad after the display interval has expired.

Release Notes

Version 1.3

June 20, 2011

- Improved exception handling