![mocean mobile - The mobile ad serving standard.]

Windows Phone 7.0 mOcean C# SDK Developer Guide

V 2.2.0

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Overview

This document provides a description of the following:

- System requirements
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System requirements:

- Microsoft Windows Vista SP2 or Microsoft Windows 7.
- Windows Phone Developer Tools (http://go.microsoft.com/fwlink/?LinkID=189554)
- Microsoft Visual Studio 2010
- 2 Mb free disk space

SDK contents:

Release version of library
Debug version of library in Debug directory
Samples in Samples directory

Installation instructions:
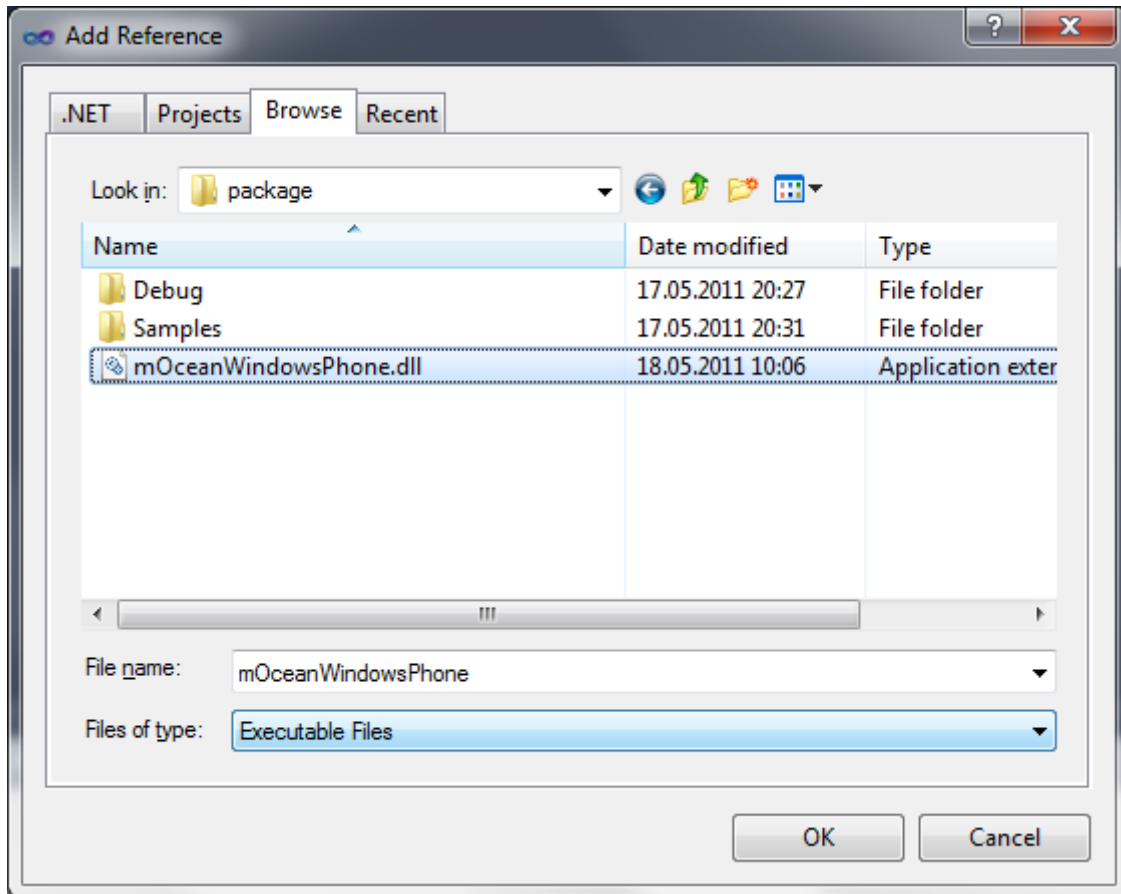
Installing Windows Phone Developer Tools

Download and install *Windows Phone Developer Tools* (http://go.microsoft.com/fwlink/?LinkID=189554). Follow installation instructions provided by Windows Phone Developer Tools. Once Tools has been installed follow to the next step to install Windows Phone mOcean C# SDK.

Installing Windows Phone 7.0 C# SDK

The SDK has been coded as a class library.
To add the library to a project, the developer must configure the project properties to add library reference.
Select References in Solution Explorer. Right click and choose Add Reference, locate the mOceanWindowsPhone.dll library and add it.

SDK API reference:

AdView class members

Setting properties of AdView

SetSite(int site)
The id of the publisher site.

SetZone(int zone)
The id of the zone of publisher site.

SetTest(bool test)
Setting is test mode where, if the ad code is true, the ad response is "Test MODE". (default = false)

SetPremium(int premium)
Filter ads by premium status (0 - non-premium, 1 - premium only, 2 - both). Can be used only by premium publishers. (default = 0)

SetKeywords(string keywords)
Keywords to search ad delimited by commas.

SetAdsType(int adsType)

Type of ads (1 - text only, 2 - image only, 3 - image and text, 6 - SMS ad). SMS will be ONLY returned in XML and should be used along with key=3.

SetMinSizeX(int size)

Minimal width of the ad banner to be shown.

SetMinSizeY(int size)

Minimal height of the ad banner to be shown.

SetMaxSizeX(int size)

Maximal width of the ad banner to be shown.

SetMaxSizeY(int size)

Maximal height of the ad banner to be shown.

SetBackgroundColor(Color backgroundColor)

Background color in HEX.

SetTextColor(Color textColor)

Determine the color of links in HEX.

SetCustomParameters(string customParameters)

 Custom request parameters (name,value comma separated).

SetAdserverURL(string adServerUrl)

 Url of ad server (default to http://ads.mocean.mobi/ad).

SetDefaultImage(Image defaultImage)

Image which will be shown during advertising loading if there is no advertising in a cache.

SetInternalBrowser(bool internalBrowser)

The flag which operates advertising opening. False - Ad opens in an external browser. True - Ad opening at internal form. (default = false)

SetAdvertiserId(int advertiserId)

Advertiser id (will be provided by mocean) (if both AdvertiserId and GroupCode are specified then install notification is enabled)

SetGroupCode(string groupCode)

Group code (will be provided by mocean) (if both AdvertiserId and GroupCode are specified then install notification is enabled)

SetUpdateTime(int updateTime)

Banner refresh interval (in seconds). (Banner refresh interval (in seconds). 0 - disable update.)

SetLatitude(string latitude)

User location latitude value (given in degrees.decimal degrees). It's used together with 'long' parameter. null - enable autodetect(default). "" - don't send coords to server.

SetLongitude(string longitude)

User location longtitude value (given in degrees.decimal degrees). It's used together with 'lat' parameter. null - enable autodetect(default). "" - don't send coords to server.

SetCountry(string country)

Country of visitor; it overrides country detected by IP. It is ISO 3166 to be used for specifying country code.

SetRegion(string region)

Region of visitor. ISO 3166-2 is used for United States and Canada and FIBS 10-4 is used for other countries.

SetCity(string city)

City of the device user (with state). For US only.

SetArea(string area)

Area code of a user. For US only.

SetMetro(string metro)

Metro code of a user. For US only.

SetZip(string zip)

Zip/Postal code of user (note: parameter is all caps). For US only.

SetCarrier(string carrier)

Carrier name.

SetLogger(Logger logger)

Logging object

SetLogLevel(Logger.LogLevel logLevel)

Log level (0 - disabled, 1 - errors only (default), 2 - errors and information messages, 3 - errors, information messages and HTTP traffic)

Interstitial properties

SetAutoCloseInterstitialTime(uint time)

auto-close interstitial time

SetShowCloseButtonTime(uint time)

show close button after delay

SetCloseButtonTextColor(Color color)

Text color

SetCloseButtonBackgroundColor(Color color)

Background color

SetCloseButtonImage(Image image)

Background image

SetCloseButtonPosition(ButtonPosition position)

Position of close button

SetCloseButtonSize(Size size)

Size of button

SetCloseButtonText(string text)

Text

SetCloseButtonTransparency(byte transparency)

Alpha level (0-255)

Methods

void Update()
 Immediately update banner contents

Events

bool AdNavigateBanner(String url)
This event fired after user clicks the banner (only if InternalBrowser property has been set to True).
url - location proceeding to.
Return True if you are handled the event and do not want the control to show internal popup window.

void AdDownloadBegin ()
This event is fired before banner download begins.

void AdDownloadEnd()
This event is fired after banner content fully downloaded.

void AdDownloadError(String error)
This event is fired after fail to download content.

Sample usage

See Sample directory in SDK contents.
To run this sample you need Windows Phone Emulator from Windows Phone Developer Tools.

Create banner control:
MainPage.xaml

```
<phone:PhoneApplicationPage xmlns:my="clr-namespace:mOceanWindowsPhone;assembly=mOceanWindowsPhone">

<my:AdView Name="AdView" HorizontalAlignment="Left" VerticalAlignment="Top" Height="279" Width="480"
/>
…
</phone:PhoneApplicationPage>
```

MainPage.xaml.cs

```
public MainPage()
{
        InitializeComponent();
        adView.SetSite(8061);
        adView.SetZone(20249);
        adView.SetAdvertiserId(1234);
        adView.SetGroupCode("code");
        adView.SetUpdateTime(50);
}
```

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