

# Windows Phone 7.0 mOcean C# SDK Developer Guide

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V 2.0

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## Overview

This document provides a description of the following:

- System requirements
- Installation Instructions
- SDK contents
- SDK API reference
- Sample of usage

### 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:

Documentation - SDK documentation

Lib - SDK library files

Sample - sample MojivaPhoneSample

### Installation instructions:

#### *Installing Windows Phone Developer Tools*

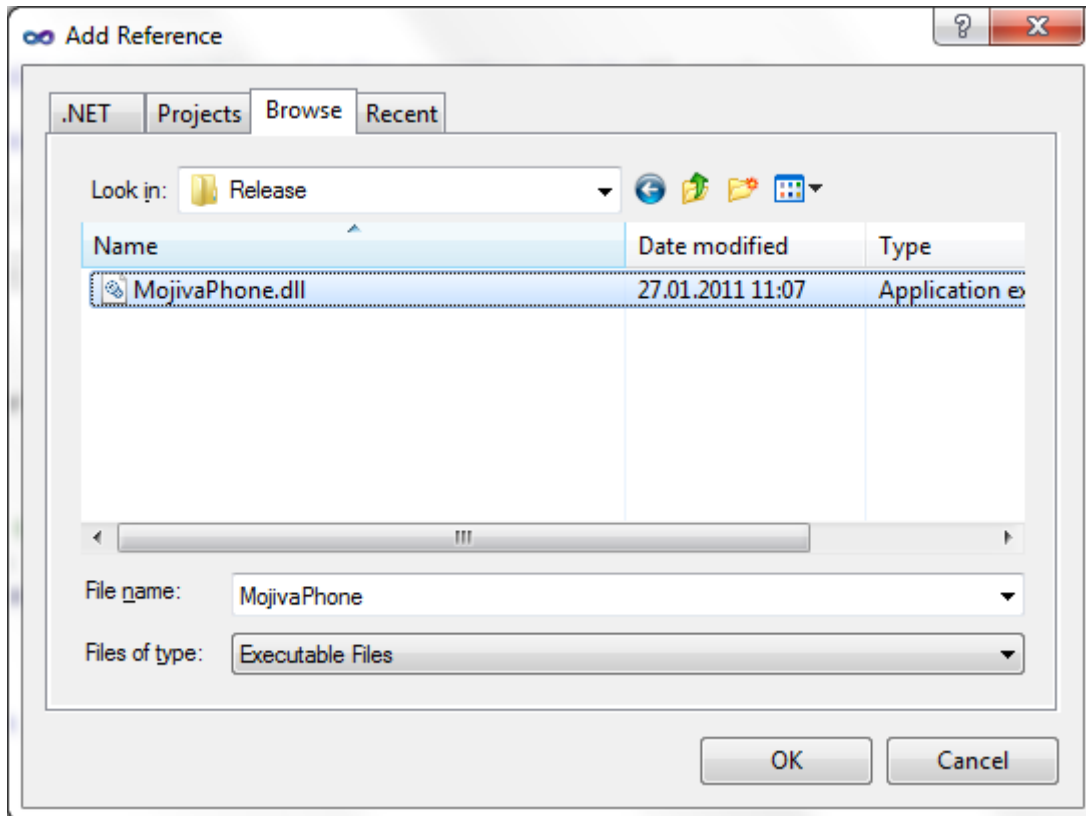
Download and install *Windows Phone Developer Tools* (<http://go.microsoft.com/fwlink/?LinkID=189554>). Follow installation instructions provided by Windows Phone Developer Tools. Once Tools has been installed follow to the next step to install Windows Phone mOcean C# SDK.

#### *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 MojivaPhone.dll library and add it.



## SDK API reference:

### AdViewControl class members

#### Properties

String SiteId

The id of the publisher site.

String ZoneId

The id of the zone of publisher site.

bool TestModeEnabled

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

String Premium

Filter by premium (0 - disabled, 1 - non-premium, 2 - premium only, 3 - both). Can be used only by premium publishers.  
(default = 0)

#### String Keywords

Keywords to search ad delimited by commas.

#### int MinSizeX

Minimal width of the ad banner to be shown.

#### int MinSizeY

Minimal height of the ad banner to be shown.

#### int MaxSizeX

Maximal width of the ad banner to be shown.

#### int MaxSizeY

Maximal height of the ad banner to be shown.

#### Color BackgroundColor

Background color in HEX.

#### Color TextColor

Determine the color of links in HEX.

#### String CustomParameters

Custom request parameters (name,value comma separated).

#### String AdServerUrl

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

#### Image DefaultImage

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

#### bool InternalBrowser

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

#### int UpdateTime

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

#### 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.

#### String Longitude

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

#### String Country

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

#### String Region

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

#### String City

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

#### String Area

Area code of a user. For US only.

#### String Metro

Metro code of a user. For US only.

#### String Zip

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

#### String Carrier

Carrier name.  
Autodetected if not set.

#### Bool SizeRequired

If set to 1, return image size (width and height) in html.

#### String AdvertiserId

Advertiser id (will be provided by mocean)

#### String GroupCode

Group code (will be provided by mocean)

## Interstitial properties

**AutoCloseInterstitialTime**  
auto-close interstitial time

**ShowCloseButtonTime**  
show close button after delay

**CloseButtonTextColor**  
Text color

**CloseButtonBackgroundColor**  
Background color

**CloseButtonImage**  
Background image

**CloseButtonPosition**  
Position of close button

**CloseButtonSize**  
Size of button

**CloseButtonText**  
Text

**CloseButtonTransparency**  
Alpha level (0-255)

## Methods

**void Run()**  
Run the advertisement (should be called to run banner)

**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 MojivaPhoneSample 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:MojivaPhone;assembly=MojivaPhone"
... >
...
<my:AdViewControl HorizontalAlignment="Left" Name="adViewControl" VerticalAlignment="Top"
Height="279" Width="480"></my:AdViewControl>
...
</phone:PhoneApplicationPage>
```

MainPage.xaml.cs

```
private void PhoneApplicationPage_Loaded(object sender, RoutedEventArgs e)
{
    adViewControl.ZoneId = "9411";
    adViewControl.SiteId = "6277";
    adViewControl.Owner = this;
    adViewControl.UpdateTime = 30;
    adViewControl.AdvertiserId = "1111";
    adViewControl.GroupCode = "2222";
    adViewControl.Run();
}
```

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