

# Windows 8

Microsoft Application Acceleration Program  
(MAAP)

# Windows 8 Re-imagined



# No Compromise Business Solution



Full Mouse &  
Keyboard Support.



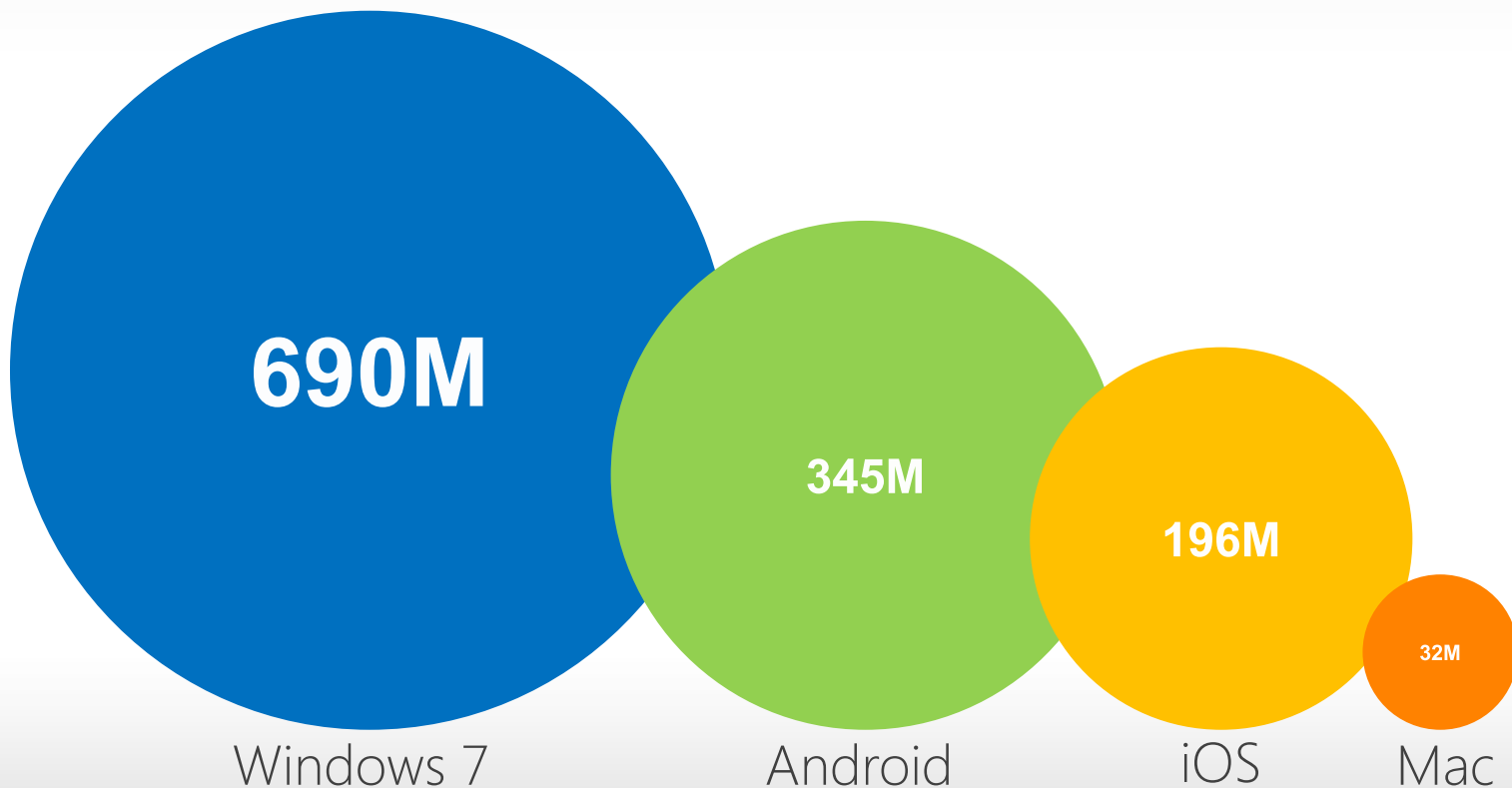
Office and Windows 7  
Productivity & LOB Apps.

Enterprise Class  
Manageability & Security.

Touch first  
experience

Cloud  
connected

# Unparalleled Reach

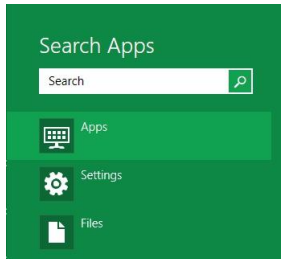


# Engaging & Delighting Customers



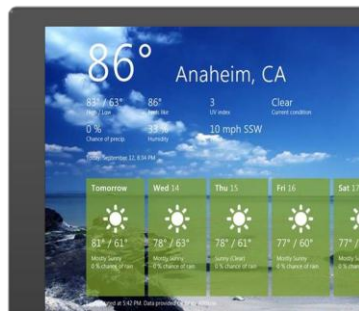
## Live Tiles

Engage users and draw them back into your immersive experience



## Search

Surface your app and content across the whole system



## Content Before Chrome

Let your app shine and immerse users in your experience



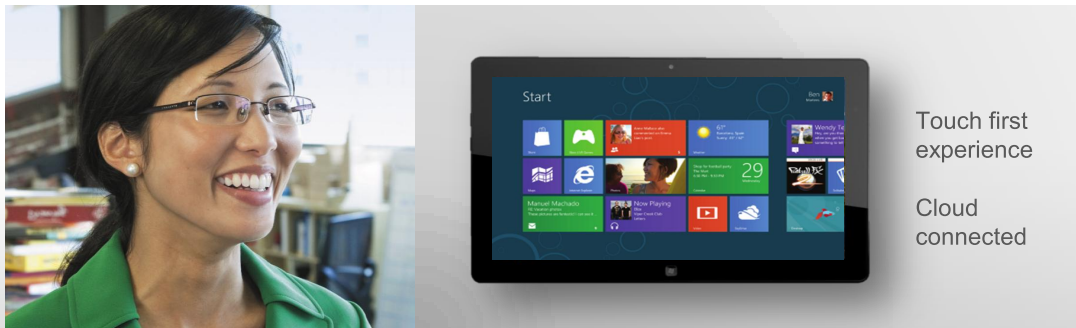
## Share

Connect your app to other apps, contacts and social networks drawing in more users

# What is MAAP?

US Windows 8 Microsoft Application Acceleration Program (MAAP) is a comprehensive effort to help our customers, developers and partners design, develop, and deploy new Windows 8 applications across four app types:

- Consumer
- Commercial ISV
- Custom Line of Business (LOB)
- Business to Consumer (B2C)



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# Microsoft Application Acceleration Program

The standard MAAP customer offer includes:

- \$10K for Windows 8 application design/development guidance & support from a partner or MCS
- 1 device for testing and development

The customer must commit to one of the following:

- Publish a new Windows 8 Business-to-Consumer (B2C) app to the Windows Store by June 2013 OR
- Develop and deploy a Windows 8 custom Line of Business (LOB) app to at least 100 tablets by June 2013



Training



Design



Develop



Device



Deploy



Microsoft



# Appendix

# Integration: Unified apps across PCs & tablets

Windows 8: The **same OS** running the **same apps** across tablets, PCs, and wall screens



- New Windows apps run on **all form factors**: notebooks, tablets, and convertibles
- Run on both **Intel and ARM** processors
- Easily ported to/from **Windows Phone 8**
- Protect **existing investment** in ISV and LOB with backwards compatibility

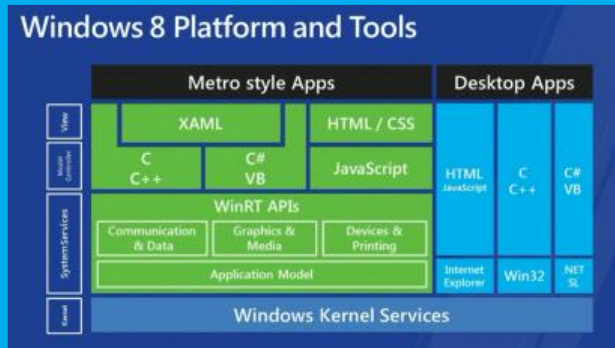
iPad: Apps can't run on Macs



- **Have to choose** between limited touch and fun – or – fuller productivity apps and devices
- Cut-off from existing Windows-based **LOB and ISV** app investment

# Integration: Choices and flexibility in app development

## Windows 8: Multiple and familiar languages, tools, and environments



Microsoft  
Visual Studio

## iPad: Limited development choices

*Objective C*

*Xcode 4*

- Developers have a **choice of common new Windows 8 and desktop languages**
- Familiar and robust **enterprise-quality tools** and one development environment for all devices

- iPad apps must be written in a **single language** (Objective C), using Xcode4 tools only
- Even HTML5 web apps require modifications to work

# Learn How to Build Apps on Windows 8

Encourage your customers to register for the training that meets their needs



## In-Person Training:

Dev-Camp training, an open-coding Hackathon, or Hands-on labs in multiple cities

<http://msdnevents.com/windows>

## Online Training:

Windows 8 Developer Camp On-Demand

<http://channel9.msdn.com/Events/Windows-Camp/Windows-8-Developer-Camp-On-Demand>

HOLO – Hands-On-Lab Online

<https://msevents.microsoft.com/cui/EventDetail.aspx?culture=en-US&EventID=1032522774&IO=DbgXaeWr1%2bY%2bNpAtTxip%2fg%3d%3d>

