Intel AppUp[SM]
The New App Store
for Netbooks and Tablets

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Software Consulting and Development

AB-Tools.com
End User Products Based on .NET
Targeting the Online and Retail Market

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Overview

- **Intel AppUp**
  - What is AppUp?
  - Why an App Store for Netbooks and Tablets?
  - Target Platforms
  - Costs for Developers
- Windows Apps
- Tizen
- Conclusion

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What is AppUp?

- App store for netbooks and tablets
- AppUp client pre-installed on new devices
- Customers browse app catalogue
- Purchase of apps is save and easy

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Why an App Store for Netbooks and Tablets?

- Inexperienced users don't like to search for apps in the internet

- Apps in AppUp are validated:
  therefore guaranteed clean and virus-free

- If they buy an app:
  they want a secure and easy purchase gateway

☞ Intel AppUp as trusted platform

Target Platforms

- Microsoft Windows XP and 7:
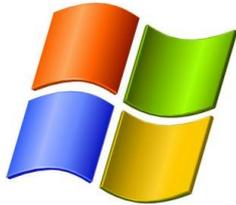
- Tizen:

TIZEN™

- MeeGo:

MeeGo™

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Costs for Developers

- 30 % of the sales price

- Membership itself is currently free

- Payment done with PayPal free of charge

Overview

- Intel AppUp
- **Windows Apps**
  - SDK Support
  - Example Project
  - Preparations
  - Add AppUp SDK Code
  - Build an Installer
  - Digitally Sign the Installer
  - Published After Validation
- Tizen
- Conclusion

SDK Support

- Supported development platforms:
  - C/C++
  - Microsoft .NET (C#, VB)
  - Java
  - Adobe Air
  - HTML 5 using
    Intel AppUp Encapsulator

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Example Project

- "Energy Costs Calculator": free power and water consumption calculator

- Development environment: Microsoft .NET Framework 2.0 (C#)

Example Project

Preparations

Windows*

Download SDK 1.1.2 for Windows C/C++
Posted 10th June, 2011
[Download ▸] (login required)

- Download the Intel AppUp™ SDK Microsoft Visual Studio* IDE Plug-in (.MSI file)

Download SDK 1.1.2 for .NET*
Posted 10th June, 2011
[Download ▸] (login required)

- Download the Intel AppUp™ SDK Microsoft Visual Studio* IDE Plug-in (.MSI file)

Download SDK 1.1.2 for Java*
Posted 10th June, 2011
[Download ▸] (login required)

- Download the Intel AppUp™ SDK Plug-In for Eclipse* Software (.ZIP file)

Download Adobe AIR InMarket SDK
[Download ▸] (login required)

http://appdeveloper.intel.com/en-us/sdk

- Download the AppUp SDK for the Microsoft .NET Framework

- Add a reference to the "AdpLibrary.dll" assembly in your project

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Add AppUp SDK Code

Insert only few lines of code:

```csharp
// [...]

InitializeComponent();


        try
        {
#if (DEBUG)
            var app = new AdpApplication(new AdpApplicationId(0x11111111, 0x11111111, 0x11111111, 0x11111111));
#else
            var app = new AdpApplication(new AdpApplicationId(0x0E5AF5E4, 0xD81D43BC, 0x832C0571, 0x1D9041D0));
#endif
        }
        catch (AdpException e)
        {
            MessageBox.Show(e.Message, "Error");
            System.Environment.Exit(1);
        }

// [...]
```
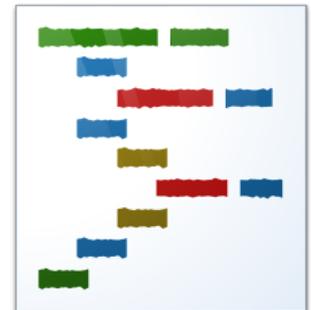
Build an Installer

- For Windows products:
  only MSIs are accepted as product installers

- The installer has to be absolute silent

- It has to perform a clean(!) uninstall

- I use the integrated setup system of
  Microsoft Visual Studio to build the MSI

- It is extendible with "Custom Actions"
  if necessary

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Build an Installer

Digitally Sign the Installer

- Get "signtool.exe" with the Windows SDK

- Create a small Batch file like this:

```
signtool.exe sign /f "mykey.pfx" /p "pfx_password" /t "http://timestamp.verisign.com/scripts/timstamp.dll" "%1"
```

- Just drag & drop your MSI on this Batch file

Published After Validation

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- **Tizen**

  – What is Tizen?

- Conclusion
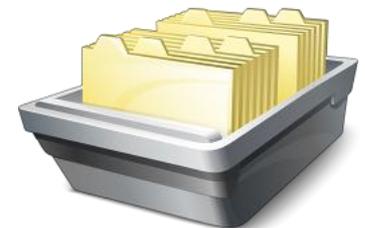
What is Tizen?

- A cross-device, open source software platform, including an operating system

- Across multiple device segments, including smartphones, tablets, smart TVs, netbooks and in-vehicle infotainment systems

- Value of Tizen: HTML 5 for app development

- Tizen is a Linux Foundation project

- First release of Tizen expected Q1 of 2012

Overview

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- Windows Apps

- Tizen

- **Conclusion**

Conclusion

If you already have Windows apps ready
it is very easy to get them into AppUp.

After first release of the Tizen SDK you can
submit your HTML 5 apps for a release in Tizen.

Thank You for Your Attention! Questions?

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