

# Intel AppUp<sup>SM</sup>

## The New App Store for Netbooks and Tablets



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# Andreas Breitschopp



## AB-Tools.com

End User Products Based on .NET  
Targeting the Online and Retail Market



# Overview

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





# 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





# Why an App Store for Netbooks and Tablets?

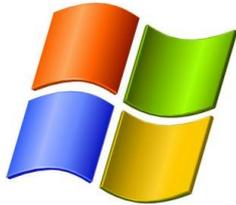
- Inexperienced users don't like to search for apps in the internet
  - Apps in AppUp are validated: therefore guaranteed clean and virus-free
  - If they buy an app: they want a secure and easy purchase gateway
- ☞ Intel AppUp as trusted platform





# Target Platforms

- Microsoft Windows XP and 7:



- Tizen:

**TIZEN**<sup>™</sup>

- MeeGo:

**MeeGo**<sup>™</sup>





# 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





# Example Project

- “Energy Costs Calculator”:  
free power and water  
consumption calculator
- Development environment:  
Microsoft .NET Framework 2.0 (C#)





# Example Project

## Power



Select an appliance from the list

You can easily add your own items to the list: specify the appliance name, power rating in watts and the number of hours the appliance is used daily, and then click on the icon next to the list. The price per kilowatt-hour of energy can also be modified.

Check out also our software "Energy Saving" which will help you record and review the costs of electric energy.

[Show more info on energy saving](#)

**Calculator**

Appliance:   

Or enter the consumption directly:  Watt

Each day is used on average for:  h

Price per kilowatt-hour:  \$

---

Total consumption during a year:  kWh

Total cost during a year:   **Calculate**

## Water



Select an appliance from the list

You can easily add your own items to the list: specify the appliance name, water consumption in gallons and the number uses per week, and then click on the icon next to the list. The price per gallon of water can also be modified.

Check out also our software "Energy Saving" which will help you record and review the costs of water.

[Show more info on energy saving](#)

**Calculator**

Appliance:   

Or enter the consumption directly:  gallons

Number of uses a week:  times

Price per gallon:  \$

---

Total consumption during a year:  gal.

Total cost during a year:   **Calculate**

**Save money by recording and reviewing energy consumption**  
This will be made possible by simple and easy-to-use software Energy Saving

 Show tip

 Change settings

 [More info on Energy Saving](#)

 Show info

 Close program





# Preparations

## Windows\*

### Download SDK 1.1.2 for Windows C/C++

Posted 10<sup>th</sup> 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 10<sup>th</sup> 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 10<sup>th</sup> 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

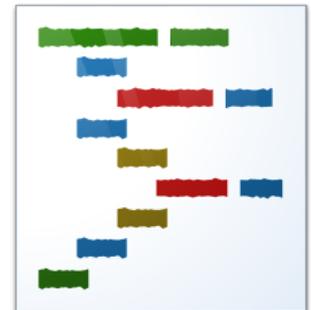




# Add AppUp SDK Code

Insert only few lines of code:

```
// [...]  
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





# Build an Installer

EnergiekostenSchnellrechner - Microsoft Visual Studio

Datei Bearbeiten Ansicht Projekt Erstellen Debuggen Team Daten Extras Architektur Test Analyse DevExpress Fenster Hilfe

Dateisystem (Setup) x

Dateisystem auf Zielcomputer

- Anwendungsordner
- Desktop des Benutzers
- Ordner für Anwendungsdaten des Benutzers
  - Energy Costs Calculator
- Programmmenü des Benutzers

Name	Typ
- AdpLibrary.dll	Assembly
- CustomActions.dll	Assembly
EKS-de.hep	Datei
EKS-de.rd	Datei
EKS-en.hep	Datei
EKS-en.rd	Datei
EKS-pl.hep	Datei
EKS-pl.rd	Datei
EKS.rd	Datei
EnergiekostenSchnellrechner.mdb	Datei
- ErrorReport.dll	Assembly
- HepHelp.exe	Assembly
Inhaltsdateien von EnergiekostenSchnellrechner (Aktiv)	Ausgabe
Primäre Ausgabe von EnergiekostenSchnellrechner (Aktiv)	Ausgabe
- RDDLL.dll	Assembly
- System.Data.SQLite.dll	Assembly
- Update.exe	Assembly

Projektmappen-Explo... x

Suchen und Ersetzen

Projekt... Team Ex...

Eigenschaften

Setup Bereitstellungsprojekt

- AddRemo (Symbol)
- Author AB-Tools.com
- Descriptio
- DetectNew True
- InstallAllU False
- Keywords
- Localizatio German
- Manufactu AB-Tools.com
- Manufactu http://www.al

Fehlerliste Direktfenster Ausgabe

Bereit





# Digitally Sign the Installer

- Get “signtool.exe” with the Windows SDK
- Create a small Batch file like this:

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

- Just drag & drop your MSI on this Batch file





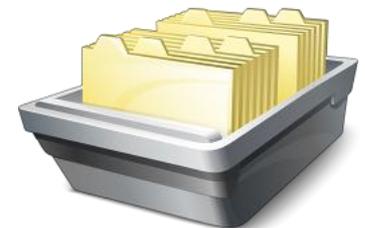
# Published After Validation

The screenshot displays the Intel AppUp application store interface. The main window title is "Intel AppUp™" with a user name "Andreas Breitscho..." and a "Help" dropdown menu. The navigation bar includes "Store", "Search results", and "Energy Cost Calculator". On the left, there are "Store" and "My Apps" buttons. The main content area features the "Energy Cost Calculator" app, which has a lightbulb icon, a 5-star rating (4 stars visible), and is rated "3+". The app is free to download. Metadata includes: Category: Utilities, Released: 9/4/2010, License: EULA, Developer: AB-Tools.com, Version: 1.1.5.1, Size: 2 MB, and Downloads: 521. The description section is titled "Description" and contains the following text: "Do you often wonder which household appliances use so much power? You don't know why your water bill is so high? This free power and water consumption calculator will allow a quick and easy calculation of the consumption of utilities of a single appliance. Just after the installation, the program includes an extensive database of household appliances. Of course, you can add your own items to the list. You will easily find out which appliances are responsible for your high bills. The program includes many tips, which will help you reduce monthly costs of utilities. Features of Energy Costs Calculator at a glance: Do you often wonder which household appliances use so much power? You don't know why your water bill is so high? This free power and water consumption calculator will allow a quick and easy calculation of the consumption of utilities of a single appliance." To the right, a "Related Apps" section lists four other applications: "Advanced Hard..." (0,79 €), "Duplicate Pictur..." (0,99 €), "MyOnApp" (Free), and "Ambiance" (7,99 €).



# Overview

- Intel AppUp
- Windows Apps
- **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





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# 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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**Presentation online in my blog at [AB-WebLog.com](http://AB-WebLog.com).**