

# 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?

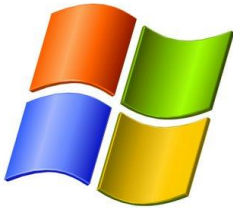
- Inexperienced users don't like to search for apps in the internet
  - Apps in AppUp are validated: therefore guaranteed clean and virus-free
  - If they buy an app: they want a secure and easy purchase gateway
- ☞ Intel AppUp as trusted platform





# 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:  

## 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:  

 Show tip  
 Change settings  
Save money by recording and reviewing energy consumption  
This will be made possible by simple and easy-to-use software Energy Saving  
 [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();  
  
#if (DEBUG)  
    try  
    {  
        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);  
    }  
  
// [...]
```





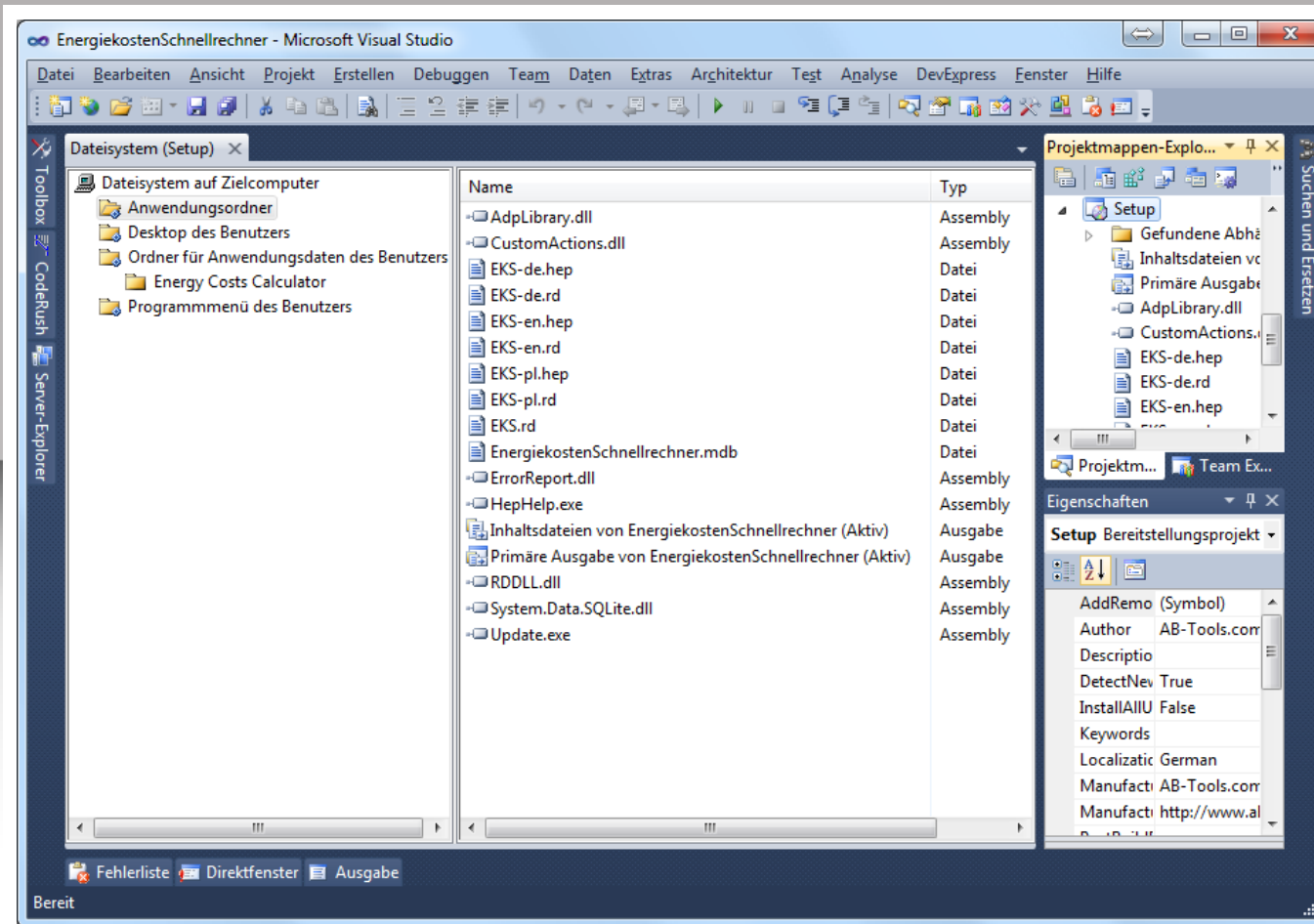
# Build an Installer

- 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





# 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. At the top, the Intel AppUp logo is visible on the left, and the user's name 'Andreas Breitscho...' is in the center. A search bar and a 'Help' dropdown menu are on the right. Below the header, there are tabs for 'Store', 'Search results', and 'Energy Cost Calculator'. The main content area shows the details for the 'Energy Cost Calculator' app, which has a lightbulb icon, a 5-star rating (2 reviews), and is rated for ages 3+. The app is free to download. To the right of the app details, there is a 'Related Apps' section listing four other applications: 'Advanced Hard...', 'Duplicate Pictur...', 'MyOnApp', and 'Ambiance'. The 'Energy Cost Calculator' app description is visible in the main content area, detailing its features and how it helps users reduce utility costs.

**Energy Cost Calculator**  
★★★★★ (2)  
Rated: 3+  
Category: Utilities  
Released: 9/4/2010  
License: EULA  
Developer: AB-Tools.com  
Version: 1.1.5.1  
Size: 2 MB  
Downloads: 521

**Description** | Screenshots | Reviews

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.

**Related Apps**

- 1 **Advanced Hard...** ★★★★★ 0,79 € Buy App >
- 2 **Duplicate Pictur...** ★★★★★ 0,99 € Buy App >
- 3 **MyOnApp** ★★★★★ Free Get >
- 4 **Ambiance** ★★★★★ 7,99 € Buy App >

More >



# 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).**