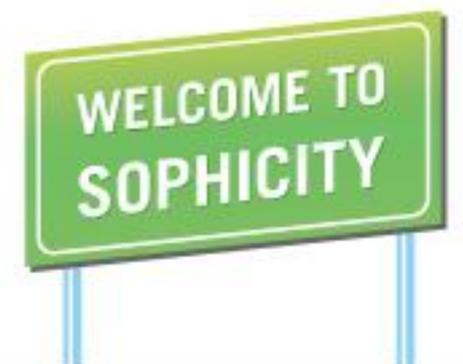




# Shedding Light on Silverlight

Microsoft's Platform for the Next Generation of Web Applications





# Presenter

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# Are You Ready for Some Football? (Using Silverlight)

NBC NFL KICKOFF SPECIAL

**TONIGHT!**



TENNESSEE TITANS vs. PITTSBURGH STEELERS

**8:00 PM ET**  
Online and on NBC

SUNDAY NIGHT FOOTBALL (EXTRA)



New for 2009! **HD**

**HD Player with DVR style controls**

- Four live, online-only camera angles
- Highlights & online-only sideline reports
- Timeline markers to access all key plays
- Live analysis and Q&A with expert Mike Florio

# About This Talk

- A Brief History of Web Applications
- Silverlight defined
- Cutting-Edge Business Applications
- The future of Silverlight
- Hands-on Demos

# A Brief History of Web Apps

## HTML

- Limited, static, boring!
- No dynamic content
- Browser displays inconsistent (Netscape vs. IE)



# A Brief History of Web Apps

## Flash

- Rich interactive animation
- Works in most browsers and platforms
- Not focused toward web applications



# A Brief History of Web Apps

## AJAX

- **Open Source - builds upon HTML**
- **Refresh pieces of a page**
- **Rich web application features (Google Docs, Amazon)**



# A Brief History of Web Apps

Silverlight Ties it all Together

- **Dynamic content**
- **Animation**
- **Rich web application features**

# Silverlight Defined

- Web application framework
- Multimedia, graphics, animations, interactivity
- Small (approx. 4.6 MB) browser plug-in
- .NET language and platform support
- Current official release is version 3 (as of July 2009)
- Compatible with multiple browsers and O/S's



# Cutting Edge Business Applications

Seeing is believing.

- Patient Journey Demonstrator: <http://www.mscai.net/PatientJourneyDemonstrator/SecondaryCare.htm>
- Fire Locator: <http://www.firelocator.net/>
- Windows for All: Desktop “In the Cloud” - <http://www.windows4all.com/>



# Who is using Silverlight?

1. NFL Football - Uses it for Sunday Night Football online video streaming and interaction.
2. NBC - Used it for streaming thousands of hours of video for the Olympics in China last year.
3. Netflix - Using it as a cross platform player for streaming video on demand.
4. The website <http://silverlight.net> has an online gallery with links to almost 600 sites and applications using Silverlight.



# Who is using Silverlight?

**5. City of Boise, Idaho - Communicating its strategy to citizens and employees with interactivity and voice overlays using Silverlight.**

**6. City of West Jordan, Utah - Using Silverlight for a 30-second promo video when you come to their website.**

**7. City of Cerritos, California - Using Silverlight to help deliver video of city council meetings synchronized with minutes, reports, and agenda.**



# Implications for Local Government

- Better user interfaces for public safety and 911 applications.
- Easier-to-use 311 applications.
- Greater ability to combine multimedia with user interactivity (e.g. city council meetings).
- More powerful GIS-based applications, impacting everything from water/sewer to police/fire.



# The Future of Web Apps

## Future Trends

- Less reliance on hardware.
- Less reliance on desktop operating systems.
- Enterprise software becomes obsolete.
- More “cloud computing.”
- More “mashware.”
- More mobile applications.

# “Minority Report” is Closer Than You Think





# “Minority Report” is Closer Than You Think

**The Next 10 Years Will Bring...**

- **Moving objects around on the screen with your hands.**
- **Virtual world experiences more ubiquitous.**
- **Mobile devices dominate over desktop computing.**



# Additional Resources and Examples

- <http://silverlight.net> - Home to all things Silverlight
- <http://www.cityofboise.org/StrategicPlan/> (City of Boise)
- <http://www.wjordan.com/> (City of West Jordan)
- [http://cerritos.granicus.com/ViewPublisher.php?view\\_id=2](http://cerritos.granicus.com/ViewPublisher.php?view_id=2) (City of Cerritos, Calif.)



# Thank You!

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