Windows Mobile 7 and the Smartphone Market! by Elan Technologies

Article published on February 8th 2012 | Software

Microsoft has come up with a new improved mobile platform with Windows Phone 7. The new mobile platform which was recently unveiled in Taiwan is available with the Nokia Lumia series and HTC's two new phones: HD7 and Mozart.

The mobile platform is a means for Microsoft to recover lost ground in the mobile market which has drastically changed in the last three to four years. Windows Mobile 6 wasn't much of a success as the iPhone won accolades for its path-breaking design and features. Even the Android OS was touted to be an iOS killer and is indeed revving up competition.

The new offering from Microsoft which is Windows Mobile 7 is a clean break from the previous version. Windows Phone 7 has to capitalize on its features and market well and is still not an iPhone/Android killer. It can though put up a worthy fight with the biggies. The Nokia Lumia series which has Windows Mobile 7 has a touch screen keyboard which does work well and the applications which support mails, music and video are fantastic. Additionally, according to analysts, the new OS boasts of clarity and simplicity.

Windows Mobile 7 apps offer different choices to the market and differentiate from the crowd. One of the best parts of WP7 is that it supports Zune and Xbox Live integration. There are a number of third party applications related to social media like Twitter and Seesmic.

Windows Mobile 7 application development involves optimum utilization of the.NET framework. Microsoft has molded the framework for apps creation. Developers can write programs in different languages which are supported by the framework, one of them is C#. The apps are run within a runtime environment which is termed as Common Language Runtime or CLR.

One can use several approaches while developing apps for the Windows Phone 7 development. One can make use of Silverlight or one can even use the XNA framework. Silverlight was the original choice of the developers for creating rich internet applications. Silverlight is slowly becoming popular but has a long way to go to compete with other similar technologies. There has been better market adoption though in recent years. One of the developments is that Netflix is now using Silverlight to stream videos one of the most popular TV channels NBC recently used Silverlight for the broadcast of Olympic games.

On the other hand, XNA is Microsoft's own game development framework which has been widely used for making apps for Windows and Xbox 360. The XNA is almost perfectly suitable for games development.

Article Source:
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Elan Technologies is a mobile application development company provides iphone, android development, a windows phone 7 development and more. Windows mobile application development companies have skilled mobile app developers who develops various apps based on Windows OS.

Article Keywords:
Windows Phone 7 Development, Windows Mobile App Development, Windows Mobile Developers

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