

The Internet Explorer 8 Partner Marketing Toolkit



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Version history: 10/14/08, Toph Whitmore, Caiman Consulting.

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Internet Explorer 8 is coming	5
Internet Explorer 8 delivers new opportunities for partners	6
<i>The web...made faster</i>	6
<i>The web...made more profitable</i>	6
<i>The web...made more secure</i>	7
<i>The web...made more interoperable and compatible</i>	7
<i>Web deployment and management made easier with IEAK 8</i>	9
The Internet Explorer 8 Gallery: Accelerators, Web Slices, Visual Search	10
<i>Accelerators: Easy access to services from any page</i>	10
<i>Web Slices: Easy access to relevant content, right from the Favorites Bar</i>	12
<i>Visual Search Suggestions: contextual results, real-time</i>	14
Promote your site and service in the Internet Explorer 8 Gallery	16
More Internet Explorer 8 resources	18

Internet Explorer 8 is coming

The evolution of the Internet has introduced new ways to access the information people care about most—whether it is from interactive AJAX-based web pages, user-generated content, or powerful search engines.

Windows® Internet Explorer® 8 seamlessly delivers all of the experiences available from the web, and helps people browse faster, safer, and easier



than ever before. Microsoft listened to Internet users and developed new platform features that reduce the steps needed to connect users with the services and information they care about most.

Internet Explorer 8 offers partners new opportunities for innovation and extending the reach of online services to increase exposure and provide value to users. Features like Accelerators, Web Slices, and Visual Search enable constant connection with customers—regardless of where they browse. These service-integration features can be implemented without changing core code belonging to the service itself.

Keep your brand in front
of users...even when
they're not on your site

Internet Explorer 8 delivers new opportunities for partners

Microsoft showcases its community of partners who have developed an Accelerator, Web Slice and/or Visual Search provider in the Internet Explorer 8 Gallery, located at <http://ieaddons.com>. Being featured in the Gallery enables substantial visibility as there is a top-level link to the Gallery from Internet Explorer 8.

The web...made faster

Internet Explorer 8 includes many performance improvements that contribute to a faster, more-responsive web-browsing experience in the areas that matter most. Internet Explorer 8 starts quickly, loads pages faster, and instantly gets you started on what you want to do next with a powerful new tab page. In addition, the script engine in Internet Explorer 8 is significantly faster than in previous versions, increasing performance for script-intensive processes and AJAX experiences.

Internet Explorer 8 helps development partners take a giant step toward “code once, deploy anywhere”

Compatibility can be maintained by using a simple meta-tag

The web...made more profitable

The Internet Explorer 8 platform empowers content providers to create the richest, most dynamic experiences on the web. AJAX enhancements make it easier to build web pages that have more robust end-user experiences, offer more functionality, and have better performance.

New features like Accelerators, Web Slices, and Visual Search enable web services to be integrated directly with the browser, which makes them always available and useful to users as part of everyday browsing:



- Send real-time content updates directly to the browser Favorites Bar with Web Slices
- Connect your service to the context of any page a user views with Accelerators
- Extend search results beyond your site with Visual Search Suggestions



The Translate with Windows Live™ Accelerator facilitates on-the-fly web-page translation, enabling end users to read content in any supported language instantly, without having to navigate away from the source material.

These platform innovations allow for richer experience for users, and by extension, a more valuable, contextual experience of your site.

The web...made more secure

Internet Explorer 8 changes the game for security, introducing sophisticated tools to help protect users from sophisticated threats emerging on the web. Users can browse with greater confidence with Internet Explorer 8's security innovations:

- Per-site and per-user ActiveX® controls help to proactively identify, contain, and prevent code threats
- The Cross-Site Scripting (XSS) filter helps protect users by neutralizing the most common form of reflection attacks
- Industry-leading anti-phishing technology in the Safety Filter helps protect users and partners from fraud
- Anti-malware protection in Safety Filter adds an extra layer of protection by helping warn users about sites that may be hosting malicious software

Deliver innovative new user experiences...
...faster, easier, better

The web...made more interoperable and compatible

Internet Explorer 8 is the most web standards-compliant version of Internet Explorer that Microsoft has ever released. Internet Explorer 8 uses a new layout engine for its default display mode that offers full CSS 2.1 support,

a more interoperable Document Object Model (DOM), partial support for HTML 5, and dramatically-enhanced support for rich AJAX applications. For Internet Explorer 8 development partners, that represents a giant step toward the ideal of “code once, deploy anywhere”, freeing up more time to innovate rather than modify content for different browsers.

To achieve immediate compatibility with previous versions of Internet Explorer without making major changes to site layout, the publisher has two options:

On a per-site basis, add the custom HTTP Header: X-UA-Compatible: IE=EmulateIE7

```
<?xml version="1.0" encoding="utf-8"?>
<configuration>
  <system.webServer>
    <httpProtocol>
      <customHeaders>
        <clear />
        <add name="X-UA-Compatible" value="IE=EmulateIE7">
      </customHeaders>
    </httpProtocol>
  </system.webServer>
</configuration>
```

(The example shown applies to Microsoft® Internet Information Server 7. Applying the custom header will work for any major web server package.)

On a per-page basis, add a tag right after the <head> tag: <meta http-equiv="X-UA-Compatible" content="IE=EmulateIE7" />

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Strict//EN">
<html>
<head>
  <!-- Tell INTERNET EXPLORER 8 to display in IE7 Strict mode -->
  <meta http-equiv="X-UA-Compatible" content="IE=EmulateIE7" />
  <title>My Web Page</title>
</head>
<body>
  <p>Content goes here.</p>
</body>
</html>
```

This commitment to web standards interoperability was made with an eye towards backwards compatibility with sites written for versions of Internet Explorer. Internet Explorer 8 allows developers to specify which mode to view their content in: Quirks, Internet Explorer 7 Standards, or Strict, or Internet Explorer 8 Standards mode, simply by specifying the doctype in the page header or in the http header. This tells Internet Explorer 8 what the publisher’s intention is with the page. In cases where the publisher has not specified the doctype, the user can simply push the Compatibility View button to display the site exactly as it would appear in Internet Explorer 7.

To learn more, and to ensure a web site or application is compatible with Internet Explorer 8, visit the Internet Explorer Compatibility Center at <http://msdn.microsoft.com/iecompat>.

The IEAK allows for rapid, easy configuration of partner services and settings within Internet Explorer 8

Web deployment and management made easier with IEAK 8

The Internet Explorer Administration Kit (IEAK) 8 simplifies the creation, configuration, and deployment of customized Internet Explorer 8 packages. Using the IEAK, sites can create branded versions of Internet Explorer 8 with browser settings configured to offer rich experiences tailored to the site. These configuration settings include:

- Home page and tab groups
- Accelerators
- Web Slices
- Visual Search Suggestions
- RSS Feeds
- Favorites / Links
- Custom user-agent string
- Custom browser title bar
- Browser Helper Objects (BHOs)



Learn more about and download the beta of the Internet Explorer Administration Kit (IEAK) 8 at <http://technet.microsoft.com/en-us/ie/cc889349.aspx>.

The Internet Explorer 8 Gallery: Accelerators, Web Slices, Visual Search

Accelerators: Easy access to services from any page

Accelerators in Internet Explorer 8 give users ready access to the online services they use every day—from any page they visit. By simply selecting some text and clicking on the blue Accelerators icon, users can see their selected content applied in context to an online service instantly. For example, a user may be interested in the location of a business featured on a webpage. In the past, they would need to copy the address from the webpage, navigate to another webpage for a mapping service, and paste

Accelerators are easy for service providers to create using the published OpenService format:

```
OpenService Activity Format <?xml version="1.0" encoding="UTF-8"?>
<openServiceDescription xmlns="http://www.microsoft.com/schemas/openservicedescription/1.0">
<homepageUrl>http://maps.live.com</homepageUrl>
  <display>
    <name>Map with Live Maps</name>
    <icon>http://www.live.com/favicon.ico</icon>
  </display>
  <activity category="map">
    <activityAction context="selection" >
      <preview action=" http://maps.live.com/geotager.aspx">
        <parameter name="b" value="{selection}" />
        <parameter name="clean" value="true" />
        <parameter name="w" value="320" />
        <parameter name="h" value="240" />
        <parameter name="format" value="full" />
      </preview>
      <execute action=" http://maps.live.com/default.aspx">
        <parameter name="where1" value="{selection}" type="text" />
      </execute>
    </activityAction>
  </activity>
</openServiceDescription>
```

in the address. With the “Map with Live Maps” Accelerator in Internet Explorer 8, users can get an in-place view of a map displayed directly on the page, without taking any extra steps.

That is just one example of the many things you can do with Accelerators. Internet Explorer 8 includes a number of useful Accelerators that includes search, mapping, word definitions, translation, blogging, and e-mail. Accelerators are easy to create – they can literally be generated for your service in minutes, and installed by user with a single click.

For more information and to learn how to create an Accelerator to extend your service, check out the Accelerators Developer Guide on MSDN®: [http://msdn.microsoft.com/en-us/library/cc287851\(VS.85\).aspx](http://msdn.microsoft.com/en-us/library/cc287851(VS.85).aspx).



Microsoft® Virtual Earth™

The Map with Live Maps Accelerator enables you to instantly map locations you find on the Web. Just select an address or the name of a place on any Web page, click on the Accelerator icon, and hover over the name of the Accelerator for an in-place preview.



Web Slices: Easy access to relevant content, right from the Favorites Bar

Users frequently visit the same web sites several times a day to check for updates to their webmail, weather reports, sports scores, stock quotes, auction item status, and so on. In the past, this was a manual process: Users had to go to those sites to check for changes or new information, with no promise of an update.

Do you use webmail? Internet Explorer 8's Web Slices enable publishers to create message alerts: Users don't have to leave the page, refresh a window, or open a new browser to check their inbox.

Web Slices in Internet Explorer 8 build on RSS functionality to provide a way for users to get relevant information more easily. Using Web Slices, users can subscribe to relevant portions of web sites, be notified of

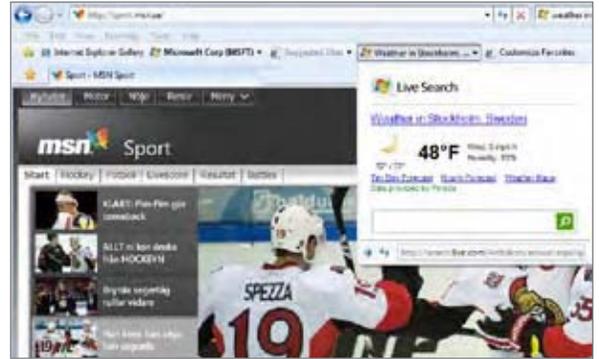


I love to stay connected
with my friends on
Facebook

Introducing
Web Slices

A new way to keep in touch with things you care about





changes directly on the Favorites Bar, and preview the new content in place without leaving their currently navigated page.

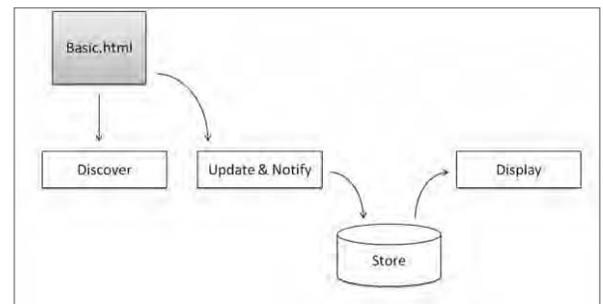
If a Web Slice is available on a page, Internet Explorer 8 highlights a green Web Slices icon in the upper-right hand corner of the browser. Users can then easily subscribe and add them to the Favorites Bar. When new information becomes available, the Web Slice itself will become highlighted.

As with Accelerators, Microsoft has taken a platform-based approach to Web Slices, enabling virtually any developer to create them by merely adding a few lines of code to the markup of existing pages.

Learn how to create, administer, and manage Web Slices for your website by referring to the MSDN documentation at: [http://msdn.microsoft.com/en-us/library/cc956158\(VS.85\).aspx](http://msdn.microsoft.com/en-us/library/cc956158(VS.85).aspx).

Microsoft® Live Search

Want to know the weather in Stockholm? Sao Paulo? Scranton? Install the Live Search Weather Web Slice and you can check the temp anywhere... without leaving the comfort of your own web page.



Internet Explorer 8's Web Slice development model follows a simple schematic emphasizing discovery, update, preview, and navigation.

Web Slice coding is simply adding markup to existing content to enable it as a "slice", as in this auction site example:

```

<div class="hslice" id="1">
  <p class="entry-title">Item - $66.00</p>
  <div class="entry-content">high bidder: buyer1 ...
    <p>End time:
      <abbr class="endtime" title="2008-02-28T17:00:00">
        1 day 18 hours
      </abbr>
    </p>
  </div>
</div>

```



Internet Explorer 8 enables developers to deliver rich, robust search results directly to the user. That allows Internet Explorer 8 partners to offer real-time information without requiring navigation to a new search-results page.

Visual Search Suggestions: contextual results, real-time

Internet Explorer 8 makes the experience of search much faster and more powerful. As users type a search term, they see real-time search suggestions from their chosen search provider, recommending common searches related to the text that is typed. Users can click on a suggestion at any time to immediately execute the search without having to type the entire word or phrase. Not only does this save time, but it increases the odds that the search results will be relevant.

Internet Explorer 8 also enables search providers to deliver direct results and “visual search” images that provide users with immediate answers. For example, if a user enters the name of a tropical island in the search box, a travel location may reveal a gallery of related destinations. Internet Explorer 8 provides the enabling technology, but the choice of what to show is made by the partner. The improved search features in Internet Explorer 8 offer more options on how to present your data and services, and increase the likelihood that customers will click the image—and come to your web site.

Learn more about enabling your search technology to leverage the power of Visual Search in Internet Explorer 8 at: [http://msdn.microsoft.com/en-us/library/cc891507\(VS.85\).aspx](http://msdn.microsoft.com/en-us/library/cc891507(VS.85).aspx).

Internet Explorer 8 Visual Search Suggestions goes beyond words, providing suggestions, descriptions, links, sections, and images

Sample JSON-format search code:

```
[ "query", [ "suggestion1", "suggestion2", "suggestion3" ], [ "description1",  
"description2", "description3" ], [ "url1", "url2", "url3" ] ]
```

Sample XML-format search code:

```
<?xml version="1.0"?>  
<SearchSuggestion version="2.0" xmlns="http://opensearch.org/searchsuggest2">  
<Query>movies</Query>  
<Section>  
<Item>  
  <Text>Suggestion1</Text>  
  <Description>Description1  
    </Description>  
  <Url>Url1</Url>  
  <Image>image1</Image>  
</Item>  
<Item>  
  <Text>Suggestion2</Text>  
  <Description>Description2  
    </Description>  
  <Url>Url2</Url>  
  <Image>image2</Image>  
</Item>  
<Item>  
  <Text>Suggestion3</Text>  
  <Description>Description3  
    </Description>  
  <Url>Url3</Url>  
  <Image>image3</Image>  
</Item>  
</Section>  
</SearchSuggestion>
```

Promote your site and service in the Internet Explorer 8 Gallery

The Internet Explorer 8 Gallery introduces new opportunities for publishers to promote site content and services. Simply put, the richer the Accelerators, Web Slices, and Visual Search scenarios you develop to showcase in the Gallery, the more exposure to Internet Explorer users you receive!

Once you've created your Accelerator, Web Slice, or Visual Search provider, it's easy to share your work with the world at the Internet Explorer 8 Gallery, located at <http://ieaddons.com>.

Submitting your creation to the Gallery is a simple process:

- Go to <http://ieaddons.com>, click "Join" and create an account
- After your account is created, click on an Upload link to submit your creation
- Fill in the descriptive fields, attach a screenshot and the resource XML file itself, and submit

Internet Explorer is the world's most popular browser—used by more than 800 million people around the globe

If the submission is considered valid after a short approval process, your valuable content will be public and driving traffic to your site quickly.

The Internet Explorer 8 Gallery offers two types of premium promotional placements in

multiple locations throughout the site:

- Featured Partner Marquee placements highlight partner site content, driving traffic to featured partner content and services. Featured Partner Marquees appear at the top of the main Gallery page and on each Gallery feature page (Accelerators, Web Slices, and Visual Search).
- Spotlight placements showcase partner content and services, and are often used to promote services and content in support of accompanying Featured Partner Marquee placements.

Featured Partner Marquee placements are a premium spotlight for Internet Explorer 8 partners.



Partner Spotlights are a great way to feature new services, or supplement complementary Featured Partner Marquee placements.



Windows
Internet Explorer 8
Beta

Internet Explorer Gallery ^{Beta}

Home Accelerators Web Slices Search Providers Toolbars & Extensions

Featured Content

Reviews on StumbleUpon
StumbleUpon discovers web sites based on your interests, learns what you like and brings you more.
Based on 1 ratings
Install Accelerator

Personalize Internet Explorer 8

Accelerators
Use Accelerators to search, map, e-mail, translate, or share content from any web page you're currently viewing with just one click. [Learn more.](#)

Web Slices
Web Slices allow you to subscribe to portions of your favorite websites and, with a single click in the Favorites bar, view and interact with the latest updates you care about most. [Learn more.](#)

Search Providers
Use top search providers like Live Search, Wikipedia, Yahoo, Amazon, and more to deliver direct results and images that provide you with immediate answers. [Learn more.](#)

Popular Accelerators

Find on Facebook
Find someone on Facebook
Install Accelerator

Define on Encarta
Define new words from anywhere.
Install Accelerator

Find on eBay
Find and preview eBay items
Install Accelerator

Popular Web Slices

Digg's Main Page Top Ten
Subscribe to a feed of the top 10 most recently popular stories on Digg.
Install Web Slice

Internet Buzz from StumbleUpon
Internet Buzz from StumbleUpon
View Web Slice

Weather from Live Search
Get weather updates using Live Search
View Web Slice

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Publishers can take advantage of one, both, or any of several combinations of custom rotations, depending on partner promotion strategy. For instance, a Level 1 campaign might include seven days of Featured Partner Marquee exposure for a month, with three additional days of Spotlight placements. Or, a promoting partner might choose to purchase a rotating Featured Partner Marquee placement in conjunction with supporting Spotlight placements.

For more information, contact your Microsoft field representative.

More Internet Explorer 8 resources

Want to learn more about what you can do with Internet Explorer 8? Follow these links to additional partner and developer resources.

Internet Explorer 8 Gallery:

<http://ieaddons.com>

Internet Explorer 8 Home Page:

<http://www.microsoft.com/ie>

Internet Explorer 8 Compatibility Center:

<http://msdn.microsoft.com/iecompat>

Internet Explorer Application Kit 8 (IEAK 8):

<http://technet.microsoft.com/en-us/ie/cc889349.aspx>

Technical White Papers, Feature Overviews, Demonstration Videos:

<http://www.microsoft.com/windows/products/winfamily/ie/ie8/>



Internet Explorer 8 on MSDN:

<http://msdn.microsoft.com/en-us/ie/>

Accelerator Documentation for Developers:

[http://msdn.microsoft.com/en-us/library/cc289775\(VS.85\).aspx](http://msdn.microsoft.com/en-us/library/cc289775(VS.85).aspx)

Web Slice Documentation for Developers:

[http://msdn.microsoft.com/en-us/library/cc196992\(VS.85\).aspx](http://msdn.microsoft.com/en-us/library/cc196992(VS.85).aspx)

Visual Search Documentation for Developers:

[http://msdn.microsoft.com/en-us/library/cc848862\(VS.85\).aspx](http://msdn.microsoft.com/en-us/library/cc848862(VS.85).aspx)