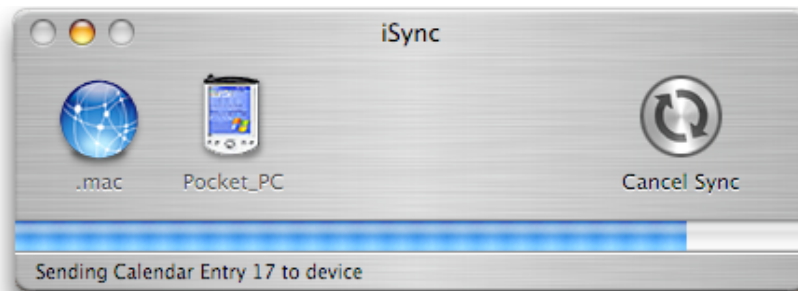


The Missing Sync™ for Pocket PC Software Developers Kit

Introduction

Ever thought of sharing your Mac application data with a Pocket PC? The Missing Sync for Pocket PC enables you to connect and synchronize a Pocket PC handheld with a Mac running Mac OS X. It is the first product to integrate the Pocket PC handheld with iTunes and iPhoto, as well as synchronize calendar items, To Do items and contacts with the iCal and Address Book applications.



Over the past year, customers have been asking if other Mac applications can sync data with their Pocket PC. Sadly, the answer is no. To help change that, Mark/Space engineers have created The Missing Sync for Pocket PC SDK to help other developers bring improved Pocket PC interoperability to the Mac OS X platform.

Developer Information – Missing Sync for Pocket PC SDK

The Missing Sync for Pocket PC SDK consists of a framework which offers a Macintosh implementation of the Windows CE Remote API, with some additional functions for notification and information gathering. In addition to the framework, the SDK includes some examples to help get you started quickly.

These are some of the things you can do with the Missing Sync for Pocket PC SDK:

- Read and write from the Windows CE Registry on the device
- Read and write files and databases on the device
- Launch applications on the device
- Receive notifications when the device connects, disconnects, mounts and unmounts
- Register to be launched when the device connects or syncs
- Invoke DLLs on the device and stream data back and forth

Using these capabilities you can build software to keep data and files in sync between the Mac and a Pocket PC device. You can optionally add Windows Mobile Smartphone support.

Once you've built your application, you can distribute it for use with the forthcoming Missing Sync for Pocket PC v1.5. Best of all there are no licensing fees or contracts to sign to use the SDK with The Missing Sync for Pocket PC v1.5.

The Missing Sync™

Download the SDK and Learn More

What to learn more about syncing application data to a Pocket PC handheld? Here are some things that you can do today.

- Download the Missing Sync for Pocket PC SDK at www.markspace.com/developers.html.
- Join the missing-sync-ppc-dev-talk mailing list by visiting <http://lists.markspace.com/mailman/listinfo/missing-sync-ppc-dev-talk>.
- Speak with a Mark/Space representative at the WWDC Exhibit Hall.
- Plan to attend the Advanced Developers Hands On Conference <http://www.adhocconf.com> (previously MacHack) to see sessions hosted by Mark/Space engineers.

Sales and Distribution Help

Mark/Space is more than happy to help get your products in front of Mac users with Windows Mobile handheld devices. Users have come to recognize Mark/Space as the expert in Mac-to-handheld synchronization and often come to our web site and ask for specific solutions. Let us refer customers to you and even sell your products through our online store.

If this sounds interesting, please send us an email at sales@markspace.com and let us know how we can help you sell your product.

Missing Sync for Pocket PC Features & Benefits

Feature	Why That's Cool
Native iSync Plug-in	<i>Synchronize Calendar events, Tasks, and Contacts with iCal and the Mac OS X Address Book and iCal. Uses iSync's extensive conflict-resolution capabilities to ensure you end up with the correct data set.</i>
Connect via Bluetooth	<i>Break free from cables and cradles by connecting and synchronizing wirelessly.</i>
Connect via Wi-Fi/AirPort	<i>Synchronize with your Mac over the Network.</i>
Desktop Mounting	<i>Mount the Pocket PC internal memory and expansion card as volumes on the Mac desktop to transfer, delete or install files. Easily send Word and Excel files back and forth from your Mac and Pocket PC.</i>
iTunes Plug-in	<i>Transfer MP3s from iTunes to your handheld and listen to music anytime.</i>
iPhoto Plug-in	<i>Import/export images with your handheld and iPhoto.</i>
Internet Sharing	<i>Send and receive email, browse the web and sync with AvantGo, all right from your Pocket PC device.</i>
Install Pocket PC Applications	<i>Drag and drop .CAB files to automatically extract the contents and install them onto the Pocket PC.</i>