

Technology  
Science  
Information  
Networks  
Computing



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# New Media Product Design and Development

## Lecture 6. Release and Other Work

**Dr. Ting WANG**



School of Journalism and Communication  
Shanghai International Studies University

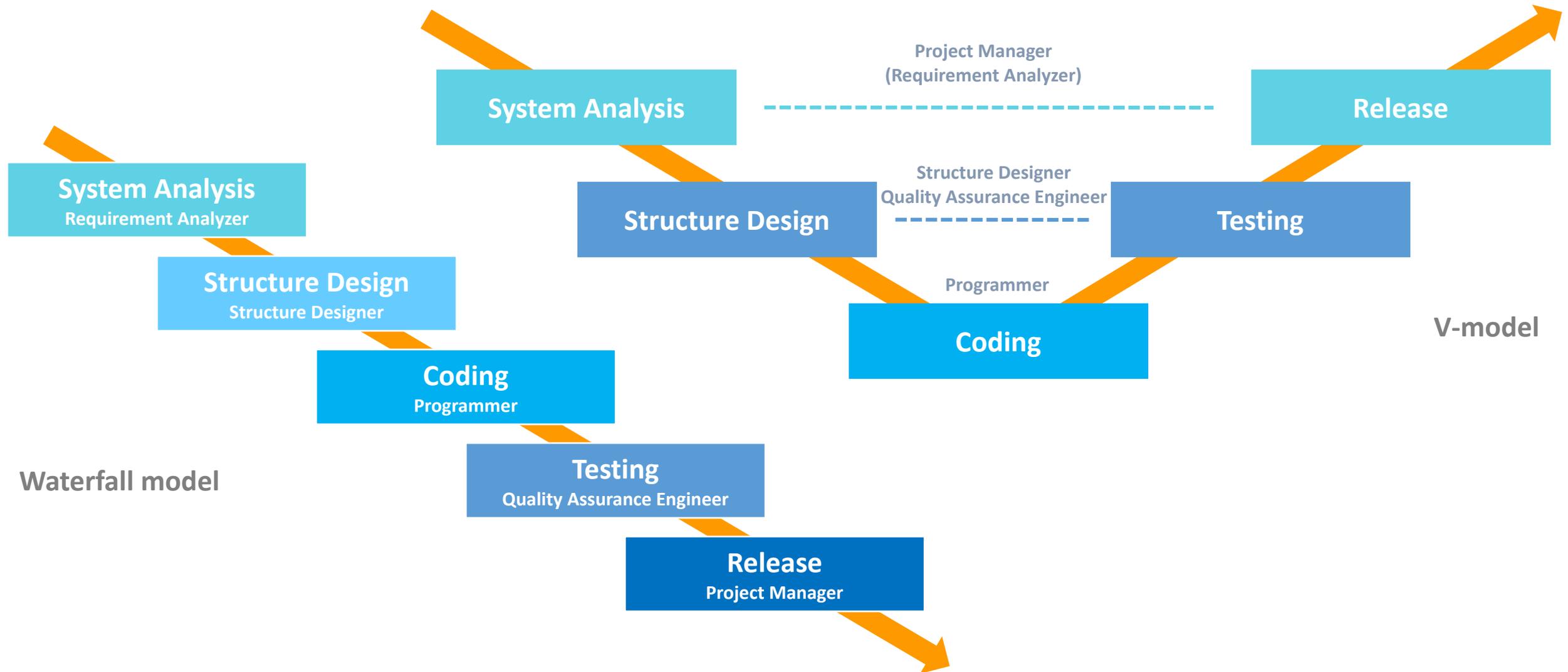


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Yangtze Delta Region Institute of Tsinghua University, Zhejiang

Part 01

Software Release  
and Delivery

# Release in the software development

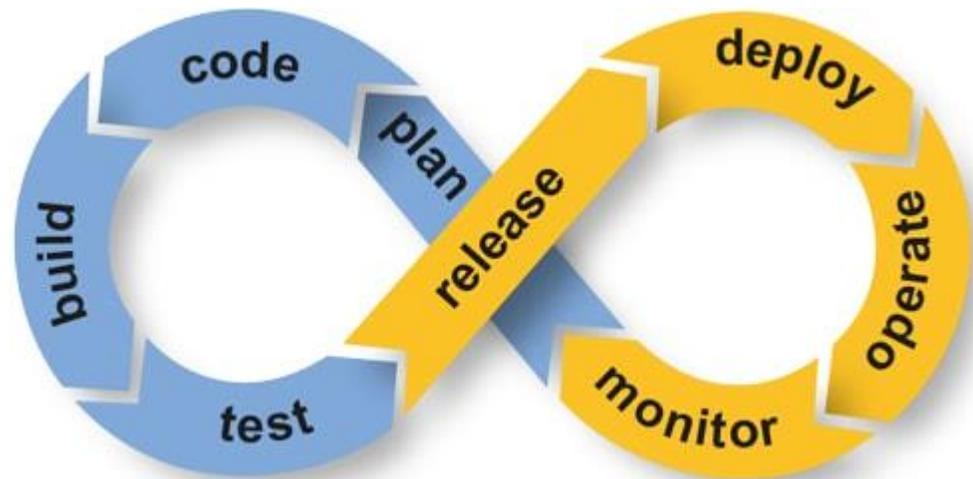


# Software release

A release is the distribution of the final version of an application.

A software release may be either public or private and generally constitutes the initial generation of a new or upgraded application.

A release is preceded by the distribution of alpha and then beta versions of the software.



The release activity follows from the completed development process. It includes all the operations to prepare a system for assembly and transfer to the customer site. Therefore, it must determine the resources required to operate at the customer site and collect information for carrying out subsequent activities of **deployment** process.

# Software delivery

**Software delivery** (also known as "**software deployment**") is all of the activities that make a software system available for use.

## Delivery Activities

**01** Release

**02** Install and Activate

**03** Deactivate

**04** Adapt

**05** Update

**06** Built-In

**07** Version Control

**08** Uninstall

**09** Retire

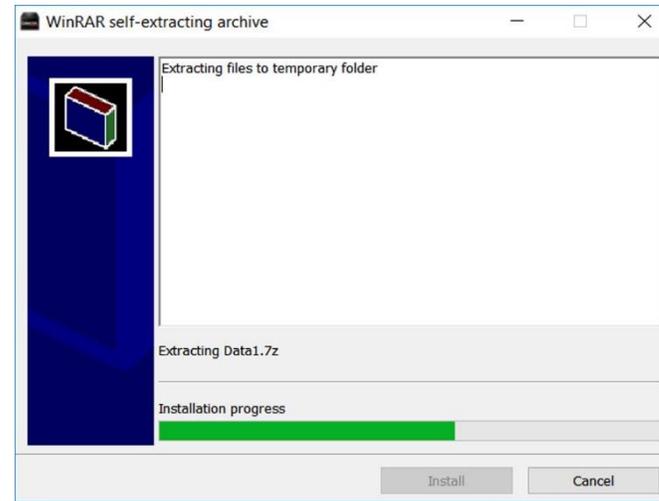
# Install and activate

“ Activation is the activity of starting up the executable component of software. For simple system, it involves establishing some form of command for execution. For complex systems, it should make all the supporting systems ready to use.

“ In larger software deployments, the working copy of the software might be installed on a production server in a production environment. Other versions of the deployed software may be installed in a test environment, development environment and disaster recovery environment.

## Deactivate

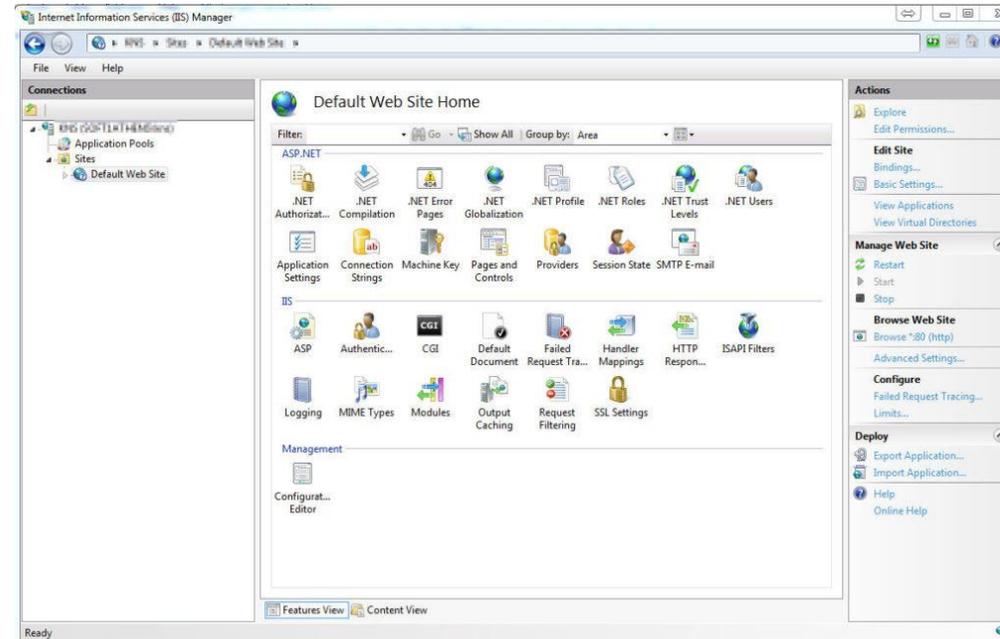
Deactivation is the inverse of activation, and refers to shutting down any executing components of a system. Deactivation is often required to perform other deployment activities, e.g., a software system may need to be deactivated before an update can be performed. The practice of removing infrequently used or obsolete systems from service is often referred to as application retirement or application decommissioning.



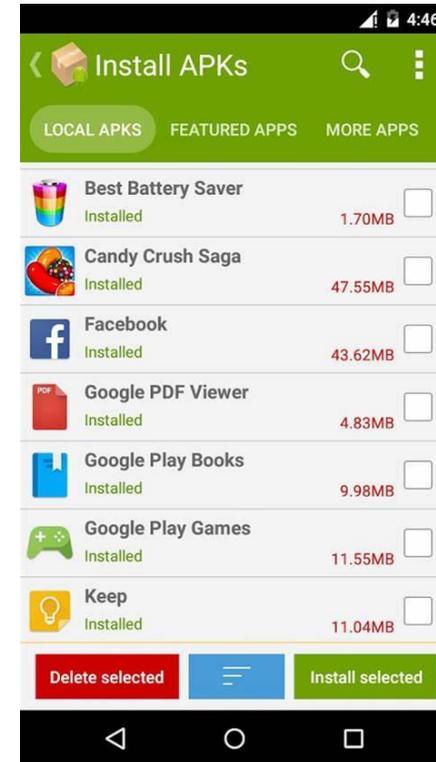
PC Software Installation



PC Software Activation



Web-based Software Installation



Cellphone Software Installation

# Adapt

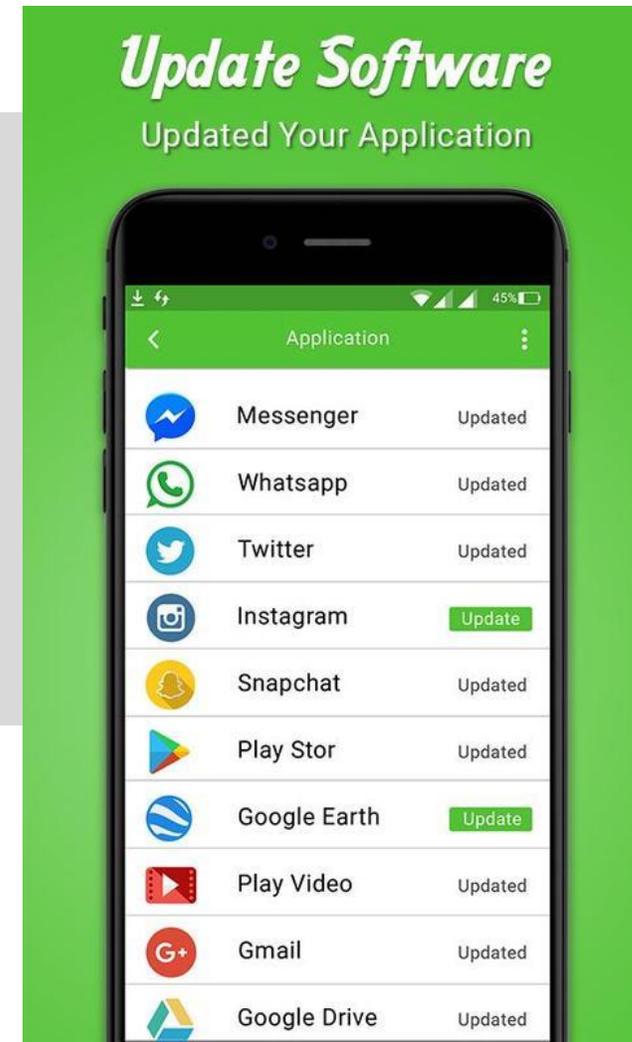
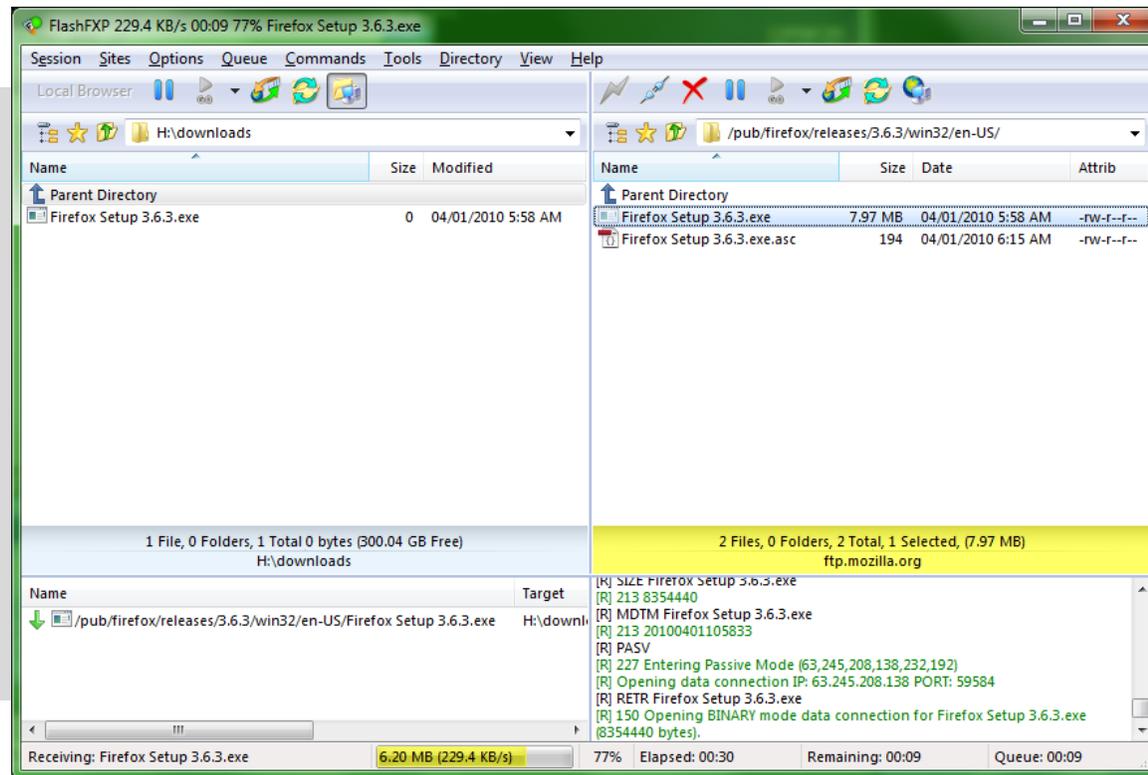
The adaptation activity is also a process to modify a software system that has been previously installed. It differs from updating in that adaptations are initiated by local events such as changing the environment of customer site, while updating is mostly started from remote software producer.





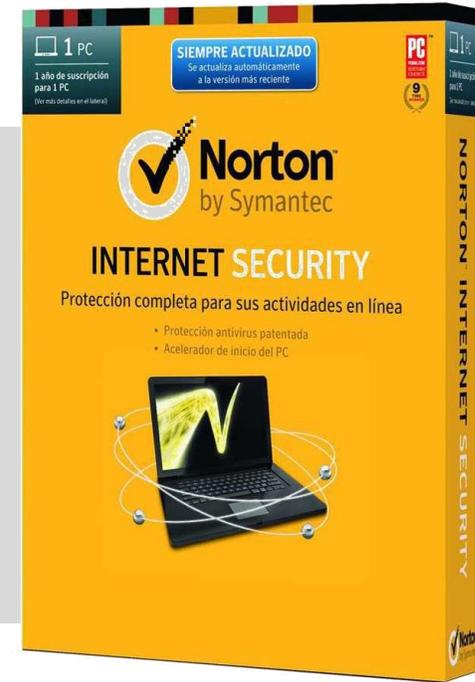
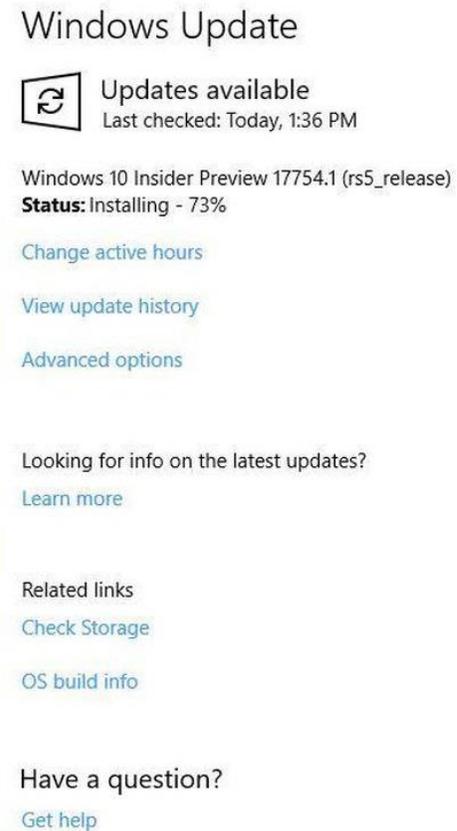
# Update

The update process replaces an earlier version of all or part of a software system with a newer release.



# Built-in

Mechanisms for installing updates are built into some software systems. Automation of these update processes ranges from fully automatic to user initiated and controlled.



“ Norton Internet Security is an example of a system with a semi-automatic method for retrieving and installing updates to both the antivirus definitions and other components of the system. Other software products provide query mechanisms for determining when updates are available.

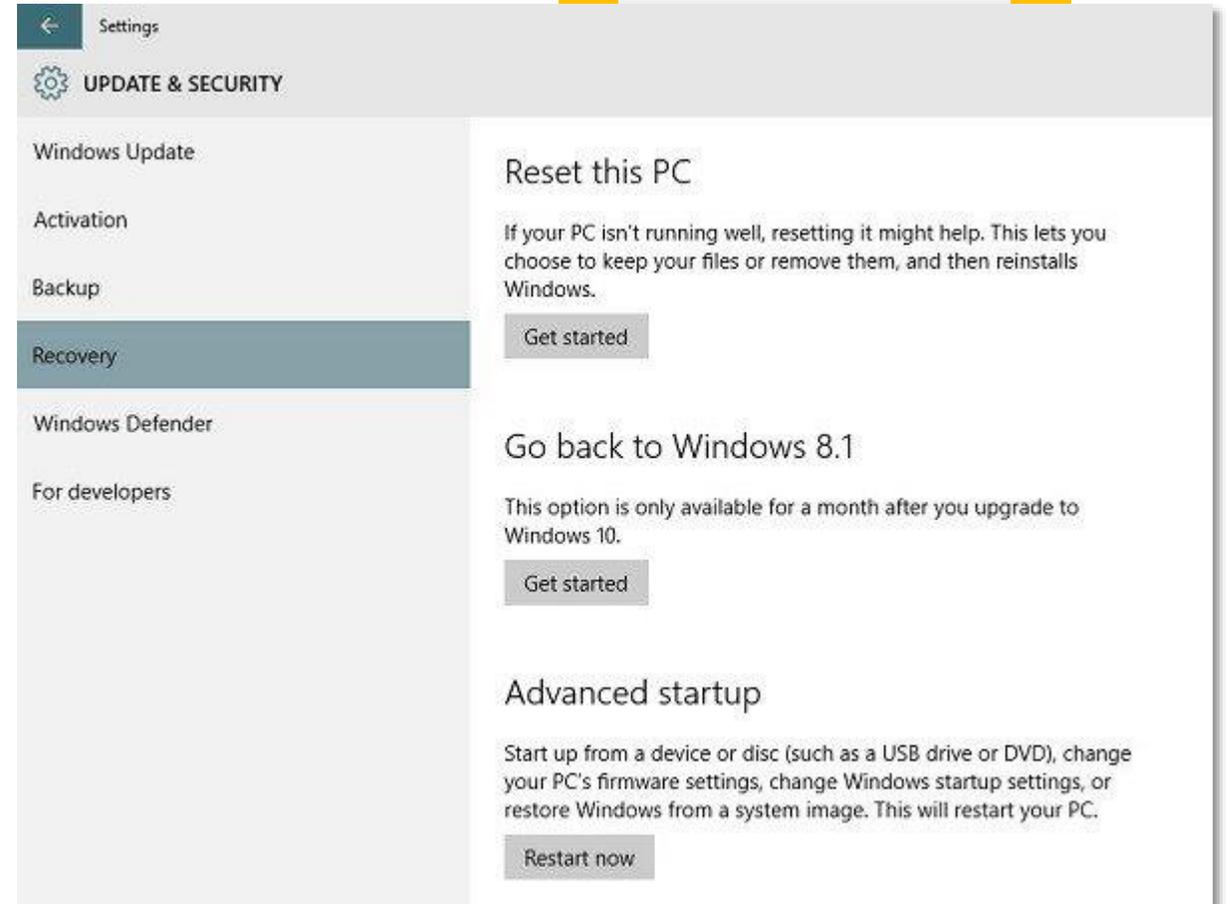
# Version control

## Version tracking

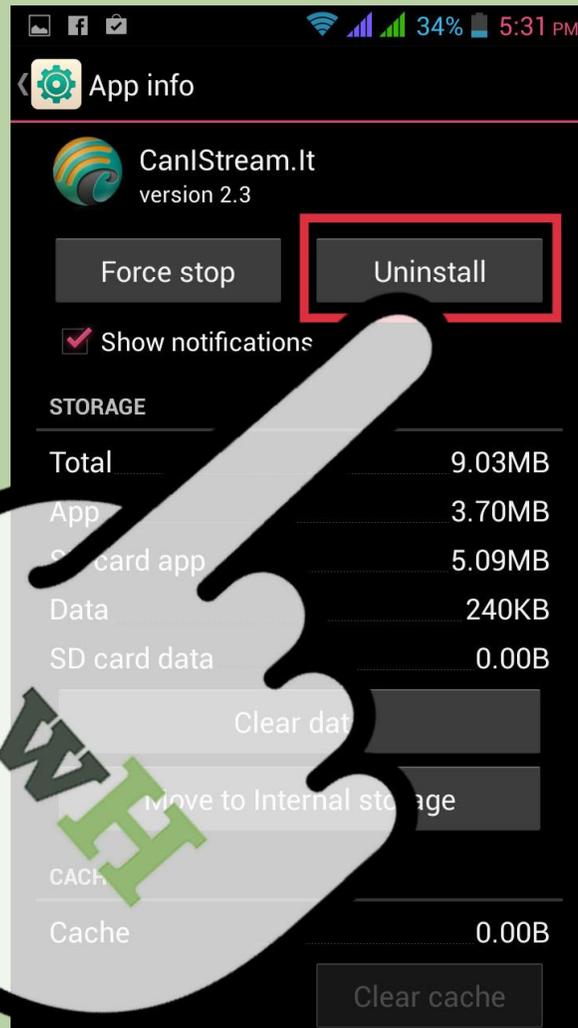
Version tracking systems help the user find and install updates to software systems installed on PCs and local networks.

## Rollback

Rollback is sometimes also called as "downgrade". It allows user to change the software to an earlier version, if the user has backed up the data and cleaned the current installation.

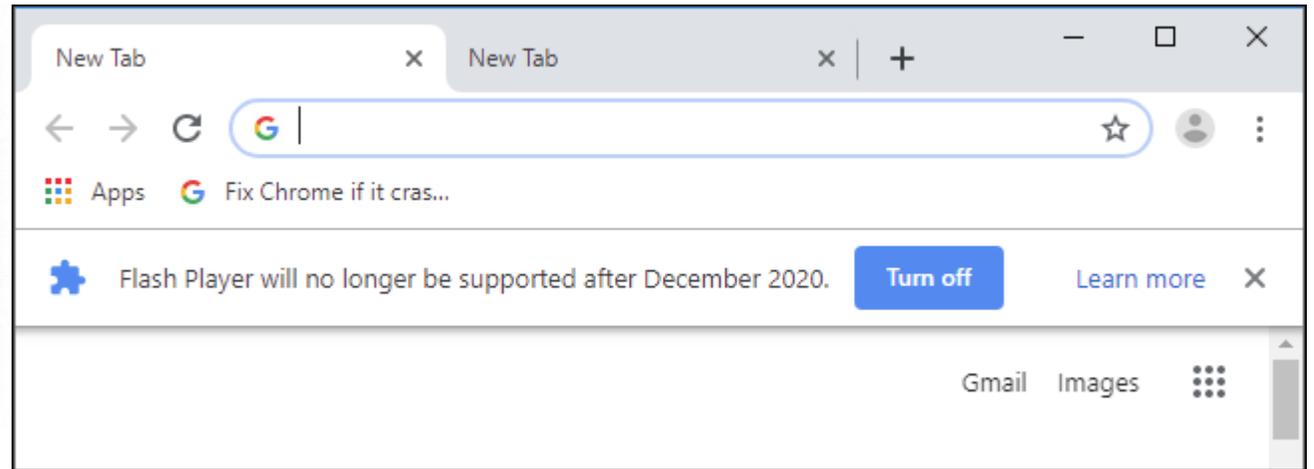


# Uninstall / Delete / Remove



# Retire

Ultimately, a software system is marked as obsolete and support by the producers is withdrawn. It is the end of the life cycle of a software product.



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- Windows Server, version 1803 end of servicing on November 12, 2019
- Silverlight end of support on October 12, 2021
- Skype for Business Online retirement on July 31, 2021
- Adobe Flash end of support on December 31, 2020**
- Windows Analytics retirement on January 31, 2020
- Microsoft Desktop Optimization Pack (MDOP) support extended
- Exchange Server 2010 support extended
- Exchange Online deprecating Basic Authentication
- Office Apps for Windows 10 mobile: End of support for Windows Phones

> 2018  
> Prior Announcements  
> Product End of Support

## Adobe Flash end of support on December 31, 2020

09/12/2019 • 2 minutes to read • [🔗](#)

Originally published: September 9, 2019

[🔍](#) Please go [here](#) to search for your product's lifecycle.

Adobe will end support of Flash Player on December 31, 2020. Here's what you can expect in the meantime for each Microsoft browser:

In the next version of Microsoft Edge (built on Chromium), Flash will be disabled by default. However, users may re-enable it on a site-by-site basis. The timeline for Chromium-based browsers can be found [here](#).

Flash will *not* be disabled by default from Microsoft Edge (built on EdgeHTML) or Internet Explorer 11 prior to its removal by December of 2020.

Flash will be completely removed from all browsers by December 31, 2020, via Windows Update. [Group policies are available](#) for enterprise admins and IT pros to change the Flash behavior prior to that date.

Companies reliant on Flash for development and playback of content are encouraged to remove the dependency on Adobe Flash prior to December 2020.

Please see our [blog](#) for more information.

Is this page helpful?  
[👍 Yes](#) [👎 No](#)

# Multiple version release



**金山词霸**

多端数据云端同步，支持多个设备  
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# Johnson Space Center



## Welcome to JSC

The Technology Transfer Office at Johnson Space Center (JSC) ensures that innovations developed for aeronautics and space exploration are made broadly available to the public — boosting the U.S. economy and maximizing the return on the nation's investment in NASA.

## Johnson Space Center (JSC)

- General Public Release
- Open Source Release
- US and Foreign Release
- US Release Only
- US Government Purpose Release

<https://www.nasa.gov/centers/johnson/techtransfer/technology/software-release.html>

# Continuous delivery

product is developed in the open, with new features slipstreamed in on a monthly, weekly, or even daily basis

- Users must be treated as co-developers.
- release early and release often
- the perpetual beta

*Oct. 2009: Tim O'Reilly and John Battelle answer the question of "What's next for Web 2.0?"*

*in [Web Squared: Web 2.0 Five Years On.](#)*

<https://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html?page=4>



# Non-technical work in software release

- User Training
- 80%-90% Payment
- Press/Summary Conference
- Propaganda



# GB/T 8567

1988

- 用户手册
- 操作手册 (Update)
- 总结报告

2006

- 项目开发总结报告(PDSR)
- 软件产品规格说明(SPS)
- 软件版本说明(SVD)
- 软件用户手册(SUM)
- 计算机操作手册(COM)
- 计算机编程手册(CPM)



# New Media Product Design and Development

Lecture 6-1. The End

# THANK YOU

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