

Presentation for W3C's Mobile Web Initiative

Daniel Zucker, Director of Technology
Toshihiko Yamakami, Evangelist
ACCESS Co., Ltd.

Barcelona, Spain
Nov. 19, 2004

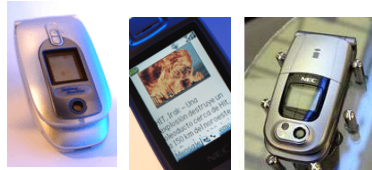
Intro - ACCESS develops software for mobiles



i-mode Series



Global i-mode



3G(FOMA 900i)



China Unicom



Orange Cingular



Bell South International



Hutchison 3G



AWS (mMode)



PHS



PAS (China)

1. Agree on proper mobile technologies-
subset of future and existing W3C
standards
 - Who should define mobile profiles?
 - Consensus is that W3C should define mobile profiles

2. Compound Documents
 - As in Vodafone Live
 - Rich content is future of web
 - First work is svg + xhtml

3. Two Significant Use cases

- Bring desktop browsing to the handheld
- Content and service developed for mobile

The desktop Yahoo! homepage features a navigation bar with icons for My, Finance, Travel, Mail, Messenger, and HotJobs. Below this is the 'Yahoo! Small Business' banner and a search bar. The main content area is divided into several sections: 'New!' with a video premiere, 'Shop' with various categories, 'Connect' with chat and GeoCities, 'Organize' with address and calendar tools, 'Fun' with games and horoscopes, and 'Info' with finance and health news. A large 'Yahoo! HotJobs' advertisement is prominent, featuring a woman's photo and a search box. To the right, there are sections for 'Personal Assistant', 'In The News' with a list of headlines, 'Marketplace' with educational services, and 'Entertainment' with movie and music news.

The mobile phone display shows a simplified version of the Yahoo! homepage. It features the Yahoo! logo at the top, followed by the 'Yahoo! Small Business' banner and a search bar. Below the search bar is a 'Yahoo! Search' button and a 'New!' announcement for the video premiere. A 'Shop' section is visible with categories like Auctions, Autos, Classifieds, and Travel. The 'Yahoo! HotJobs' advertisement is also present, showing the woman's photo and a search box. At the bottom, there are sections for 'Yahoo! Business Services' and 'Entertainment - Games - Movies - Music - TV'.

Mobile
Phone
Display

- (Non) Use Case I
 - Bus schedule for the bus stop near my house
 - Even though, xhtml-mp, css-mp, etc. exist, there is no mobile service
 - If mobile content takes off, I will still need to wait a minimum of 2 years for content
- Use Case II
 - Barcelona taxi strike
 - Check email using Outlook Web Access
 - Find directions to hotel and go

4. Need for content and therefore strong authoring technologies
 - There is a role for good content specifically targeted for mobile
 - But, at the same time, the power of ubiquitous web browsing is having access to the entire internet worth of useful data
 - Information that is very personally important is unlikely to be put into a mobile service any time soon
 - E.g. Palo Alto creek depth monitor

5. Need for Collaboration

- Division of work
 - OMA – requirements, service enablers
 - W3C – markup languages, mobile profiles
 - Who does certification? Test suites?
 - What is role of 3GPP? 3GPP2?
- Next steps
 - More frequent liaisons
 - Compound Docs and Multimodal should be first cases
 - Also, SMIL?
 - Accelerate input of requirements to SMIL WG
 - Co-locate more W3C activities with OMA
 - Frankfurt or Singapore?

6. Challenges

- Must achieve time to market !!
- It's hard enough with just one standard organization !!

- dzucker@access-us-inc.com
- yam@access.co.jp