

Mobile Web Initiative workshop

Barcelona, 18-19 November 2004

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Application Manager

Today the mobile Web is based on de facto Web standards

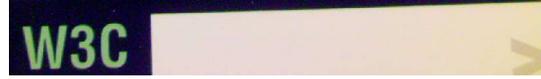
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WAP portal

1. News
2. Sport
3. Events
4. Maps

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1998: WML



1999: XHTML and CSS

- In 2006 mobile Web browsers will support:**
- All de facto Web standards: HTML, CSS, and DOM
 - Rendering of large Web pages with some kind of 'small screen layout' technology
 - Various features for easy access to de facto Web sites
 - SVG Tiny 1.2
 - CDF-Ref

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2005: De facto Web pages with small screen layout

Why the mobile Web is different, when technologies are the same

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- **Browsing is not a key use case**
 - Users don't want to search for information
 - Useful mobile Web sites are rare
 - Few subscribers use mobile Web portals frequently
 - Leading content providers do not put much effort into their mobile sites
- **A mobile phone is not a desktop**
 - Some are cameras
 - Some are music devices
 - Some have lots of memory
 - Some have small memory
 - Some have a large screen
 - Some have a small screen
 - Etc.



The Web
is here

So what?!

Web based applications in a camera phone

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- **Web albums**
 - Upload large images from memory
 - Upload picture directly from camera
 - Create and view 'slideshows'
- **Photo services**
 - Order prints
 - Make image adjustments
 - Send postcards



There will be 25.3 million music phones in 2005*

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- **Personal Radio**
 - Listen to music stream
 - Interact to select preferred music style
 - Interact to set preference
- **Online music stores**
 - Download
 - Pre-listen
 - Connect, iTunes, etc.



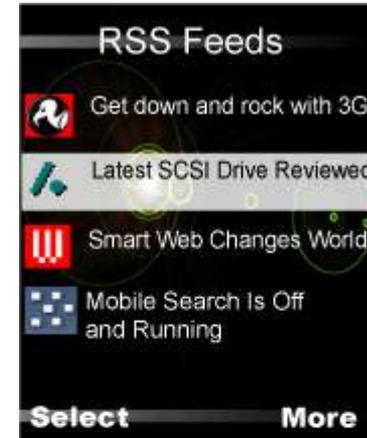
- **In 2008 there will be 116 million mobile phones where digital audio is a major feature***
- **They do more than ringtones...**
- **They will look like music devices, just like camera phones look like cameras**

* Source: Informa Media 2004

Push based services

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- Automatically provides updated news from around the Web
- No browsing – the information finds the user
- ‘Channels’ for personalized news
- Example technologies
 - RSS
 - Macromedia FlashCast™



News Watch



Channels

Some mobile Web best practises

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- Move away from hypertext towards interactive graphics
- Seamlessly integrate with phone GUI, not Web pages
- Don't expect users to browse/search for information from a mobile phone
- Integrate with phone functionality
- Consider that, for example, an SVG image can be used as a Web application, a screen saver, and a contact picture



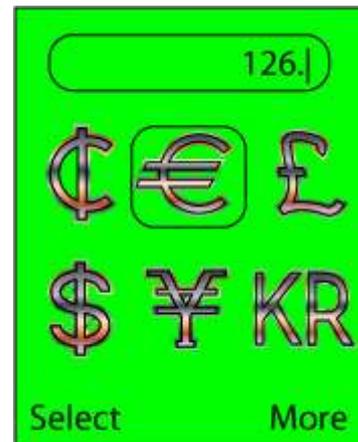
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- **Coordinate with OMA work on ‘mobile profiles’ to avoid more than one for each Recommendation**
 - In particular work with OMA/BAC/MAE since that group is covering mostly W3C-related technologies (e.g. XHTML, CSS, Multimodal)
- **Acknowledge that the mobile Web is not a subset of the ‘real Web’ that will ‘catch up’ later, it’s what is pushing the envelope of the Web by bringing new kinds of clients: cameras and music devices**
 - Also some W3C technologies are adopted faster on mobile Web
- **Device independence is a good design philosophy but what is the relation to mobile Web?**