Mobile Web Initiative workshop
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Today the mobile Web is based on de facto Web standards.

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

1999: XHTML and CSS

2005: De facto Web pages with small screen layout
Why the mobile Web is different, when technologies are the same

• 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.
Web based applications in a camera phone

- **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*

- **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

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

• 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
W3C and the mobile Web

• 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?