Adobe / ZoomOn

W3C Workshop { Mobile Web Initiative }

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Project: W3C Mobile Web Initiative Workshop

Geographical coordinates: Barcelona, Spain 41° 24' N 2° 9' E

1999
- NTT DoCoMo i-mode Visual Emoji Authoring

2000
- Nokia WML Module for Visual Authoring
  - XHTML 501i, 502i Authoring

2002
- Nokia Developer's Suite for MMS 1.0
  - Access Compact MMS Preview Integration
  - chHTML 503i, 504i, FOWA Authoring

2003
- Nokia Developer's Suite for MMS 1.1
  - Enhanced NTT DoCoMo i-mode Emoji Authoring
  - Opera Browser 7.x Rendering Engine Integration
  - X canvML - Mobile Profile + CSS Level 2 Authoring
  - 3GPP / 3GPP2 Interactive Authoring
  - SVG 1.0, 1.1 Full - Basic - Tiny Authoring

2004
- Openwave SDK 6.2.2 for Adobe Creative Suite
  - Beatware Mobile Designer, SVG, t GoLive CS, Smart Object
  - ZoomOn SVG, Animator compliments Adobe Creative Suite

Adobe Mobile Historical Perspective
ZoomOn AB Partnership Announced Sept. 08.2004

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SVG-t Enabled by ZoomOn (announced so far...)

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ZoomOn  Animator for SVG-t Content Authoring

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Mobility Market Landscape

- Ethnographic snapshot = Gen-X / Gen-Y / Gen-Z

- Ubiquitous in nature - the experience is always on and ready to receive push content

- Devices today/tomorrow are location based sensitive and aware of user preference

- Mobile data services market is expected to grow from $25 billion in 2003 to $115 billion in 2008

- 1.3 billion mobile subscribers with projected growth rate of 175 - 200 million subscribers per year

- Mobile industry standardizing around SVG Tiny (SVG.t 1.2 + Micro-DOM) to deliver rich, dynamic, interactive experiences

- Carriers require additional functionality to drive usage and revenue

- Shipped 550 million Feature Phones/SmartPhone units to date with >800 million additional units projected by 2008

*Data points attributed from published 2004 reports and meetings... IDC / Jupiter / Forrester
Market Needs...

- In talking with publisher's around the globe - Japan, Europe, North America and Latin America the asks are consistent...
  - Education for creative’s and their design discipline has evolved from table based layout to the complete separation of structure `<XHTML />` from presentation `<CSS />`
  - General baseline knowledge of content creation for mobile
  - Content creation solutions for optimal user experiences - *cross platform* -
    - Software emulation for content quality assurance
    - Easily updatable standards compliant tools as technology profiles evolve
    - Roundtripping of code between designer / developer between leading IDE’s and CMS/DAM systems
    - DRM and provisioning management
  - Authoring support for combined technologies: XHTML/CSS + SVG-t + SMIL
  - Industry test suites and formal quality assurance through certification
Evolution or Revolution

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Were you expecting a Revolution? Not!!

- Revolutions make for good fantasies, but... they’re risky...
  - We need advancement in progress **NOW** and not in 5 years...
  - Device ubiquity and standardization of W3C/OMA implementation’s already exist (further work still needed...)
  - Carriers, Device Manufactures, Software Vendors, and Content Developers require **practical incremental** advances
  - Work within the W3C’s **Compound Document** architecture is going in the right direction
  - Best practices and guidelines materials through developer portals, white papers and sample projects/files
What do We Get?

- Mobile Web applications (non-browser) like...
  - Push and broadcast services
  - Messaging
  - Distributed UI
  - Media players
  - etc.
- Conformant mobile browsers across vendors
- Unbundling of technologies that can then be accessed and combined as necessary
- Authoring tools which take the burden away from the user...
  - No need for piles of devices for testing
  - Full control of compliance
  - Automated quality assurance
One Web?

• Do we REALLY want only one Web?
  • // Yes
    • wealth of existing Web content available *today* in organizational DMS/CMS systems
    • users know where to find what they’re looking for on the Net
Make it Work Stupid!

- Test suites bring high levels of compliance and conformance to content testing in the following areas
- Formal certification is necessary...
  - Both W3C and OMA must be involved, although it is acceptable to have a 3rd party execute
  - W3C must create extensive test suites for W3C technologies to support the process
  - OMA must create mobile specific tests for OMA defined mobile profiles
  - It is critical for W3C/OMA to have final say for spec interpretation
- Mobile OK is an excellent concept to communicate compliance and conformance
Q&A
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