Why a DDR?

MobileAware Ltd
Presentation to W3C MWI DDWG Workshop
Madrid, 2006

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Accepted Wisdom

Devices have diverse characteristics, especially mobile devices
- MobileAware has evaluated well over 2000 devices
- Each device has several hundred potentially useful characteristics
- Many more devices are being evaluated, and more are coming

Basic adaptation only requires a small subset of characteristics
- To improve quality, take account of more characteristics
- High quality adaptation is the focus of specialist solutions

The mobile aspect of the Web will benefit from content adaptation
- Basic techniques are freely available
- Techniques use information about the client/device

Getting device information for adaptation is a challenge
- So many devices, so few sources of information
- Available information is often incomplete

If available, reliable access to information would stimulate the Web
- In the best interest of “Mobile Web” to have this information
- Even small contributions will be beneficial
- A stimulated Mobile Web will be good for mobile market players
Challenges for Open Source

- Open Source is part of the solution to gathering device information
  - Volunteer activity
  - Ad-hoc contributions accepted (no barrier to growth)
  - Review/correction easy to facilitate
  - No limits to use

- BUT: Adoption in specialist solutions is low
  - Scope of information might not exactly match needs
  - No guarantees, no accountability, limited traceability
  - “Holes” in data can be hard to fill
  - No formal industry support (e.g. no direct input from manufacturers)
  - Integration into products not always an easy task

- Can OS efforts be supported in an industry standardised way?
  - Need a common and open framework
  - Permit industry and OS contributions
  - Have a “low barrier to entry”
    - Avoid complicated integration overheads
    - Keep things simple
Will UAPerf solve the problem?

User Agent Profiles are an industry standard, but...

- No notifications .......
- Limited information ........
- Quality control ...........
- Updates/corrections .......
- Not mandatory ............
- No fixed access point .......

(Note: OMA know the issues and are addressing some of them.)
What about “home brew”? 

Proprietary device databases have their own problems...

- Unsustainable effort ......
- “Surprise” new devices ..........
- Custom integration ...........
- Viewed as non-standard ..........
- Single purpose ........
- Require maintenance ..........

(Note: They work, but are only available at a cost.)
The way it is

- **UAProf Instance**
- **Private DB**
- **Commercial Adaptation Solution**
- **Open/Custom Adaptation Solution**

- **Open Source #1**
- **Open Source #2**
- **Published Specification**
- **Ad-hoc accumulation**

**Queries**

- Test test test test test test test test test test
- etc.

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The way it could be
Why participate?

- **Stimulate the Mobile Web**
  - Provide common means of contributing device information
  - Adopt a common means of accessing device information
  - Attract more content/service providers into the mobile space
  - Increases demand for quality content/service solutions

- **Reduce costs**
  - Awareness of device characteristics will pervade the industry
  - Common interfaces reduce integration overheads

- **New application opportunities**
  - New markets for solutions that build upon device knowledge

- **No threat**
  - Custom information can still be retained within products

- **Good Web citizenship**
  - Tradition of contributing technology/expertise/knowledge
  - Adaptable Web is important for many communities
    - Developing countries and access-challenged
Conclusion

- MobileAware wants to work with like-minded Mobile Web people
- A DDR will generally increase content quality in the Mobile Web
- A DDR will lower the barrier to creating mobile content
- “Stimulated” Mobile Web will have increased demand for quality
- Increased demand for quality is good for our core business
  - (Rising tide, all boats etc...)
- Let’s implement!