FTgroup Perspective: Towards a Mobile Web

Philippe Lucas

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NEXT Vision

Offer clients a New Experience in Telecom services
Give access to a whole world of services

“A new generation of telecom services to change our everyday lives”

Change means providing both high value and simplicity

► Move from “access to networks” to “access to services”
FTgroup: an integrated operator

Integrated services

Consistent user experience across multiple channels
Mobile Web Initiative is important

Web has the potential to become the service platform of the future on mobile – but needs to become much more mobile friendly

- More Internet users worldwide – and more mobiles – than PCs-in-use
  - 1 billion PCs
  - 2.5 billion mobile users

- Browser could become the application container – and the window into the FTgroup’s integrated service offerings

- Standards are key to delivery content-rich services across multiple networks and terminals (in particular mobile) – yet some standardization challenges remain
Standardization challenges ahead …
More standardization challenges …

Source: Orange
Study of browser compliance with XHTML1.1

Source: Orange
study of browser compliance with CSS2.1

Number of Tests

CSS2.1 Passed
CSS2.1 Technically Passed
CSS2.1 Device Problem
CSS2.1 Failed

Browser 1  Browser 2  Browser 3  Browser 4
MWI Best Practices

As one of the founding sponsors of the Mobile Web Initiative, the FTgroup welcomes rapid progress of work on the *Mobile Web Best Practices 1.0 - Basic Guidelines*
MWI in the Orange Partner program

http://www.orangepartner.com/site/enuk/develop/initiatives/mwi/p_mwi.jsp
MWI in the Orange Partner program

The Mobile Web Initiative (MWI)

The Mobile Web Initiative was launched by the World Wide Web Consortium (W3C) in May 2005, to look at improving the performance and usability of the web on mobile phones.

It’s by developers for developers, and will shape the future of mobile web content. Orange Partner is working with France Telecom Research and Development (FT R&D) to make sure that our members can get involved in influencing this important process.

find out more about:
- the Mobile Web Initiative
- the MWI working groups
- Orange Partner, France Telecom R&D and the MWI

Orange Partner members, get involved with the MWI!

Access...

discussion forum
- We’ve set up an Orange Partner MWI discussion forum, so you can post your MWI related questions and comments to Orange Partner and France Telecom.
  access the forum

whitepapers
- To give you more detail and background about the MWI’s purpose, read the whitepapers on the MWI and understanding mobile browsers.
  access the whitepapers in the updates section

updates and latest news
- Updates and analysis of MWI work
  access the latest updates

email alerts
- We’ll send you an email alert to let you know what’s new!
  Email us at developers@orange.com with ‘MWI_enthusiast’ in the subject line.
  Please include your Orange Partner username in the email.

http://www.orangepartner.com/site/enuk/develop/initiatives/mwi/p_mwi.jsp
Example from an Orange Partner

[Image of mobile phone interface]

- Minimal Text Entry
- Automatic Terms Identification
- Automatic Description Extraction
Example from an Orange Partner (cont’d)

- Simple and minimal input per page
- Handling of various mobile devices using their own database
Orange World mobile portal design

Orange go beyond the MWI guidelines 1.0 to develop mobile portal

- More pictures, link with video, audio content
- TV portal with 50+ channels
- Live Radio, music download

Mobile Guidelines from MWI is a good start but need to be extended to additional richer content to suit customers expectations
Conclusion

As an integrated operator, the France Telecom Group is proud to be a founding sponsor of the Mobile Web Initiative.

We recognize the importance of new opportunities enabled by the W3C standards and the MWI guidelines.

We look forward to the MWI to continue developing with the industry a shared vision of mobile Web.
Thank you!