Enabling Web Access on Feature Phones

W3C Mobile Web Seminar
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Jataayu also has a complimentary set of Server products, deployed at over 50 Carrier locations serving more than 100 million customers.
Handsets segmentation

- **Smartphones**
  - Growing year on year basis
  - 17.2% of total sales by 2010
  - factor in Linux OS
- **Feature phones**
  - Still going to see a billion plus sales by 2010

Source: Informa Telecoms & Media Future Mobile Handsets 7th Edition

- A huge chunk is disenfranchised from mobile web access because of the current focus on smartphones
2 key developments

• Overall capability of feature phones improved to a point where
  – capable of certain amount of web content access
  – still have smaller screens, but the web is getting mobile friendlier, more mobile aware
  – Guidelines from MWI, best practices, the device description framework helping accelerate this trend

• Huge mass of people in developing countries
  – Mobile phone is becoming the principal tool for connectivity and access to content and services
  – Not going to be buying high-end phones
Differing approaches

- Different approaches have been attempted
  - Content adaptation
  - Network based filters – with thin clients

- These have enabled web access to some extent but have probably ended up confusing the user
  - Most phones now ship with a regular browser typically WAP 1.x or more recently WAP 2.0
  - Downloading/using another browser – which to use for web/WAP can be confusing
What is needed

• To enable mobile web truly universally, the means to access must be available on feature phones
• Web browser should become part of the native phone environment
  – Not just as an independent application, but
  – Integrated into all applications that can enable access
  – Phone book – e.g. should be able to access contact’s blog
• This would allow the user to seamlessly access content
  – the ‘restricted’ content set that he was accustomed to before, plus
  – experience better, the power of a fuller web access
Role played by MWI

• Playing a great role as an enabler to this vision
• MWI Best practices, Device descriptions are educating/enabling to
  – Getting content to fit the smaller screens on feature phones
  – Getting content to be more usable on the small screen
  – Enhance user experience by exploiting device capabilities
  – Help reach a much wider community of users
In summary

- Mobile web is gaining momentum
- Content sites are becoming mobile-aware and mobile-friendly
- MWI is playing a great supporting/guiding role
- Acceleration is possible if some of the focus shifts to feature phones
- Web browsers need to appear on feature phones – means to enable that are now available!
Thank You

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