Mobile Web Applications

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Mobile Applications

- Run on mobile phone/device
- Examples
  - Address book
  - Calendar
  - Managing photos
  - Managing music
  - ...
- More interesting with Internet/Web access!

Mobile Internet

- Adoption growing quickly!
  – More powerful devices
  – Flat rate data plans
  – 3G networks
- Watch it live
  – Admob Live display of mobile ad requests
  – Bango Analytics live

Building Apps

- Native Applications
- Java
- Mobile Web Applications

Native Apps

- Fragmentation: Symbian, Windows Mobile, IPhone, Linux, Brew, ….

- Expensive to develop and maintain: C++, Objective C, ...

- Install: Users need to download applications

Java

- Fragmentation and incompatibilities
- Java programming expensive
- Needs user download

Mobile Web Applications

- Build on desktop success: Yahoo Mail, Google maps, …

- Written using HTML, CSS, Javascript, …

- Advantages over native, Java, …
  - Easy to deploy and update: Browser reload
  - Incremental updates simple ("perpetual beta")
  - Big developer base, quick and cheap to develop

Access to Device

- Native, Java can access
  - Calendar
  - Address book
  - Location
  - ...
- Web developer cannot (for now)

Geolocation

- Display a map with the user's position
- Location influenced searches
- Turn-by-turn directions
- Status updates on social networking sites can be geo-tagged

Demo

- ["Geode" Firefox Extension](#)
- Privacy discussions

Ongoing Work

- OMTP BONDI
  - Telephony
  - Messaging
  - Persistence: Offline Operation
  - PIM
  - Gallery (Photos)
  - …

Best Practices

- What is different when developing for mobile?
    - Save battery
    - Save network interactions
    - Simplify user input
- **W3C Mobile Web Application Best Practices**

Web of Things

- Sekai Camera
- Get weather information from straight from sensor, not Web server
- Project slides from mobile phone

Participate!

- Follow W3C Mobile Web Initiative
  http://www.w3.org/mobile
- Follow W3C work towards "Web of Things"
  http://tinyurl.com/2x72ke
- Contact: ph@w3.org