The Emerging Widgets Ecosystem
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3. What’s in a Widget?
4. Vodafone’s Widgets Beta (and how to win £20,000)
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The mobile Web isn’t what it used to be…
Operas Mobile Web Usage Data (Jan 2009)
Top 11 Mobile 2.0 Trends

- Smart mobile browsers
- Mobile Web Standards
- Mobile Ajax & Widgets
- Mobile Search
- Mobile Ads
- Mobile Mashups & Open APIs
- Mobile RFID & 2D Barcodes
- Location and Geotagging
- Mobile Social Networks
- Mobile User Generated Content
- Smart Web Devices

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Mobile Web Applications

• The Web has grown from a page-based metaphor into a full-blown application platform
• Most things you used to need a special application for you can now do on the Web
• The Mobile Web is going the same way
• Advanced browser features enable interactivity and application-like behavior
• Mobile Web pages become compelling user experiences

• Guidelines for Mobile Web Applications developers in progress in W3C:
  http://tinyurl.com/cv9exv
Widgets

• Take Mobile Web Applications to the next level
• Build mobile applications using Web technologies familiar to millions of developers
• Package these Web applications up in a standard cross-platform way (W3C)
• Enable these applications with (secure) access to device capabilities through APIs
• Deploy into a Web Run-Time environment (analogous to a Web browser, but windowless and integrated into the device UI)
• Create a clear proposition for the developer and a route to market
• Cross-platform mini-applications, built on open Web standards that are easy to write and deploy and leverage a well-understood security model
### Mobile Widgets are most evolved content format
(Richness, Reach and Rapid/Simple Route to Market)

<table>
<thead>
<tr>
<th>Key characteristics</th>
<th>WAP</th>
<th>JAVA/NATIVE APPS</th>
<th>BROWSER-BASED WIDGETS</th>
<th>ON-DEVICE WIDGETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can operate on/near idle screen</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>●</td>
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<tr>
<td>Functions even when device is offline</td>
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<tr>
<td>Interacts with device features (camera, contacts, calendar)</td>
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<tr>
<td>Can dynamically update itself via content pull/push</td>
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<tr>
<td>Easy for developers to leverage existing website code</td>
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<tr>
<td>Ease and speed of porting across mobiles</td>
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<td>●</td>
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<tr>
<td>Current availability on devices</td>
<td>●</td>
<td>●</td>
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</tbody>
</table>

**Key**
- white = 0%/not at all
- black = 100%/totally
Widgets Extend the Web

• Widgets use existing Web technologies
  – HTML, JavaScript, CSS

• Packaging and configuration standards being developed in W3C
  – In development in Web Applications working group

• Complimentary to off-line capabilities of HTML5

• Widgets may be updated automatically

• Access to device capabilities will be standardized as well
  – W3C Geolocation API working group – referenced by OMTP BONDI
  – OMTP BONDI interfaces
Widgets are at the epicenter of the Mobile <-> Web Convergence
The Emerging Widgets Ecosystem
The Twiggy Story

Twiggy – the Mobile Twitter Search Widget

• Built by Carsonified for Vodafone to help promote mobile widgets
• Built in 2 days
• Employed normal Web developer techniques
  – jQuery
• Resulting application was wigitizable and also worked as a WebApp
• Social search use case – ideally suited for mobile widget
• Case in point that it’s easy for Web developers to build Widgets
Mobile Widget Programme

Betavine Widget Zone

- December ‘08 - launch, initially supporting Opera SDK
- February ‘09
  - Betavine developer competition
    - £20k cash
- Ability to upload to 5 of the biggest Vodafone markets (ES, IT, UK, DE, ZA)
- Availability of our WDK (our extensions to the Opera SDK)
- Availability of a developer version of the Apps Manager, so developers can test on a real handset even without a Vodafone-specific SIM

- Leverages existing ‘neutral’ R&D developer channel & support infrastructure
£20,000 PRIZE

Entries still being accepted until the end of April

See http://betavine.net
Vodafone is Part of the JIL

Joint Innovation Lab (JIL) – alliance of Vodafone Group, SoftBank Mobile, China Mobile & Verizon Wireless

- 1st April, Verizon Wireless Joined JIL
- H2 ’09, JIL to launch developer website incl. SDK

- Offers a single JIL SDK and distribution point for developers to submit widgets across multiple handset OS and markets.
- Potential audience of up to 1 billion combined customers
- Ability to reach out to the long tail of local developers to build locally relevant App catalogs
Widgets: The Next Chapter

- BONDI – Secure access to device capabilities
  - Location
  - Camera
  - Address book
  - Calendar
  - Media
  - File system
  - Sensors
Mobile Widgets Are Made for the Social Web

- Social applications for people on the go
- New mechanisms for communication
- Bringing your social network with you
- Proximity-based applications
- Location-aware social apps
- Mobile location-based gaming
- Ubiquitous access to information and communication
Resources

Betavine: http://betavine.net (and visit our stand)
£20,000 give-away
Widget blog: http://betavine.net/widgetblog
W3C Widget Day @ WWW2009: Tomorrow!
OMTP BONDI: http://www.omtp.org/bondi
Vodafone Widget Camp – Amsterdam, 2nd May: http://mobilewidgetcamp.nl