Mobile Web 2.0

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W3C

• Founder/Director: Tim Berners-Lee

• Consortium
  – 350 members
  – Alcatel, AT&T, BT, Deutsche Telekom, Ericsson, DoCoMo, Orange, Microsoft, Nokia, OMTP, Samsung, Telecom Italia, Telefonica/O2, T-Mobile, Vodafone, …

• Standards: XML, HTML, Semantic Web, VoiceXML, Web Services …

• Mobile Web Initiative since 2004
Web 2.0

• Applications
  – Facebook
  – User-generated content
  – Mail, ...

• Technology: AJAX
  – HTML, CSS, Javascript for applications
  – Crossing OS and browser boundaries
Mobile Applications

- Web 2.0 applications popular
  - Social networking dominates mobile Web use
- But: Applications using native code
  - IPhone: Objective C
  - Symbian: C++
  - Android: Java
  - ...
Mobile Web Apps

• Can overcome mobile OS fragmentation and App store fragmentation
• More developers available
• Need to extend Web platform
  – Device Access and Policy
  – Geolocation
  – HTML5
  – W3C Widgets
Geolocation

- Browser access to latitude, longitude, ...
- Deployment: Chrome, Firefox, Opera, Safari, ...
- Started only in Q4 08
- Standard expected Q1 2010
- Demo
HTML5

• HTML as application platform
  – Offline storage, operation
  – Video, Canvas
  – …

• Deployment: Chrome, Firefox, Opera, Safari, …
W3C Widgets

• Downloadable Web App
  – Packaging HTML, Javascript, CSS
  – Signing

• Deployment: Access, BONDI, Microsoft, Opera, Vodafone, …

• Standard progressing well
Conclusion

- Web is quickly becoming fully functional mobile app platform
- Support by many major players
- Removes current platform fragmentation issues
- Learn from the desktop!
- Next Frontier(?): Voice Interaction
Getting Involved

• Join W3C!
• Participate/follow working groups
• Follow W3C Mobile Web Initiative
  http://www.w3.org/mobile
• Contact: ph@w3.org
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