Mobile Web 2.0

Dr. Philipp Hoschka
Deputy Director for Europe, W3C

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
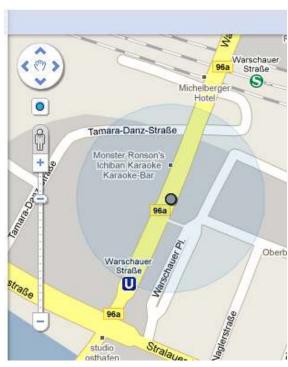 - Geolocation
  - HTML5
  - W3C Widgets

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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