

# Streamezzo's Position Paper on the Mobile Web Initiative

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## **Context**

Anticipated in the early 90's, over hyped during the Internet bubble and forgotten during the last couple of years, the information and technology society seems finally to evolve from parallel channels of information (Broadcast – Web – Telecom) to a converging eco-system. Introducing cross-channel communication and interactivity, mobile phone and wireless handset are the first concrete examples of multi-channel services aggregation platform supporting such convergence model. The Mobile Web Initiative is a great opportunity to contribute standard technology enablers to confirm this convergence in a successful and profitable mass-market.

## **About Streamezzo**

Streamezzo, a French mobile software company, provides a complete software suite enabling to create, to publish, stream and browse rich-media content with a deterministic rendering over various handsets. Streamezzo's solution leverages end-users experience and provides them with a fluid and convenient navigation over mobile similar to what they enjoy on the Web.

Streamezzo is acting strongly in open standards such as the MPEG/LASeR, W3C/SVG, 3GPP/SA4 and is also participating in the BAC-MAE working group at OMA. Streamezzo also takes part in the Compound Document Formats WG.

Streamezzo believes there is a lot to be done in the direction of enabling the easy creation and deterministic delivery of rich media services, addressing packaging, multiplexing, encoding, streaming with media, rights management and other key needs of mobile services.

## **End-User's Needs**

The user of a mobile device, struggling with a small screen, new interaction mechanisms and on-the-move situations is in search of a new interface to access content and services: simple to use, useful and pleasurable. Such interface shall bring end-users a valuable experience for which they will be eventually ready to pay for.

The following list provides high-level requirements the Mobile Web Initiative should address in our opinion:

- **Simplicity:** Mobility implies situations where information shall be accessed quickly and easily. Interfaces to services shall therefore be simple and highly usable.
- **Reactivity:** Mobile users often have not much time to wait for a service delivery. The underlying technology shall therefore be highly bandwidth efficient.
- **Richness:** The success of chat, MMS, video services clearly shows that mobility highly favors services enriched with media and metadata content.
- **Determinism:** From browsing within text and maps, media and metadata integration, to webcam, video and chat services, users expect deterministic services across networks and devices, easing readability of content displayed. This requires a complete, tightly integrated and well specified open standard technology.

- Ease of service creation: Beyond the simple availability of authoring tools, the existence of efficient and simple creation workflows is key to quickly provide to end-users a rich set of contents and services.

### **Streamezzo's Position Statement**

To address these requirements, a simple adaptation of existing Web technology may not be sufficient: existing technologies may need to be drastically amended and new technologies to be considered.

The W3C Compound Document Formats WG is working on integration of a fragmented set of technological standards that may be of interest for the Mobile Web Initiative. Still, there are many aspects which, because they are not yet dealt with in XML/W3C standards, are not in the scope of this working group and may need to be addressed separately, such as dynamic updates, packaging, encoding, streaming with media and rights management.

Indeed, the Mobile Web initiative project requires various areas of competences. To develop a successful solution to the above requirements, dedicated experts from OMA, W3C, 3GPP and MPEG should join efforts to reach a meaningful quorum of expertise.

Such successful collaboration between W3C (description language) and MPEG (compression, streaming media integration) to address requirements from the mobile industry was achieved in LASeR, the latest born of the MPEG standard family. The Mobile Web Initiative could benefit from this experience and technology.