Why a DDR?

MobileAware Ltd
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Accepted Wisdom

- Devices have diverse characteristics, especially mobile devices
  - MobileAware has evaluated well over 2000 devices
  - Each device has several hundred potentially useful characteristics
  - Many more devices are being evaluated, and more are coming
- Basic adaptation only requires a small subset of characteristics
  - To improve quality, take account of more characteristics
  - High quality adaptation is the focus of specialist solutions
- The mobile aspect of the Web will benefit from content adaptation
  - Basic techniques are freely available
  - Techniques use information about the client/device
- Getting device information for adaptation is a challenge
  - So many devices, so few sources of information
  - Available information is often incomplete
- If available, reliable access to information would stimulate the Web
  - In the best interest of "Mobile Web" to have this information
  - Even small contributions will be beneficial
  - A stimulated Mobile Web will be good for mobile market players

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Challenges for Open Source

- Open Source is part of the solution to gathering device information
  - Volunteer activity
  - Ad-hoc contributions accepted (no barrier to growth)
  - Review/correction easy to facilitate
  - No limits to use
- BUT: Adoption in specialist solutions is low
  - Scope of information might not exactly match needs
  - No guarantees, no accountability, limited traceability
  - "Holes" in data can be hard to fill
  - No formal industry support (e.g. no direct input from manufacturers)
  - Integration into products not always an easy task
- Can OS efforts be supported in an industry standardised way?
  - Need a common and open framework
  - Permit industry and OS contributions
  - Have a "low barrier to entry"
    - Avoid complicated integration overheads
    - Keep things simple

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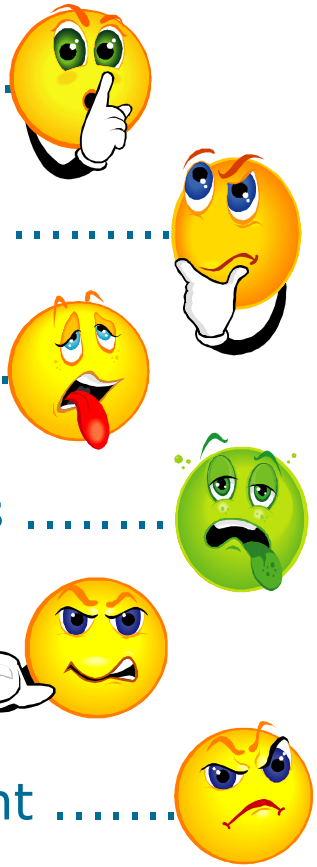
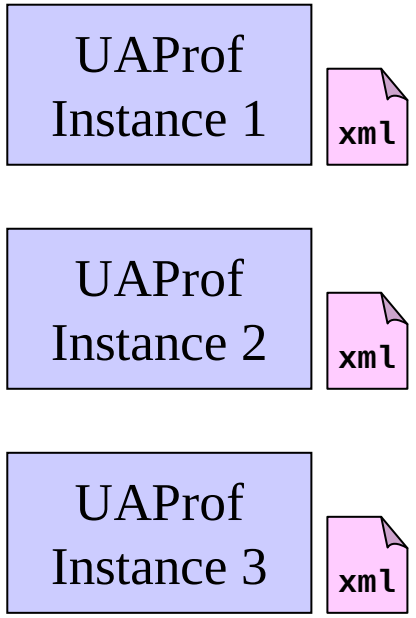
Will UAProf solve the problem?

User Agent Profiles are an industry standard, but...

- No notifications .....
- Limited information .....
- Quality control .....
- Updates/corrections .....
- Not mandatory .....
- No fixed access point .....





(Note: OMA know the issues and are addressing some of them.)

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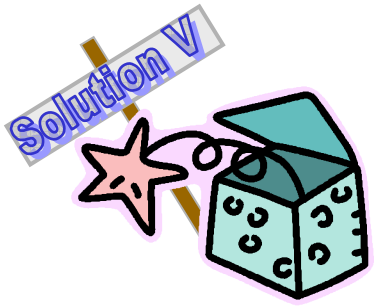
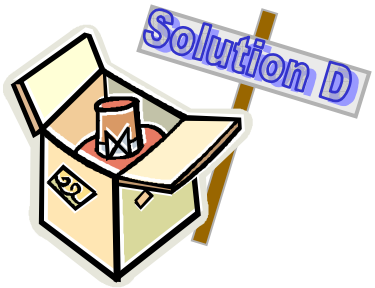
What about “home brew” ?

Proprietary device databases have their own problems...

- Unsustainable effort .....
- “Surprise” new devices .....
- Custom integration .....
- Viewed as non-standard .....
- Single purpose .....
- Require maintenance .....





(Note: They work, but are only available at a cost.)

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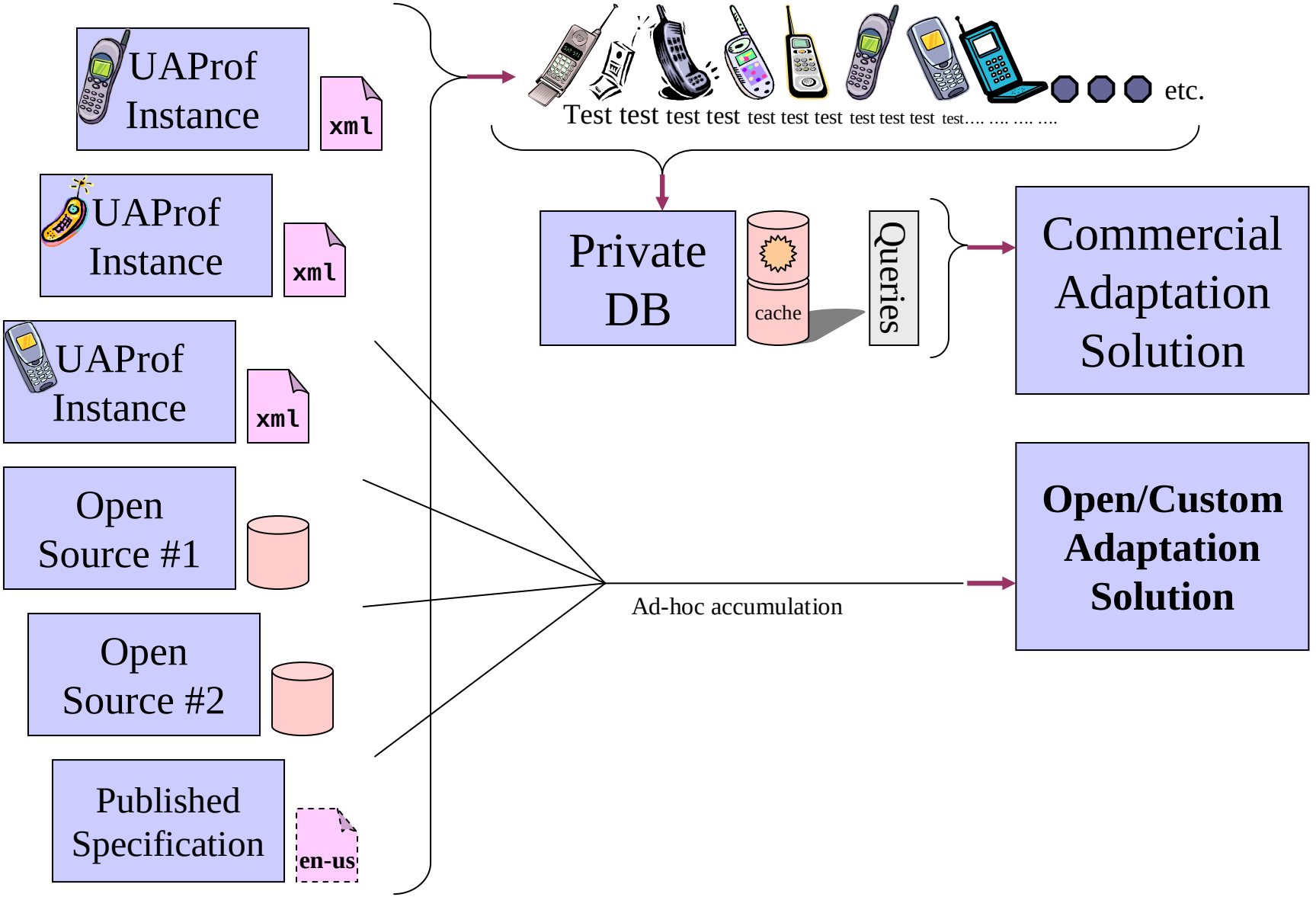
The way it is



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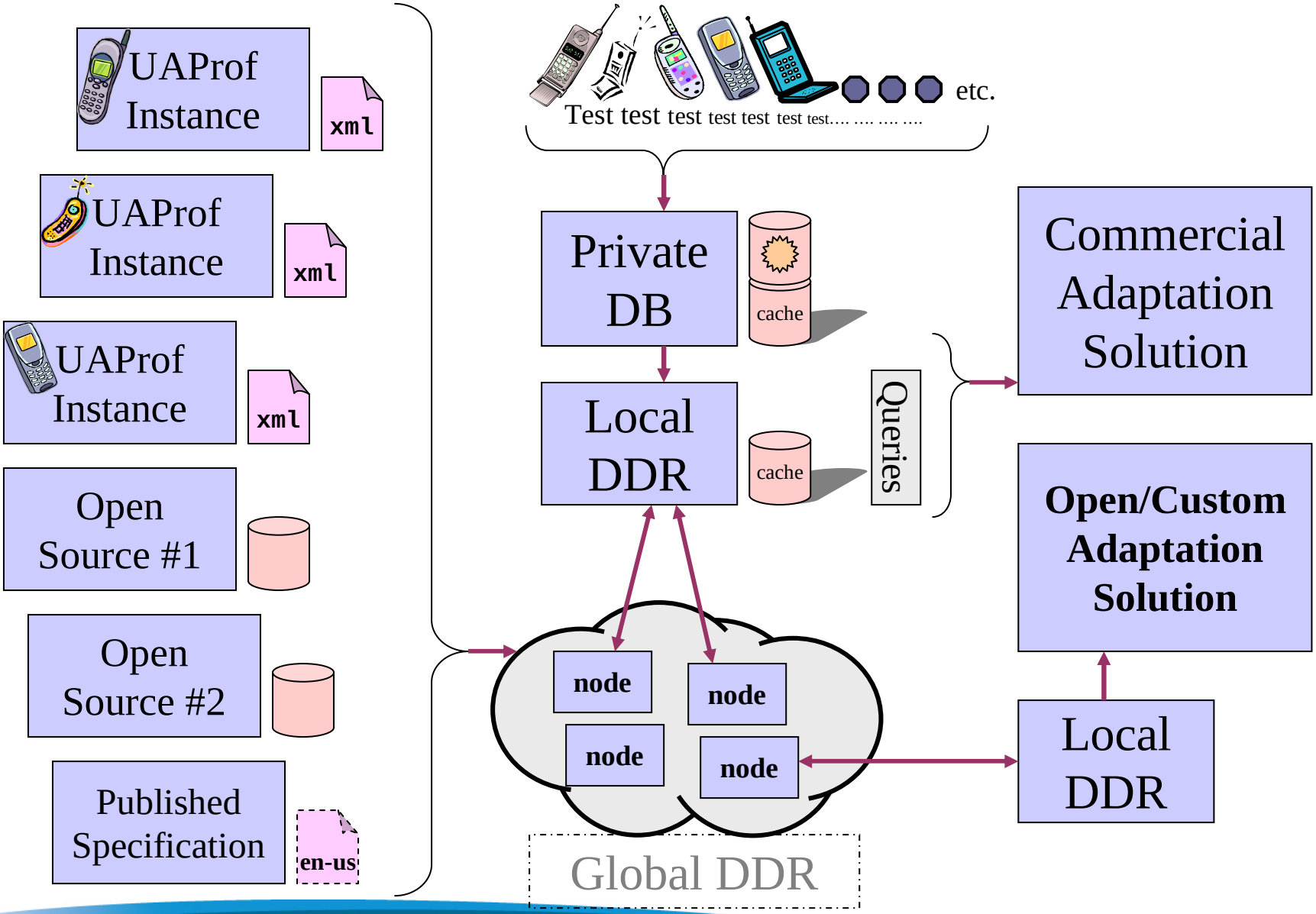
The way it could be



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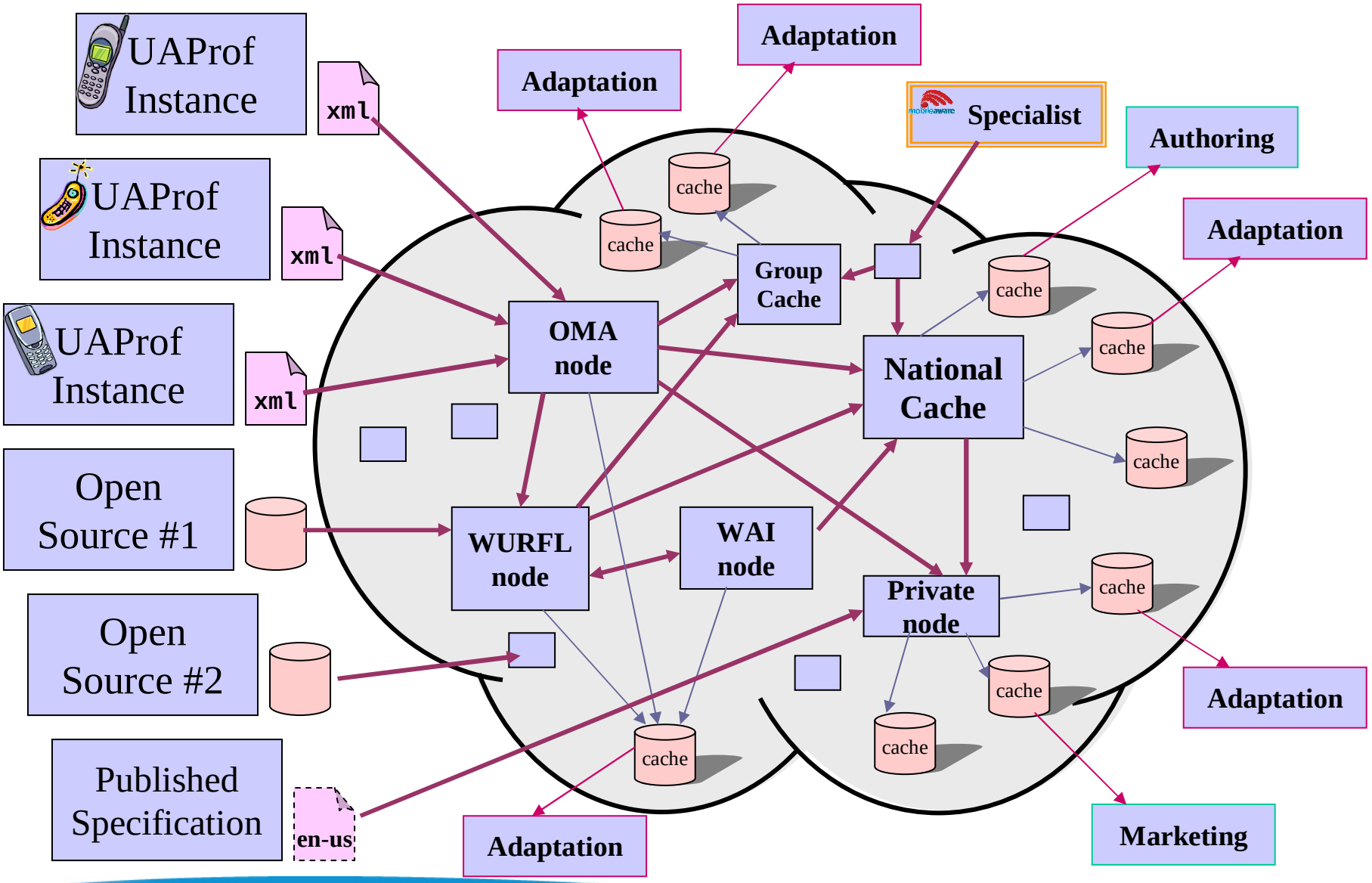
DD Community



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Why participate?

- Stimulate the Mobile Web
  - Provide common means of contributing device information
  - Adopt a common means of accessing device information
  - Attract more content/service providers into the mobile space
  - Increases demand for quality content/service solutions
- Reduce costs
  - Awareness of device characteristics will pervade the industry
  - Common interfaces reduce integration overheads
- New application opportunities
  - New markets for solutions that build upon device knowledge
- No threat
  - Custom information can still be retained within products
- Good Web citizenship
  - Tradition of contributing technology/expertise/knowledge
  - Adaptable Web is important for many communities
    - Developing countries and access-challenged

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Conclusion

- MobileAware wants to work with like-minded Mobile Web people
- A DDR will generally increase content quality in the Mobile Web
- A DDR will lower the barrier to creating mobile content
- "Stimulated" Mobile Web will have increased demand for quality
- Increased demand for quality is good for our core business
  - (Rising tide, all boats etc...)
- Let's implement!

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