

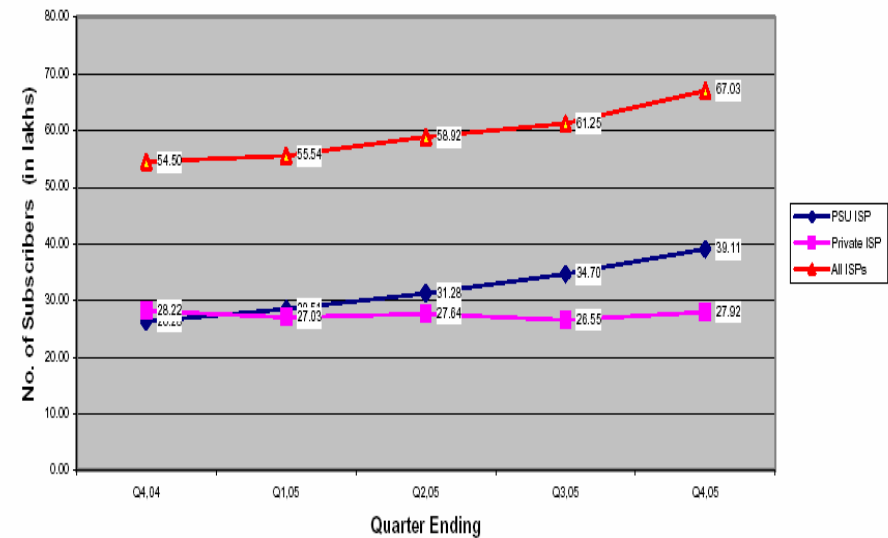
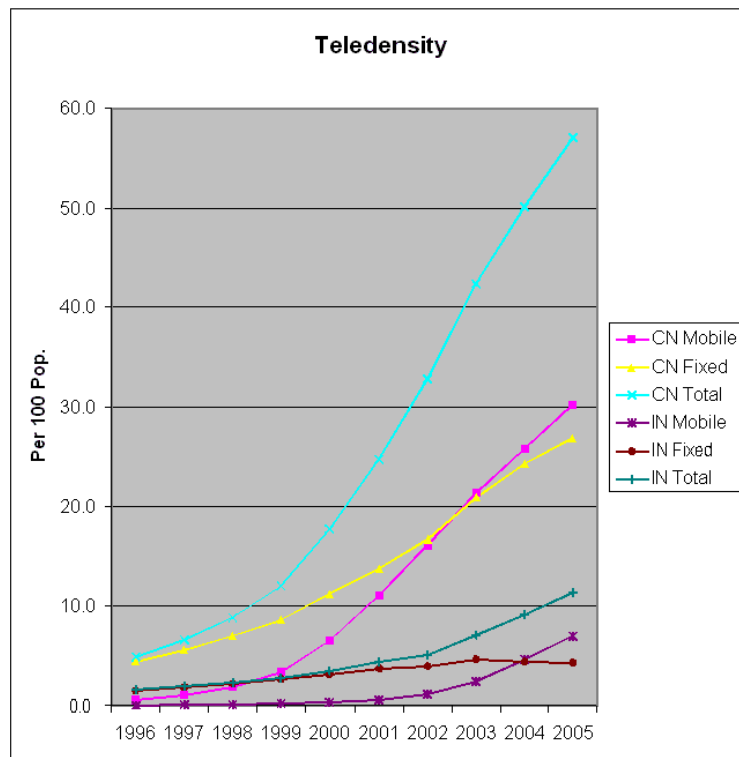


Mobile Web

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Mobile and Web Growth

Mobile and Web usage is growing in India¹



1. From TRAI performance indicator report; Oct-Dec 2005.

Powering the Next Phase of Growth

Three ways

- Learn from other markets
- Localization / local innovation
- Ensure interoperability

Learning from Other Markets

- **Key problem areas**
 - Internet access if for certain tiers of products and plans only; normally restricted to high tier phones
 - Setup is complicated
 - Content reformatting
- **Some ways to overcome**
 - Drive internet services across all tiers
 - Use OTA based mechanisms to simplify setup
 - Adopt web standards/evolve standards to limit customization requirements
- **How standards can help**
 - mobileOK : push the adoption

Leveraging Indian Languages

- **Areas of focus**
 - Language
 - Develop local content providers
 - Content that is relevant locally
 - Content creation : blogging, social networking
- **Interaction**
 - Predictive text and form filling agents for Indian languages / content
 - Other modalities of interaction like voice
- **How standards can help**
 - Incorporate extensions that handle peculiarities of Indian languages
 - Help promote alternate modalities

Focusing on Complete Browsing Experience

- **Limited bandwidth**
 - Making browsing experience better
 - Explore alternate models of content delivery
 - Cell Broadcast
 - Push-triggered-pull
- **Rich content**
 - Don't dumb-down content for mobiles
 - Use SVG or similar technologies for better presentation and interaction
- **How standards can help**
 - SVG Basic/Tiny : promote the adoption
 - Work on alternate content delivery models