

Open Web Platform and Automotive: Next Steps

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Intro

- Great workshop!
- This session: Expect preliminary results
- Can continue conversation (online, calls ...)
- Outline
 - Motivation Web technology, W3C
 - How does standardisation work well?
 - Prioritize work items
 - How to get started?



Motivation for Web Technology

- Web technology is strategic for Automotive
 - Customer demand/expectations
 - Gen Y: 46% of 18-25 year olds pick smartphone over car
 - Build developer ecosystem
 - Remove roadblocks
 - Achieve critical mass



Motivation for W3C

- Whole web community represented
- Mobile, TV, ... history of community-only standard efforts not encouraging
- Web developers watch W3C
- Royalty-free standards



Standardisation: How does it work well?

- Get critical mass of motivated participants (not: all)
- Present+analyze current approaches
- Do strawman draft and iterate
- Do prototype implementations
- Speed depends on energy - can be fast (geolocation)



Prioritize Work Items

- Which work items?
 - User-centric vehicle API
 - M2M API
 - Entertainment API
 - Security/policy mechanism
 - Use cases and requirements
 - Context
 - ...



How to get Started?

- W3C Submission
- Working Group
 - Does standards
 - Interacts with other W3C Groups
 - Liaisons
 - Member only, but often work in public
- Business Group
 - No standards
 - Explores requirements and use cases
 - Interacts with other W3C Groups
 - Non-members can join for small fee
 - New concept - have Web Signage, Oil+Gas, Broadcasting



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