Mobile Web Initiative workshop
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# Today the mobile Web is based on de facto Web standards

WAP portal

1. News
2. Sport
3. Events
4. Maps

Select   More

1998: WML
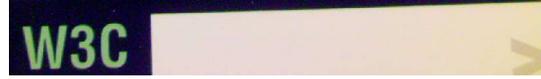
1999: XHTML and CSS

In 2006 mobile Web browsers will support:

- All de facto Web standards: HTML, CSS, and DOM
- Rendering of large Web pages with some kind of 'small screen layout' technology
- Various features for easy access to de facto Web sites
- SVG Tiny 1.2
- CDF-Ref

2005: De facto Web pages with small screen layout

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- **Browsing is not a key use case**
  - Users don't want to search for information
  - Useful mobile Web sites are rare
  - Few subscribers use mobile Web portals frequently
  - Leading content providers do not put much effort into their mobile sites

- **A mobile phone is not a desktop**
  - Some are cameras
  - Some are music devices
  - Some have lots of memory
  - Some have small memory
  - Some have a large screen
  - Some have a small screen
  - Etc.

The Web is here

So what!?!

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Web based applications in a camera phone

- **Web albums**
    - Upload large images from memory
    - Upload picture directly from camera
    - Create and view 'slideshows'

- **Photo services**
    - Order prints
    - Make image adjustments
    - Send postcards

There will be 25.3 million music phones in 2005*

- **Personal Radio**
  - Listen to music stream
  - Interact to select preferred music style
  - Interact to set preference

- **Online music stores**
 - Download
  - Pre-listen
  - Connect, iTunes, etc.

- **In 2008 there will be 116 million mobile phones where digital audio is a major feature***

- **They do more than ringtones…**

- **They will look like music devices, just like camera phones look like cameras**

Source: Informa Media 2004

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Push based services

- **Automatically provides updated news from around the Web**

- **No browsing – the information finds the user**

- **'Channels' for personalized news**

- **Example technologies**
  - RSS
  - Macromedia FlashCast™
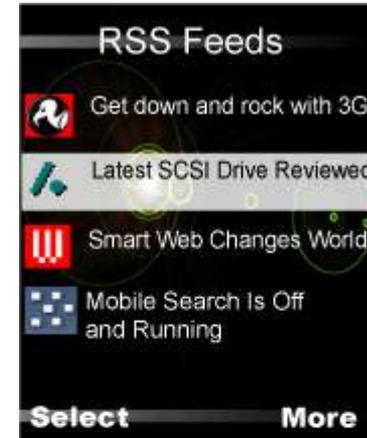
News Watch

Channels

Some mobile Web best practises

- **Move away from hypertext towards interactive graphics**

- **Seamlessly integrate with phone GUI, not Web pages**

- **Don't expect users to browse/search for information from a mobile phone**

- **Integrate with phone functionality**

- **Consider that, for example, an SVG image can be used as a Web application, a screen saver, and a contact picture**

W3C and the mobile Web
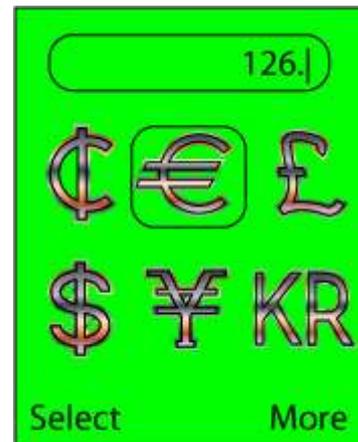
- **Coordinate with OMA work on 'mobile profiles' to avoid more than one for each Recommendation**
  - In particular work with OMA/BAC/MAE since that group is covering mostly W3C-related technologies (e.g. XHTML, CSS, Multimodal)

- **Acknowledge that the mobile Web is not a subset of the 'real Web' that will 'catch up' later, it's what is pushing the envelope of the Web by bringing new kinds of clients: cameras and music devices**
  - Also some W3C technologies are adopted faster on mobile Web

- **Device independence is a good design philosophy but what is the relation to mobile Web?**