

Mobile Web Initiative workshop

Barcelona, 18-19 November 2004

Peter Stark
Application Manager

Today the mobile Web is based on de facto Web standards

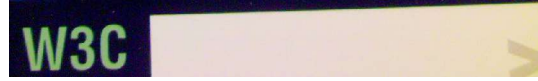
Confidential

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

W3C WORLD WIDE WEB consortium

Leading the Web to its Full Potential...

[Skip to Technologies](#) | [Activities](#) | [Technical Reports](#) | [Site Index](#) | [New Visitors](#) | [About W3C](#) | [Join W3C](#) | [Contact W3C](#)

The World Wide Web Consortium (W3C) develops interoperable technologies (specifications, guidelines, software, and tools) to lead the Web to its full potential. W3C is a forum for information, commerce, communication, and collective understanding. On this page, you'll find [W3C news](#), links to [W3C technologies](#), and ways to [get involved](#). New visitors can find help in [Finding Your Way at W3C](#). We encourage you to read the [Prospectus](#) and learn [more about W3C](#).

W3C Tenth Anniversary

This year, we celebrate the tenth anniversary of the founding of the World Wide Web Consortium. Read about the [W3C Tenth Anniversary Celebration](#) and send a [greeting](#).

Platinum Sponsors

Gold Sponsors

- [Amadeus e-Travel](#)
- [BEA Systems, Inc.](#)
- [Google, Inc.](#)
- [ILOG, S.A.](#)
- [Institut National de Recherche en Informatique et en Automatique \(INRIA\)](#)

[More Sponsors...](#)

W3C A to Z

- [Skip to News](#)
- [Accessibility](#)
- [Amaya](#)
- [Annotea](#)
- [Binary XML](#)

2005: De facto Web pages with small screen layout

Why the mobile Web is different, when technologies are the same

Confidential

- **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?!

Web based applications in a camera phone

Confidential

- **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*

Confidential

- **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.



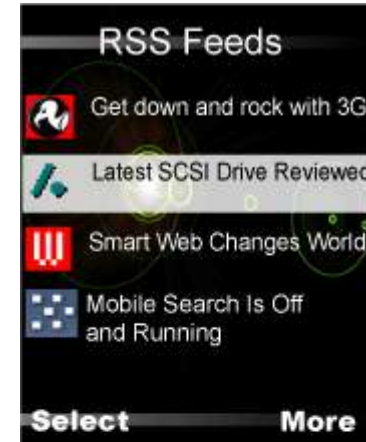
- **In 2008 there will be 116 million mobile phones where digital audio is a major feature***
- **They do more than ringtones...**
- **They will look like music devices, just like camera phones look like cameras**

* Source: Informa Media 2004

Push based services

Confidential

- 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

Confidential

- 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



Select

More



Select

More



Select

More



Select

More

- **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?**