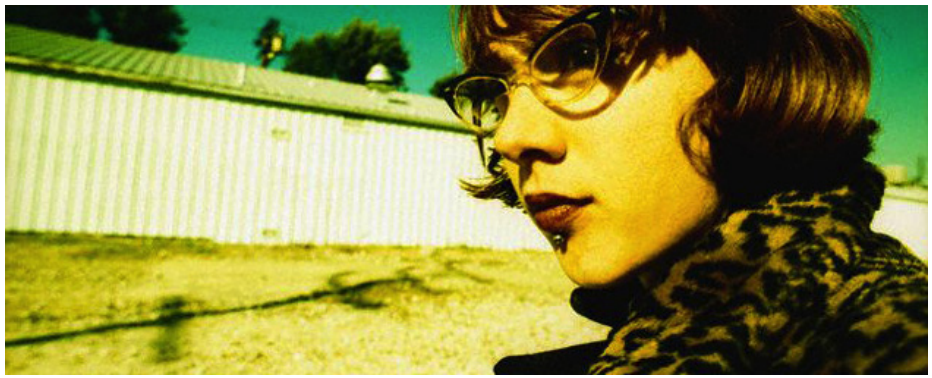
Adobe

No: 11/19/04

project:	geographical coordinates:	
W3C Mobile Web Initiative Workshop	*Barcelona, Span 41° 24' N 2° 9' E*	



Adobe / ZoomOn

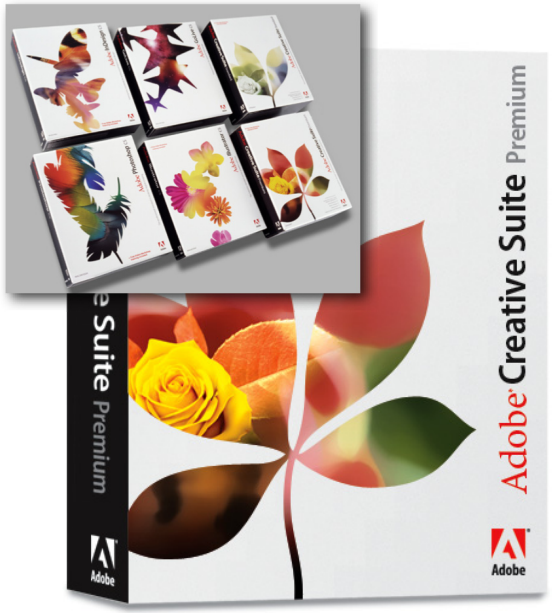
W3C Workshop { Mobile Web Initiative }

November 19, 2004

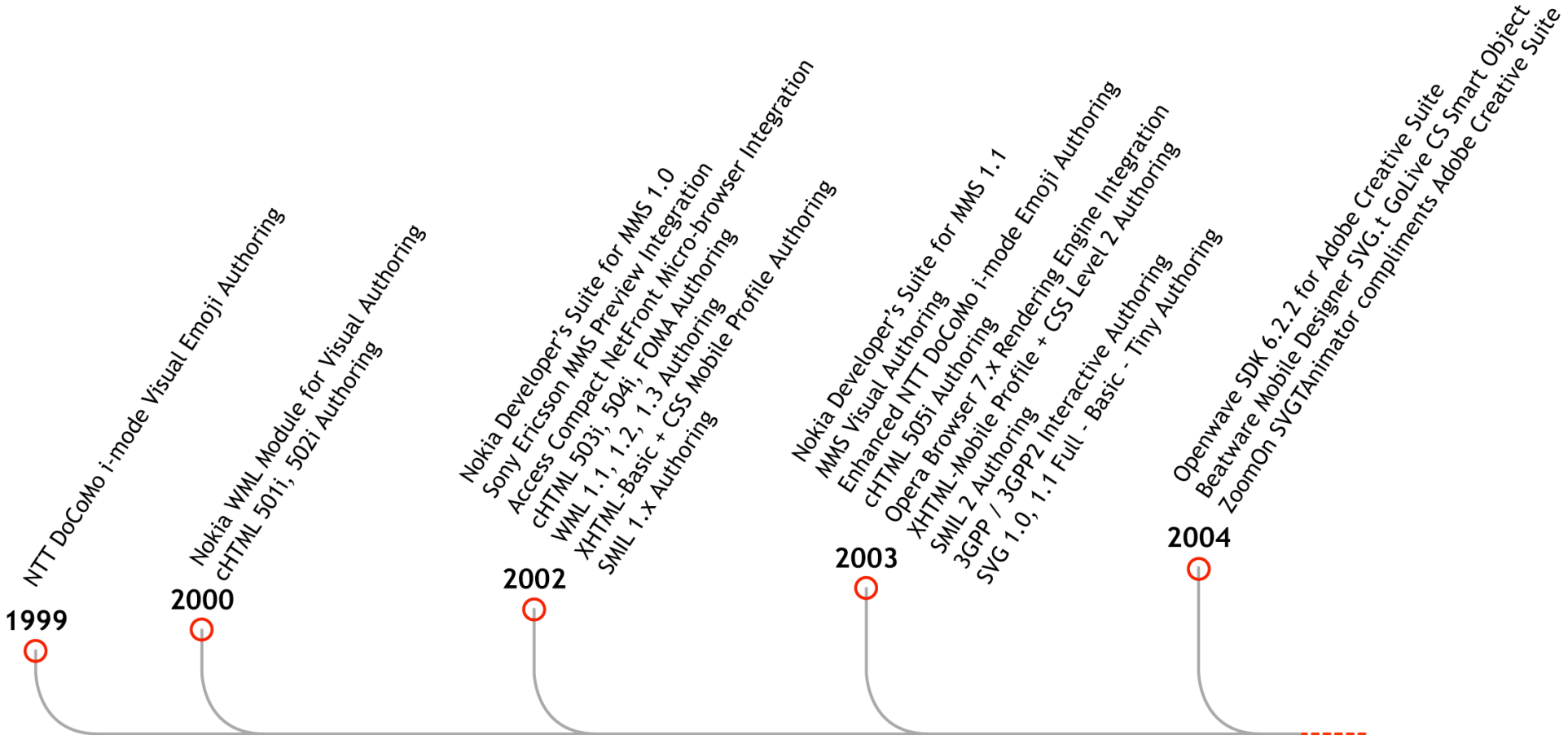
George Arriola
Adobe.Systems.Inc.

Bradley Sipes
ZoomOn.AB.

Adobe Creative Suite - Acrobat - Elements Suite



Adobe Mobile Historical Perspective



ZoomOn AB Partnership Announced Sept. 08.2004

SVG-t Enabled by ZoomOn (announced so far…)

CX65

S65

M65

C65

K700

S700

K500

F500

V800

SF65

SK65

SL65

CFX65

ZoomOn Animator for SVG-t Content Authoring

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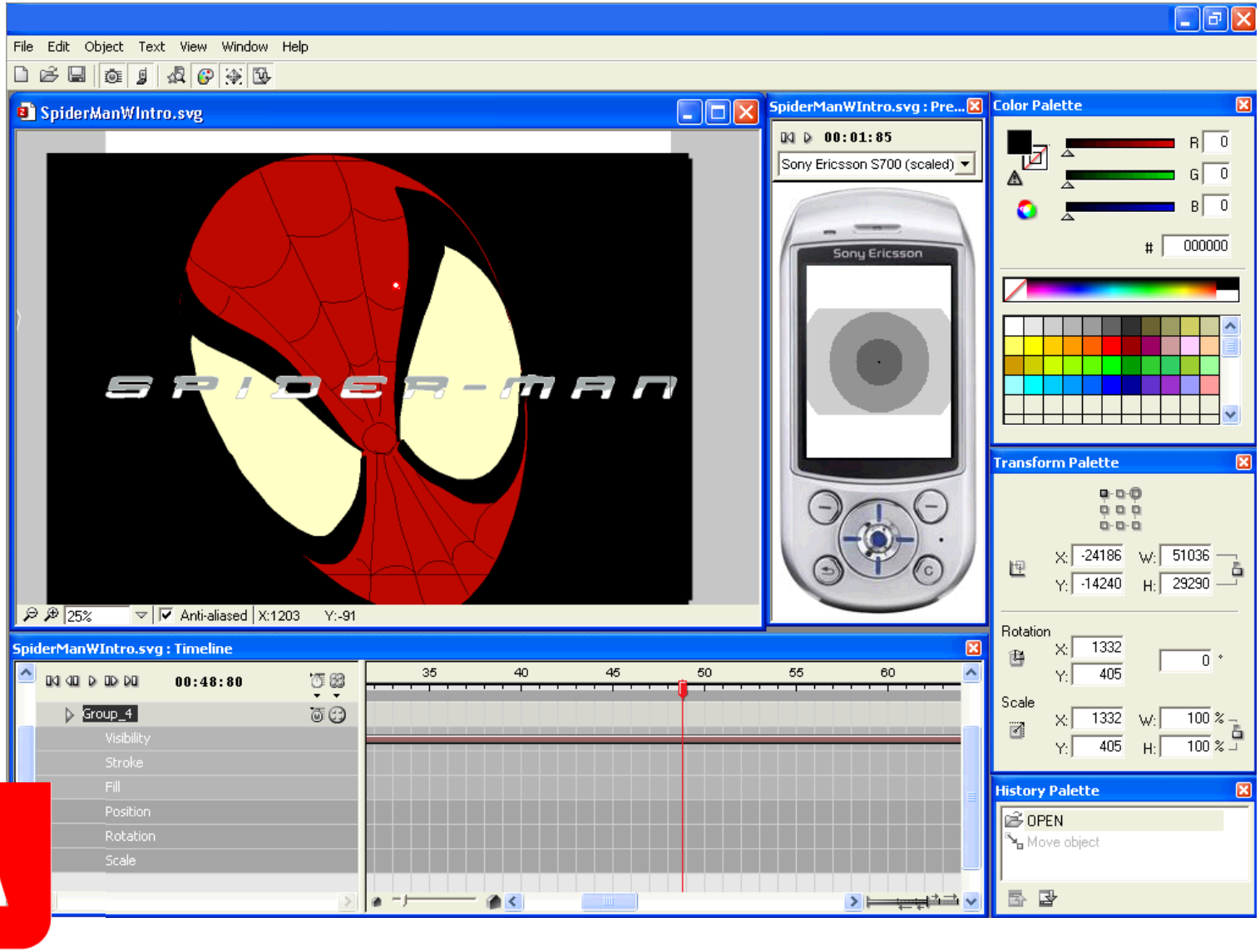
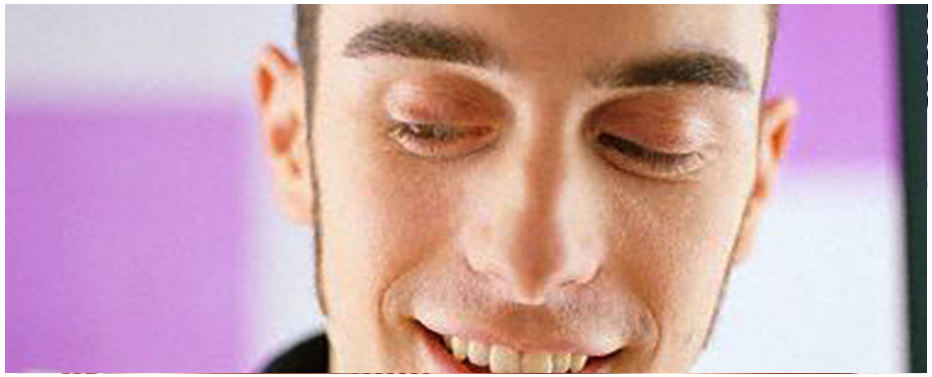


Mobility
Market Landscape

- Ethnographic snapshot = Gen-X / Gen-Y / Gen-Z
- Ubiquitous in nature - the experience is always on and ready to receive push content
- Devices today/tomorrow are location based sensitive and aware of user preference
- Mobile data services market is expected to grow from $25 billion in 2003 to $115 billion in 2008
- 1.3 billion mobile subscribers with projected growth rate of 175 - 200 million subscribers per year
- Mobile industry standardizing around SVG Tiny (SVG.t 1.2 + Micro-DOM) to deliver rich, dynamic, interactive experiences
- Carriers require additional functionality to drive usage and revenue
- Shipped 550 million Feature Phones/SmartPhone units to date with >800 million additional units projected by 2008

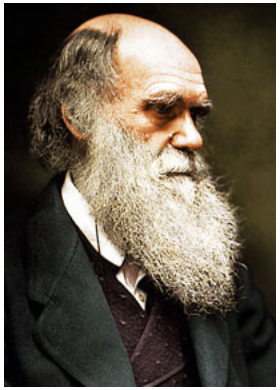
**Data points attributed from published 2004 reports and meetings... IDC / Jupiter / Forrester*



Market Needs…

- In talking with publisher's around the globe - Japan, Europe, North America and Latin America the asks are consistent…
  - Education for creative's and their design discipline has evolved from table based layout to the complete separation of structure <XHTML /> from presentation <CSS />
  - General baseline knowledge of content creation for mobile
  - Content creation solutions for optimal user experiences - *cross platform* -
    - Software emulation for content quality assurance
    - Easily updatable standards compliant tools as technology profiles evolve
    - Roundtripping of code between designer / developer between leading IDE's and CMS/DAM systems
    - DRM and provisioning management
  - Authoring support for combined technologies: XHTML/CSS + SVG-t + SMIL
  - Industry test suites and formal quality assurance through certification

Evolution or Revolution



Were you expecting a Revolution? Not!!

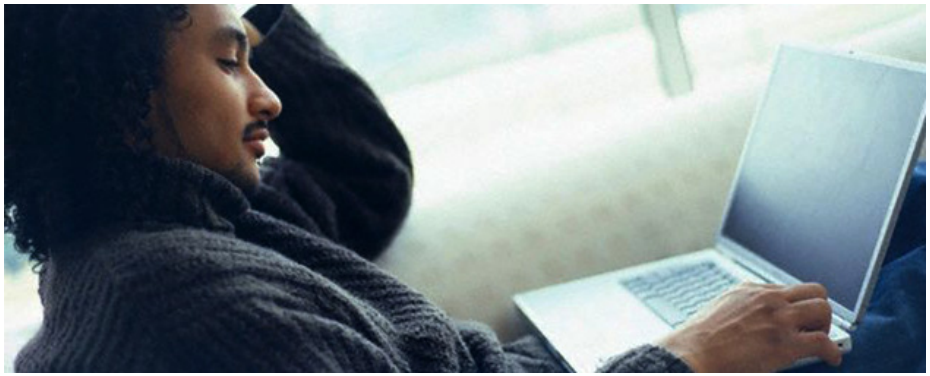
- Revolutions make for good fantasies, but… they're risky…
  - We need advancement in progress *NOW* and not in 5 years…
  - Device ubiquity and standardization of W3C/OMA implementation's already exist (further work still needed…)
  - Carriers, Device Manufactures, Software Vendors, and Content Developers require practical incremental advances
  - Work within the W3C's Compound Document architecture is going in the right direction
  - Best practices and guidelines materials through developer portals, white papers and sample projects/files

What do We Get?

- Mobile Web applications (non-browser) like…
  - Push and broadcast services
  - Messaging
  - Distributed UI
  - Media players
  - etc.
- Conformant mobile browsers across vendors
- Unbundling of technologies that can then be accessed and combined as necessary
- Authoring tools which take the burden away from the user…
  - No need for piles of devices for testing
  - Full control of compliance
  - Automated quality assurance

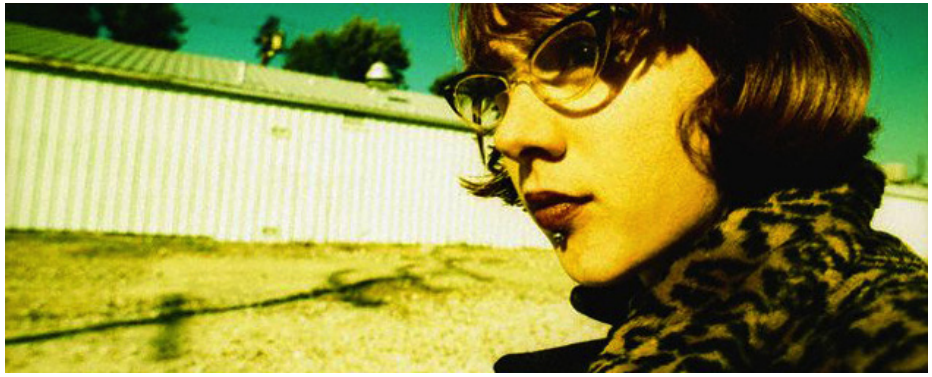
One Web?

- Do we *REALLY* want only one Web?
  - // Yes
    - wealth of existing Web content available *today* in organizational DMS/CMS systems
    - users know where to find what they're looking for on the Net

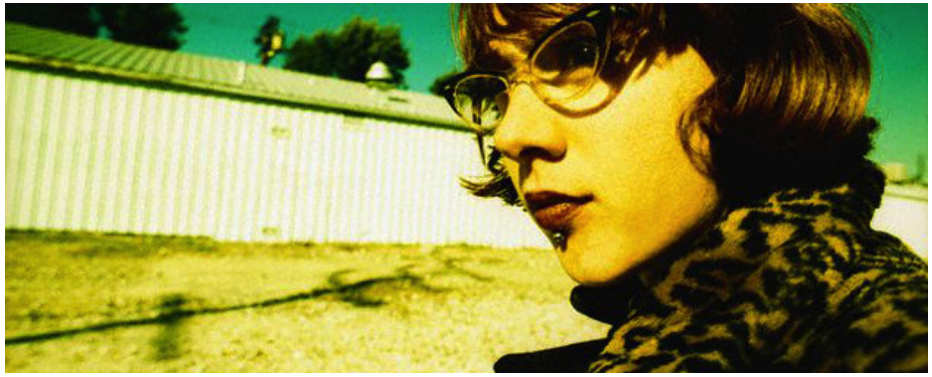


Make it Work Stupid!

- Test suites bring high levels of compliance and conformance to content testing in the following areas
- Formal certification is necessary…
  - Both W3C and OMA must be involved, although it is acceptable to have a 3rd party execute
  - W3C must create extensive test suites for W3C technologies to support the process
  - OMA must create mobile specific tests for OMA defined mobile profiles
  - It is critical for W3C/OMA to have final say for spec interpretation
- Mobile OK is an excellent concept to communicate compliance and conformance



Q&A



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