

FTgroup Perspective: Towards a Mobile Web

Philippe Lucas

W3C Mobile Web Seminar
Paris - November 16, 2006



NEXT Vision

Offer clients a New Experience in Telecom services

Give access to a whole world of services



“A new generation of telecom services to change our everyday lives”

Change means providing both high value and simplicity

➔ Move from “access to networks” to “access to services”

FTgroup: an integrated operator



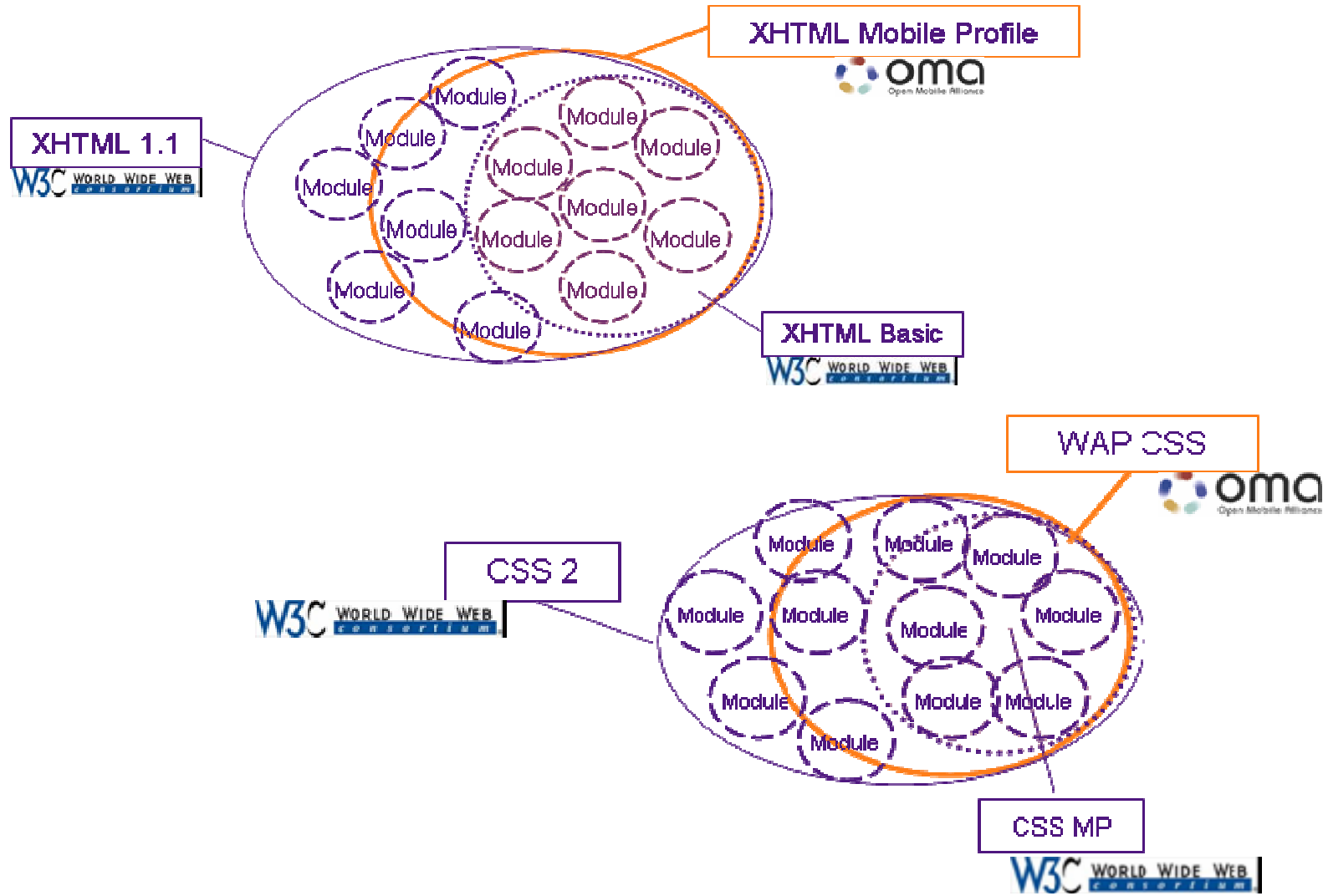
Consistent user experience across multiple channels

Mobile Web Initiative is important

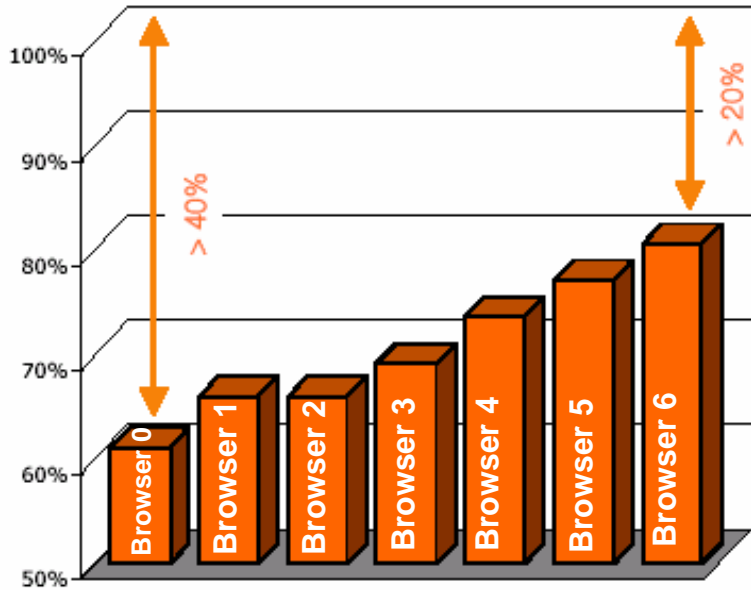
Web has the potential to become the service platform of the future on mobile – but needs to become much more mobile friendly

- More Internet users worldwide – and more mobiles – than PCs-in-use
 - 1 billion PCs
 - 2.5B mobile users
- Browser could become the application container – and the window into the FTgroup's integrated service offerings
- Standards are key to delivery content-rich services across multiple networks and terminals (in particular mobile) – yet some standardization challenges remain

Standardization challenges ahead ...

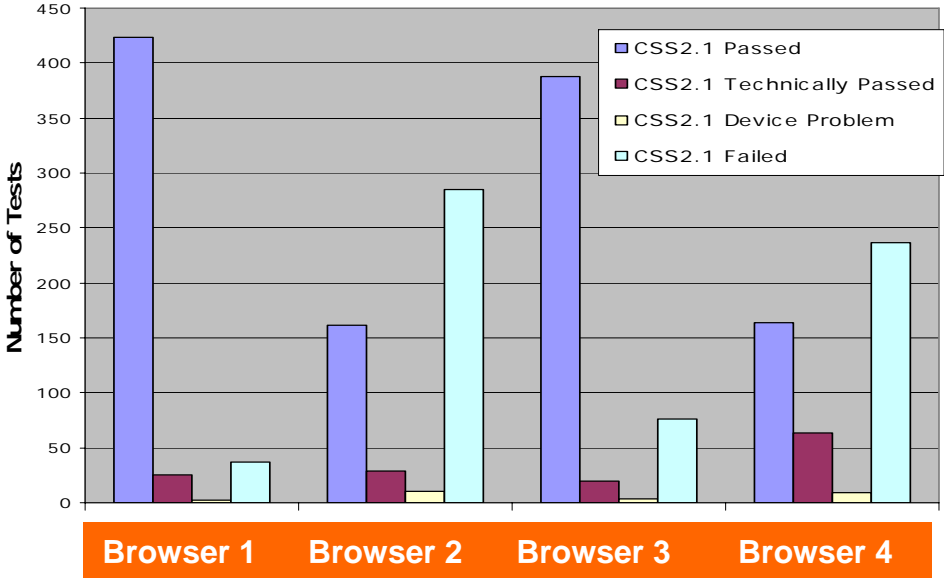


More standardization challenges ...



Source: Orange
Study of browser compliance with XHTML 1.1

Source: Orange
Study of browser compliance with CSS2.1



MWI Best Practices

As one of the founding sponsors of the Mobile Web Initiative, the FTgroup welcomes rapid progress of work on the *Mobile Web Best Practices 1.0 - Basic Guidelines*



MWI in the Orange Partner program

Orange Partner
great minds think differently

Hello Edward Mitukiewicz you are a Member

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 - knowledge
 - tools & SDKs
 - testing & signing

The Mobile Web Initiative (MWI)

The Mobile Web Initiative was launched by the World Wide Web Consortium (W3C) in May 2005, to look at improving the performance and usability of the web on mobile phones.

It's **by developers for developers**, and will shape the future of mobile web content. Orange Partner is working with France Telecom Research and Development (FT R&D) to make sure that our members can get involved in influencing this important process.

find out more about:

- the Mobile Web Initiative
- the MWI working groups
- Orange Partner, France Telecom R&D and the MMW

Orange Partner members, get involved with the MWI!

Access...

discussion forum

- We've set up an Orange Partner MWI discussion forum, so you can post your MWI related questions and comments to Orange Partner and France Telecom.
[access the forum](#)

whitepapers

- To give you more detail and background about the MWI's purpose, read the whitepapers on the MWI and understanding mobile browsers.
[access the whitepapers in the updates section](#)

updates and latest news

- Updates and analysis of MWI work
[access the latest updates](#)

what's new

free W3C/Mobile Web Seminar: Accessing the Web from Mobile Devices

16 November, Paris, France
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MWI in the news

- The mobile Internet: Are we there yet?
- Marguerite Reardon, News.com
- Public shun mobile web
High costs and poor experience stop people from browsing mobile web sites
- Phil Muncaster, IT Week
- W3C looks to make mobile Web browsing easier - Brian Osborne, geek.com
- [view the full archives](#)

http://www.orangepartner.com/site/enuk/develop/initiatives/mwi/p_mwi.jsp

MWI in the Orange Partner program

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email alerts

■ We'll send you an email alert to let you know what's new!

Email us at developers@orange.com with 'MWI_enthusiast' in the subject line.

Please include your Orange Partner username in the email.

what's new

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http://www.orangepartner.com/site/enuk/develop/initiatives/mwi/p_mwi.jsp

Example from an Orange Partner

mobile.jpost.com BETA

POWERED BY:
Targetize
Mobile Web



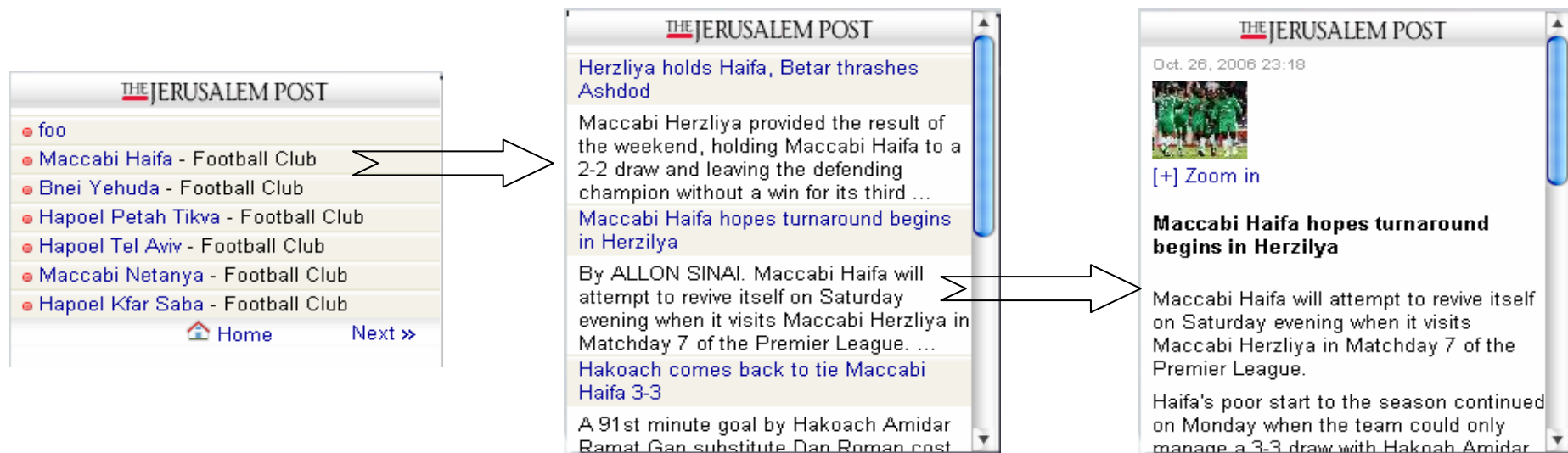
Minimal Text Entry

Automatic Terms Identification

Automatic Description Extraction



Example from an Orange Partner (cont'd)



- Simple and minimal input per page
- Handling of various mobile devices using their own database

Orange World mobile portal

Orange World

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2Easy

2EASY : l'accès rapide aux services Orange World par SMS. >>>

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nds a Mobile Web

Orange World

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Orange World

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Trafic

Tous les services à découvrir

 **L'info trafic** : en temps réel avec V-Trafic sur toute la France ! Cartes en couleur, temps de parcours et personnalisation, suivez sur les bouchons ! >>>

 **Vidéo Trafic** : C'est nouveau! En un clin d'oeil, accédez à l'info trafic en images... Près de 40 caméras vous attendent et sont visibles depuis votre mobile ! >>>

TRAF au 8723 : L'information trafic est aussi disponible en mode vocal. C'est très pratique grâce à la reconnaissance vocale. Ecoutez le flash info en composant vite **TRAF** soit le **8723** !

PUB Zéro tracas.com Le 1^{er} alcootest gratuit sur mobile

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New ! 2EASY

2Easy

Accédez rapidement aux services Orange World par SMS. >>>

PUB Trouvez un job

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Orange World mobile portal design

Orange go beyond the MWI guidelines 1.0 to develop mobile portal

- More pictures, link with video, audio content
- TV portal with 50+ channels
- Live Radio, music download

Mobile Guidelines from MWI is a good start but need to be extended to additional richer content to suit customers expectations

Conclusion

As an integrated operator, the France Telecom Group is proud to be a founding sponsor of the Mobile Web Initiative

We recognize the importance of new opportunities enabled by the W3C standards and the MWI guidelines

We look forward to the MWI to continue developing with the industry a shared vision of mobile Web

Thank you!

