

The Mobile Web

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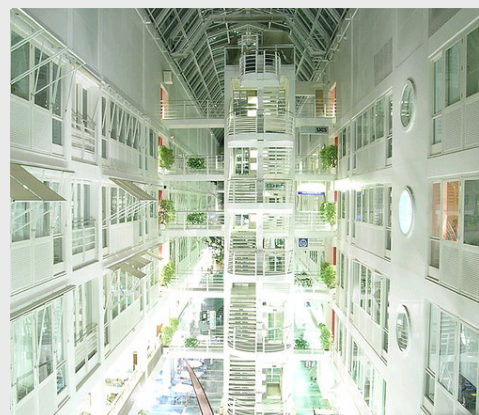
SICS, Swedish Institute of Computer Science

National research institute

- R&D in information and communication technologies

Objective:

- conduct advanced and focused research in strategic areas of computer science



Sponsors:

TeliaSonera, Ericsson,
Saab Systems,
FMV (Defence Materiel Administration),
Green Cargo (Swedish freight railway operator),
ABB,
Bombardier Transportation



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The Diversity of Devices



Lessons Learnt, or ...?

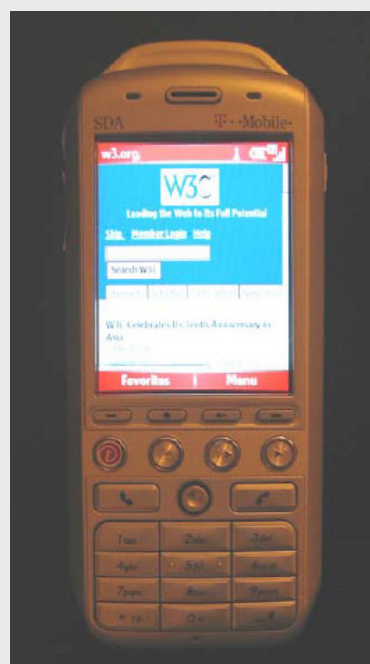
Wanted: remote access to valuable and enjoyable information and services
The web – as we know it – provides such access.
The phone is just another access device.
➔ The mobile web!

Web 1996	Mobile Web 2006
Too slow	Too slow
Online Services	Walled Gardens
Lack of interoperability	Lack of interoperability
Child protection	Child protection
Not accessible	Not accessible

Web 1996	Mobile Web 2006
Web is a novelty	Web is a mass medium
Few connected users	Many potentially-connected users
Lack of content	Lots of potential content and developers
No industry	Large potential industry

The Challenge ...

- People want –**expect**–no-hassle, Web access across all of their devices ...including their phones
- This requires:
 - Seamless interoperability
 - Ease of use
 - Safety



W3C Standards and the Mobile World

User Requirements	W3C Solutions
<i>User-friendly content</i>	Mobile Web Best Practices*
<i>Effective adaptation</i>	Device Description*, Ubiquitous Web*
<i>Child protection, labeling</i>	Protocol for Web Description*
<i>Ease of discovery, trust</i>	mobileOK*
<i>Voice, stylus, keys</i>	VoiceXML, Multimodal
<i>Universality</i>	WAI, I18N, Developing World*
<i>Security</i>	Browser Security Context
<i>Interoperability</i>	Web standards: XHTML, CSS, Graphics, Forms, AJAX, Widgets, Ubiquitous Web* , etc

W3C Mobile Web Initiative (MWI)

Mobile Web access today:

- interoperability problems
- usability problems



W3C's Mobile Web Initiative (W3C MWI) addresses issues through a concerted effort of key players in the mobile production chain.

Working groups:

- MWI Best Practice WG
- MWI Device Description WG
- MWI Test Suites WG

MWI Work Areas

- Mobile Web Best Practices
 - Guidelines
 - "MobileOK" Trustmark
- Device Description
 - Improve access to device description information
 - Standard API to Device Description Repositories
- Test Suites (future: MobileOK for Software?)
 - Evaluate adherence to
- Future: Mobile Ajax (?)
 - Web 2.0 on the phone



W3C/MWI Supporters



Additional participants:

Alcatel-Lucent, AOL, AT&T, BT, Citigroup, El Mundo, FOSI, Google, Hutchinson 3, IBM, Intel, Microsoft, OMA, Openwave, Samsung, Siemens, SK Telecom, Sun, T-Online, Telefonica,

Liaising with Others

- Coordinating requirements and implementations:
 - Open Mobile Alliance (OMA)
 - .mobi, 3GPP, GSMA, WURFL, WIPI, ICRA, ...
- Contribute to convergence, avoid fragmentation

Links

- The presentation:

<http://www.w3c.se/resources/office/talks/20070524/>

Thank you!