

Web Technology

Workshop

23-31 July 2008

PQ 604a, Mong Man Wai Building, HK PolyU

FUTURETEXT

Mobile Web 2.0 workshop

QUIZ

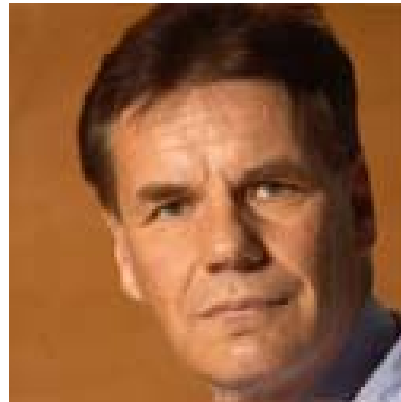
Recap

Emphasis on iPhone, Android and Open Social networks

APIs and videos

Compare and contrast

Android and the iPhone are the shape of things to come



Why is Mobile Web 2.0 important?

iPhone, Android, Nokia are looking at the Web and the Mobile Web together ..

Mobile Web 2.0 and Open social networks

Mobile Web 2.0 and Android

Mobile Web 2.0 and the iPhone



- 1) Combines Web and the Mobile Web
- 2) iPod touch and iPhone
- 3) iTunes changes billing relationship
- 4) Emphasis on mobile Web, webkit, mobile widgets
- 5) No Java, No flash
- 6) Unique device features – accelerometer, multitouch etc
- 7) Good application distribution programs
- 8) Closed environment but good access to device from the browser
- 9) Leading to Enterprise and also consumer
- 10) Visual voicemail and other services that combine elements

- ⑩ <http://www.youtube.com/watch?v=J715B63ddfY&feature=related> iphone sdk effects
- ⑩ <http://www.youtube.com/watch?v=jn83wizEMAw&feature=related> iphone touch fighter
- ⑩ <http://www.youtube.com/watch?v=4i-YCMj9L-g&feature=related> iphone SDK short version
- ⑩ http://www.youtube.com/watch?v=xo9cKe_Fch8&feature=related i[hone store appstore(jobs)
- ⑩ <http://www.youtube.com/watch?v=xkB6dOTB3IQ&feature=related> iphone spore
- ⑩ http://www.youtube.com/watch?v=zEiDR_PLphk&feature=related salesforce.com

Handset layouts

- ⑩ The platform is adaptable to both larger, VGA, 2D graphics library, 3D graphics library based on OpenGL ES 1.0 specifications, traditional smartphone layouts.
- ⑩ Storage
- ⑩ SQLite for structured data storage

Connectivity

- ⑩ Android supports a wide variety of connectivity technologies including GSM, CDMA, Bluetooth, EDGE, EV-DO, 3G, and Wi-Fi.

Messaging

- ⑩ Both SMS, MMS, and XMPP are available forms of messaging including threaded text messaging.

Web browser

The web browser available in Android is based on the open-source WebKit application framework.

Java virtual machine

Ⓢ Software written in Java can be compiled into Dalvik bytecodes and executed in the Dalvik virtual machine, which is a specialized VM implementation designed for mobile device use, although not technically a standard Java Virtual Machine.

Media support

Ⓢ Android will support advanced audio/video/still media formats such as MPEG-4, H.264, MP3, and AAC, AMR, JPEG, PNG, GIF.

Additional hardware support

- Ⓢ Android is fully capable of utilizing video/still cameras, touchscreens, GPS, compasses, accelerometers, and accelerated 3D graphics.
- Ⓢ Development environment
- Ⓢ Includes a device emulator, tools for debugging, memory and performance profiling, a plugin for the Eclipse IDE.

- 1) Announced on 5 November 2007. Comprising a broad alliance of 34 companies led by Google. Called the Open Handset Alliance (OHA)/Android
- 2) Focussed on Internet centric services using mobile phones (i.e. how to access Internet services from the Mobile device – hence ties in well with the Mobile Web 2.0 ideas
- 3) Based on open source software components
- 4) Software stack includes the operating system, middleware, documentation, online support and software development kits (SDKs).
- 5) Addresses enabling/Accessing the Internet to mobile devices from first principles
- 6) A computer and not a phone

- 6) More integrated – within the device and across applications (access to device APIs i.e. non silo and access to application data when
- 7) Open source software with low barriers to entry for developers.
- 8) Integrated into Google's web resources – Google maps, Google search, Google mail etc
- 9) Fits in well with the advertising emphasis of Google.
- 10) Based on the Linux 2.6 Kernel (open source), The Native Libraries are written in C and C++, while the Application Framework has been written in JAVA.
- 11) Combines 2D and 3D graphics. Used OpenGL ES an (open source) 3D graphics library. Works with hardware acceleration devices (ex a graphics chip).

- 12) Extensive and rich Media Framework containing codecs MPEG-4, H.264, MP3 and AAC etc.
- 13) Browser is Webkit based.
- 14) Overcomes silo APIs problem(contact management and mapping) – across XMPP.
- 15) Event triggered applications: for example when connectivity is established, at a specific business event, on arrival of a message, at a specific time, location triggered
- 16) Intents – can extend to web services. photo upload example
- 17) Location: Geographic location can be requested or an application is notified when a user arrives at a location. Correlate to Google maps which is a part of android
- 18) Notifications (from notification manager) first appear in a status bar.

- 19) Android allows multiple instances of virtual machine and saves the state of the previous application
- 20) Map view allows integration with maps.
- 21) Browser view allows results to be displayed in the browser
- 22) Adoption barriers : operators. Unclear business model(some elements of the advertising model unknown), Android devices, Data plans(flat rate), some IPR issues, learning from J2ME – 5 to 10 years, unlike apple – not solved the discovery problem.
- 23)No devices yet. First ones expected this year
- 24) Value proposition is enhanced by NEW players entering the device manufacturer market
- 25) More than Linux!

<http://youtube.com/watch?v=mulqc7TP1bs&feature=related> How it looks

<http://youtube.com/watch?v=QBGfUs9mQYY&feature=PlayList&p=D7C64411AF40DEA5&index=0> Android part 1

<http://youtube.com/watch?v=fL6gSd4ugSI&feature=PlayList&p=D7C64411AF40DEA5&index=1> Android Part 2

<http://youtube.com/watch?v=MPukbH6DIY&feature=PlayList&p=D7C64411AF40DEA5&index=2> Android part 3

<http://www.youtube.com/watch?v=PyxWnlalDcY&feature=PlayList&p=99C68F94B4781046&index=1> Android skypop

- 1) Most of our day to day lives are hidden from people that care ..
- 2) What about people who want to know about the little things that happen in your life?
- 3) Real life happens between blog posts and emails
- 4) Simple service that maps the social graph
It is the real world and that how conversations flow
- 5) Mirrors social graph

<http://www.youtube.com/watch?v=ddO9idmax0o>

OpenSocial is a set of common application programming interfaces (APIs) for web-based social network applications, developed by Google, and released November 1, 2007.^[1] Applications implementing the OpenSocial APIs will be interoperable with any social network system that supports them, including features on sites such as Hi5.com^[2], Viadeo, MySpace^[3], Friendster^[4] orkut and Yahoo!.(wikipedia)

social networking platform

data portability

umbrella social networks(social networks above the Web and the Mobile Web)

<http://www.youtube.com/watch?v=RytmNqEHYiE>

<http://www.youtube.com/watch?v=-KTtrye7sbo>

Shelfari

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Shelfari

Shelfari is an interactive social media site for book lovers. Using Shelfari, you can create a personal shelf of your books, see what your friends are reading, get and give recommendations for what to read next, create book lists, and even share your opinion on a book with friends or the growing Shelfari community.

Shelfari is a place to find new and interesting books that might not otherwise come up in general conversation with your friends. Shelfari is about expressing who you are through your books, and being able to react to books once you've read them. You are what you read.

Benefits from access and recommendation from facebook, from phone etc, anyone and anywhere mirroring real life

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www.futuretext.com

www.opengardensblog.futuretext.com

Ajit.jaokar@futuretext.com

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