



Transforming the Web Together

Rome, Sept 2012

By: Bernard Gidon, EMEA Business Development Leader

The

W3C

World Wide Web Consortium

Founded in 1994 with vision of “One Web,” open to all



Sir Tim Berners-Lee

Web Inventor and W3C Director

W3C

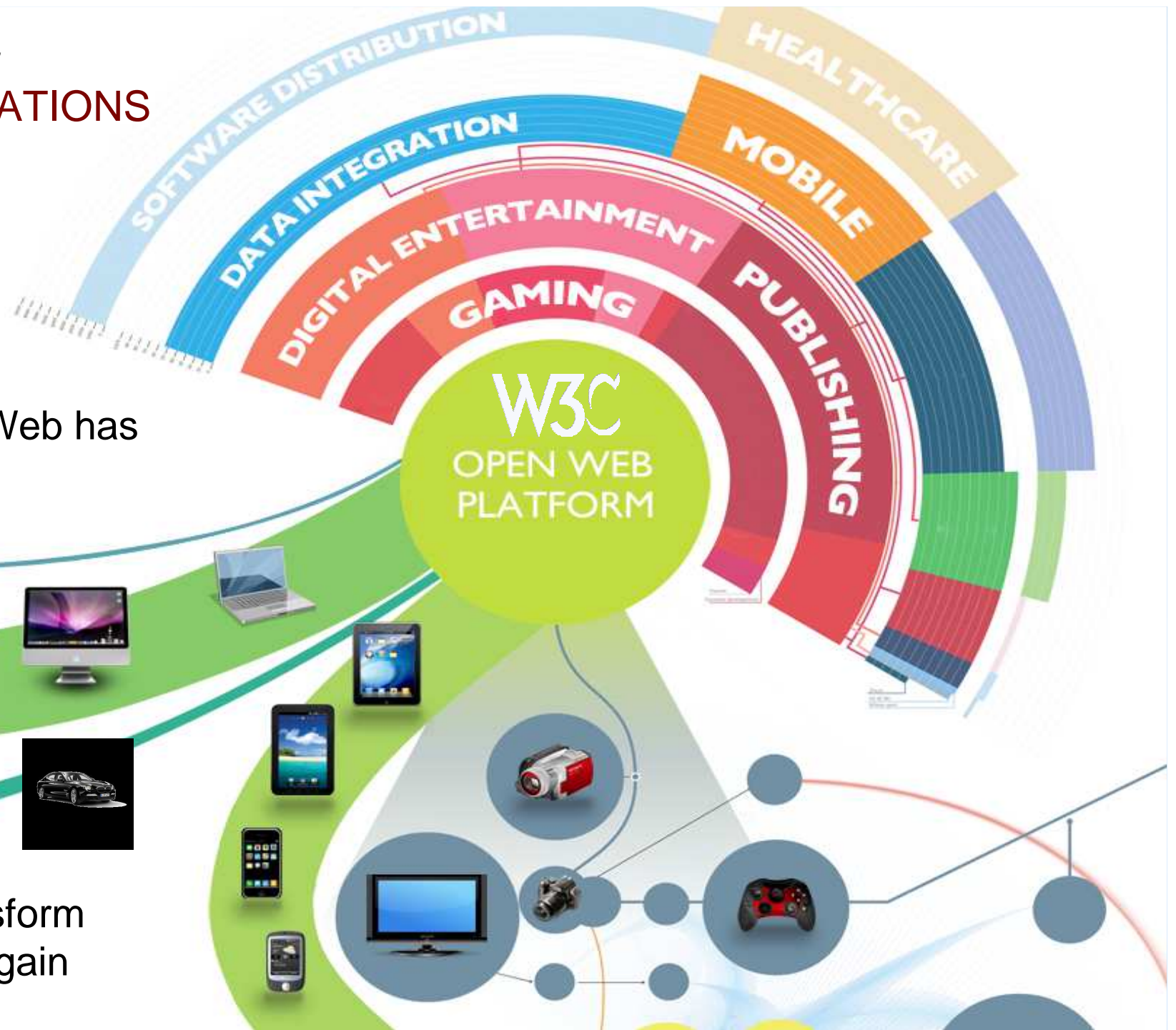
“THIS IS FOR EVERYONE”



A NEW WAVE of TRANSFORMATIONS

Just as the Web has transformed everything...

...It will transform everything again

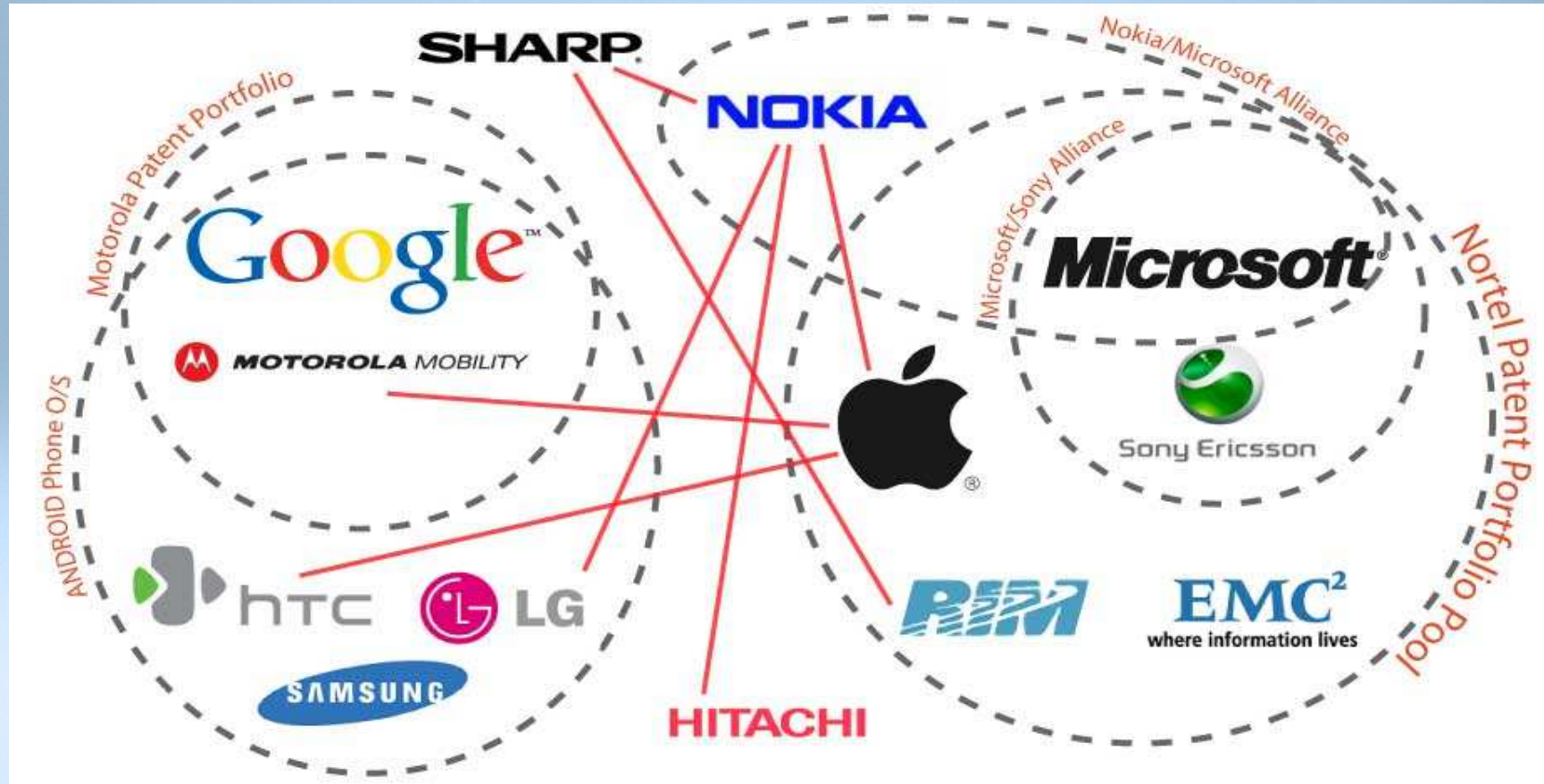


W3C Open Web Platform Standards are Royalty-Free

- Standard platform creates level playing field
- Level playing field allows innovation
- Participation allows organizations to shape platform, ensure needs met, standardize best practices
- And



Alliances & patent battles have made news in proprietary mobile



Lines indicate lawsuits

Web Trends Affecting Society

- Web everywhere
- Devices
 - **85%** – Percentage of handsets shipped globally in 2011 that included a web browser
 - Diversity of device types (eBooks, printers, tablets, televisions, automobiles)
- Apps with rich interactions. People want:
 - Apps in addition to documents
 - Rich media (video, animations, digital photography, music)
 - Location-based services
 - Social

HTML5: Cornerstone of the Platform

"The Web is going through a once-in-a-decade technology transition to HTML5 and CSS3"
- Gartner

Reach multiple devices
Desktop, mobile, tablet, TV
Powerful and modular
Documents, multimedia, interactivity
Multi-application
eBooks, user interfaces, games
Standard scheduled 2014



Benefits of W3C Web Standards

- Lower cost of cross-platform development
- Rapid prototyping
- Create apps in the cloud
- Broad developer support
- Customers one click away
- Full control over content

Standard Technologies

Core	Hypertext Markup Language (HTML)
Video/Audio	HTML, WebRTC, Web Audio
Styles	Cascading Style Sheets (CSS)
Fonts	Web Open Font Format (WOFF)
Protocols	Hypertext Transfer Protocol (HTTP)
Dynamic	Javascript (ES), Web Application Programming Interfaces (WebAPIs)
Graphics	Scalable Vector Graphics (SVG), 2D Canvas API
Offline access	WebAPIs: Web Storage, IndexedDB, File API
Device access	WebAPIs: Geolocation, Orientation, Multi-touch, etc.
Performance	WebAPIs: Navigation timing, Page visibility, Timing control

Rapidly Growing Support Cross-Device, Cross-Platform

- **Major browsers**
 - IE9+, FF4+, Safari5+, Opera11+, Chrome10+, Blackberry Browser, Silk
- **Platforms**
 - iOS, Android, ChromeOS, BlackberryOS, Symbian, Windows Mobile 8
- **Libraries**
 - Webkit (Google, Apple, Nokia, etc.), Gecko (Mozilla), Trident (Microsoft), Presto (Opera)

“2.1 billion HTML5 Browsers on Mobile Devices by 2016” - ABI Research



“34% of top 100 sites using HTML5”

binvisions.com



“75% of Developers Using or Plan to Use HTML5” – Evans Data



“HTML5 is the #1 job trend”
.netmagazine, indeed.com



Facebook

CTO Bret Taylor in July 2011

“Over the long term, people in Silicon Valley really view HTML5 as the future platform we will all be building to, and that’s where we’re putting a huge amount of our investment in the next year.”

Facebook mobile apps built with HTML5
(including native apps)

Facebook promotes HTML5 for mobile and social apps

Nearly 50% of 800 million users access Facebook through mobile.



Drawing
Video
History API
Geolocation



Web storage
Web sockets
CSS Transitions
App Cache

Zynga

Zynga mission: social gaming for all

“The company ... has 60 million daily active users, who play Zynga games for more than 2 billion minutes every day. ... 416 million social actions are carried out every day on the network.”

Open Web Platform advantages

No plugins (mobile users don't install them)

Play quickly without install; one click away

Significant code reuse between desktop, mobile

User experience-driven live updates; bug fixes

Zynga leverages Facebook social network by using HTML5



Web sockets

Caching

CSS animations

CSS 2d transforms



Touch events

Orientation

HTML5 audio

Timing control

Financial Times

Financial Times launched popular iPad app

Quickly replicated 80-90% of user experience using Open Web Platform

Faster app launch times improve user experience; customers have switched to Web app

Web app approach more cost-effective, less confusion for users across devices



Touch
CSS
Flex box
Web SQL
History API
Audio, Video



Local storage
App Cache
SVG
Media queries
Orientation
Animations

Amazon and eBooks

Amazon Silk browser supports HTML5, leverages cloud services

Ebook market leveraging HTML5+CSS

Ebooks starting to outsell printed books in some markets

Ebook standard (EPUB) based on W3C standards: HTML, CSS, SVG

Extensions also HTML+CSS (Amazon KF8 on Kindle Fire, Apple iBook)

Document formats are increasingly based on the Open Web Platform



SVG
 Fonts
 Backgrounds
 Borders



Video
 Audio
 Fonts
 Media Queries

More Objects, More Information

- Retail
 - Product information, ...
- Airport logistics
 - Track suitcases, ...
- Automotive
 - Is car ready for trip?, ...
- General logistics
 - Track production parts
- Medical care
 - State of medical instruments
- Transportation
 - How to move to....

The poster features a central graphic of a gear with a stylized '44' inside. The gear is divided into four quadrants, each labeled with a technology: 'SAFETY' (top-left), 'MOBILE' (top-right), 'APPS' (bottom-left), and 'HTML5' (bottom-right). Below the gear, the text reads: '[WEB AND AUTOMOTIVE] Shift into High Gear on the Web W3C WORKSHOP 14-15 NOVEMBER 2012, ROME, ITALY'. At the bottom, it states 'Position papers are required no later than 12 October 2012' and includes logos for W3C, webinar, and Intel Host.



How does W3C work?

- Accepts inputs and provides outputs to all – no charge!
- Focus is to create standards which lead to commercial benefit
- Web has a good track record
- Working Groups have engineers from Member companies with staff support
 - Each company brings their expertise, perspective
- 4 Domains: Interaction, UbiWeb, Accessibility, Technology and Society
- RF patent policy
- ISO PAS submitter



Value Proposition

- International organization
- Strong Web community
- Track record of success (technology standards used WW)
- Neutral forum for collaboration between & across industry sectors, ecosystems and communities
- Broad industry and academic participation (e.g. browser, mobile, internet and corporate)
- Active, expert staff participating in work



W3C Offers Global Staff

International first class Web experts

The team's role is to:

- Drive W3C missions
- Coordinate activities of W3C
- Facilitate active member participation
- Liaise with other Standards developing organizations
- Communicate results of W3C work
- Engage with the worldwide Web Community

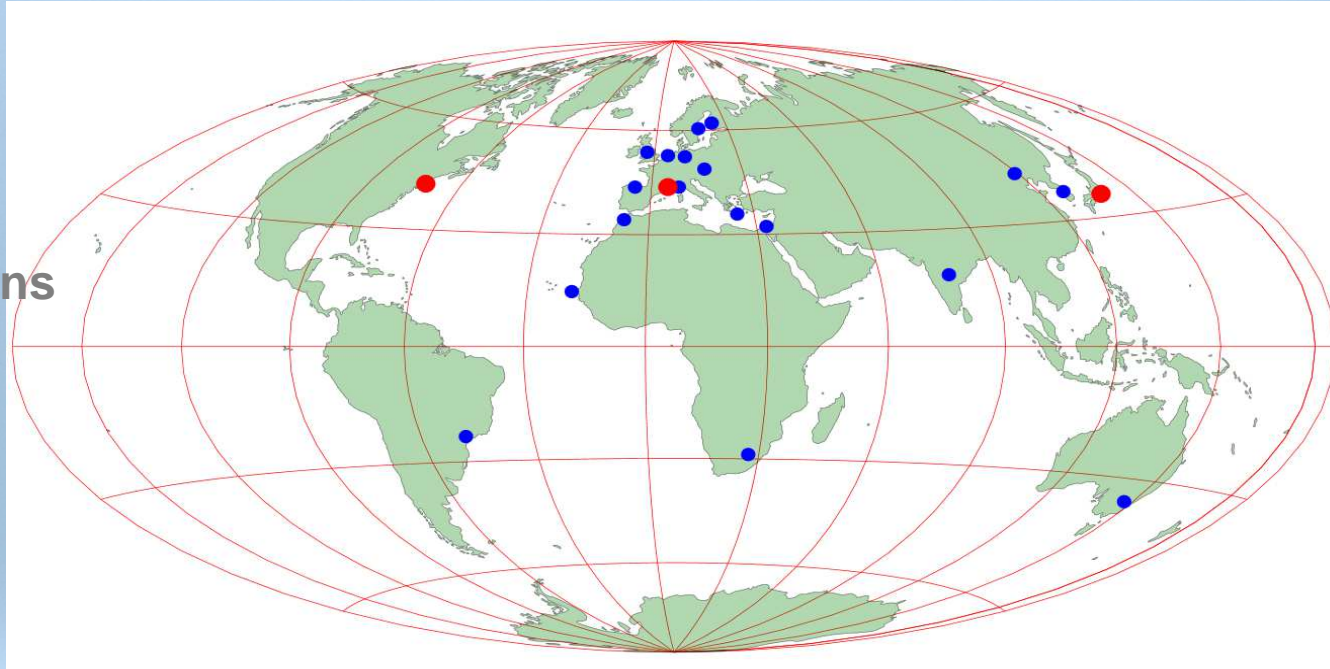


- Translations of standards to 55+ languages
- Liaisons w/ 40+ global standards organizations
(UN, ISO, ITU, IETF, OGF, Unicode, ICANN, ETSI, Isoc...)
- 55,000+ people subscribed to 800+ mailing lists
- Millions of Hits/day on www.w3.org
- 220+ Web standards:
(HTML, XML, PNG/SVG, RDF/OWL/SPARQL,
Accessibility....)
- 1,800+ participants in 60+ Groups



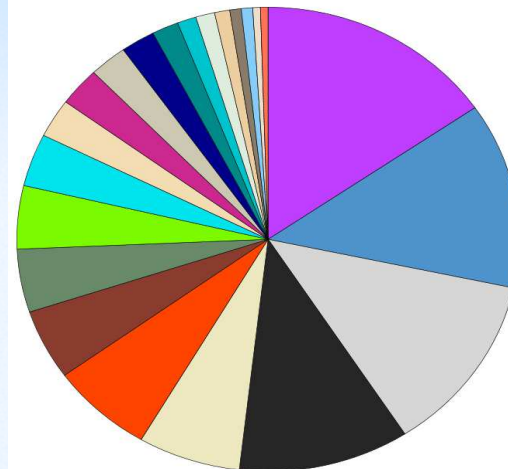
Global Participation

3 Host Locations
20 Offices



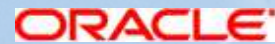
Nearly 350
Members
from 30
Countries;
and Many
Industries

From all Industry sectors



- Consultants/Systems Integrators (15.4%)
- University R&D (13.0%)
- Software (12.5%)
- (unclassified) (11.0%)
- Member/Trade Organization (6.6%)
- Other Business (6.6%)
- Government/Agencies (4.9%)
- Telecom Industry (4.4%)
- Internet Services (4.4%)
- Information Technology Systems (3.7%)
- Content Provider (2.7%)
- News Media/Entertainment (2.7%)
- Web User (2.4%)
- Private R&D (2.2%)
- Consumer Goods (1.7%)
- Computer Hardware/Electronics (1.2%)
- Health Care/Life Sciences (1.2%)
- Hardware/Software (1.0%)
- Industrial Manufacturing (0.7%)
- Advocacy Group (0.7%)
- Standards Organization (0.5%)
- Financial Services (0.5%)

Diverse Membership





Online Training for Developers

- Learn directly from W3C!
- Premier platform to learn mobile Web development:
 - ✧ **Mobile Web basic**: mastering best practices
 - ✧ **Mobile Web advanced**: writing mobile Web apps
- Also, HTML5 courses on Audio/Video and Game development

W3DevCampus benefits:

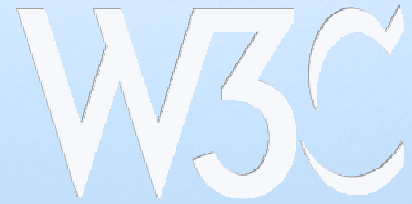
- ✓ Up-to-date development techniques
- ✓ Course reviewed by W3C
- ✓ Teacher's expertise and availability
- ✓ Discussion forum open at all times
- ✓ Available 24/7 and from any time zone
- ✓ Get a certificate of completion



w3devcampus.com



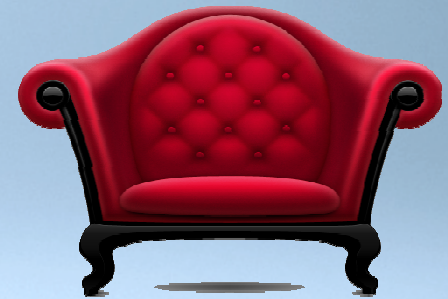
@W3Training



How can you participate?

Many ways to make an impact and contribute:

- Membership in W3C
- Sponsorship of W3C programs
- Business Groups
- Community Groups
- Participation in public Workshops/Working groups
- Many other Events, Training



- **Take a leadership role**
 - Exercise technical influence over standards
 - Provide strategic direction for the Web's future
 - Extend your international visibility
(W3C: Millions hits/day)
- **Promote your image as innovator**
 - Introduce new ideas
 - Gain public recognition of your organization's contributions

- **The opportunity to work directly with the leading companies, organizations, and individuals in the Web world**
 - Partnerships with other participants
 - Networking with worldwide technology leaders
 - Access to potential customers
- **Accelerate & Reduce cost of your development**
 - Benefit from massive deployment based on royalty free global standards



To Lead the Web to its full potential

To Anticipate the Trends

To Increase your company value

Join W3C

<http://www.w3.org/Consortium/join>

or contact: Bernard Gidon (bgidon@w3.org)

W3C

We Look Forward to Your Participation!

W3C invites automotive manufacturers and service providers, wireless carriers, media service providers and advertisers, insurance companies, application and solution developers and others to participate in the W3C workshop on Web and Automotive, 14-15 Nov. 2012, Rome, Italy.

WE WANT TO KNOW MORE ABOUT YOUR STATE-OF-THE-ART APPROACHES!

- Share your knowledge of the topics or other areas of interest to you.
- Offer your experiences in using Web-based automotive approaches.
- Demonstrate prototypes of emerging technologies that could benefit from global Web standards.
- Show research results or lessons learned to ensure others don't reinvent the wheel.

POSITION PAPERS ARE REQUIRED to be eligible to participate in this workshop. Organizations or individuals wishing to attend must submit a position paper explaining their perspectives on a workshop topic of their choice **no later than 12 October 2012**. W3C membership is not required to participate. Participation is free and open to W3C members and non-members.

TOP FIVE TOPICS FOR THE WORKSHOP:

- Putting safety first.
- Relationship between the car and the mobile phone.
- Creating markets for automotive applications.
- Improving quality and reducing costs through Web technologies.
- Unique opportunities for the automotive user experience.

Learn more: www3.org/2012/08/web-and-automotive/

