

Closing the Gap with Native

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Closing the Gap with Native

- Benefits of the Open Web Platform
- Current Weaknesses
- What are we doing to catch up
- How can you get involved and help



Benefits of the Open Web Platform

- Huge pool of developers
- Gradual learning curve reduces barriers to entry
- Apps can be used without a prior installation step
- Apps are always up to date (single point of change)
- Available on many different kinds of devices
- Open, non-proprietary and standards based
- Web technologies are designed to be royalty free
- No dependencies on proprietary app stores
- Ease of building distributed applications
- Extensive and rapidly evolving feature set
- Mature libraries e.g. jQuery and jQueryMobile



Current Weaknesses

- Default browser on mobile devices generally lags the field
 - Platform providers benefit from locked in native app stores
 - Users unaware of how to install other browsers
- Performance lags native for some capabilities
- Range of capabilities lags native platform
- Variations across browsers
- Further work needed on packaged apps
- Monetization: ads harder & less effective on mobile
 - Lack of open standards for web payments
- Lack of DRM for media content
- Web apps not treated as first class apps
- Discovery not as easy as on native app stores



What we are doing to catch up

- Capabilities: Device APIs, WebRTC, NFC, ...
- Web technologies for systems applications
 - Systems Applications Working Group
 - Mission: to define a runtime environment, security model, and associated APIs for building Web applications with comparable capabilities to native applications.
 - ChromeOS, FirefoxOS, Tizen, ...
- Improving documentation and training
 - webplatform.org, W3Conf
- Current Task Forces, see <http://bit.ly/VBfB6w>
 - Closing the Gap with Native
 - Web Payments
 - HTML5 Performance



How to get involved and help?

- Help with developer community
 - Documentation, training, libraries, browsers, etc.
 - Contribute to discussions on best practices
- Join the Core Mobile Web Platform Community Group
 - The goal of the Core Mobile Web Platform Community Group (CG) is to accelerate the adoption of the Mobile Web as a compelling platform for the development of modern mobile web applications.
 - <http://www.w3.org/community/coremob/>
- Help the Working Groups drive the specification work forward
 - Reviewing specifications, proposing tests and testing, ...
- Participate in the Task Forces
 - These are short term and due to report in June'13

