

# HTML5



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guild42.ch, Restaurant Schmiedstube in Bern

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Websites

(Mobile) Applications

## Agenda

Introduction Mobile / HTML5

Technical Demonstration

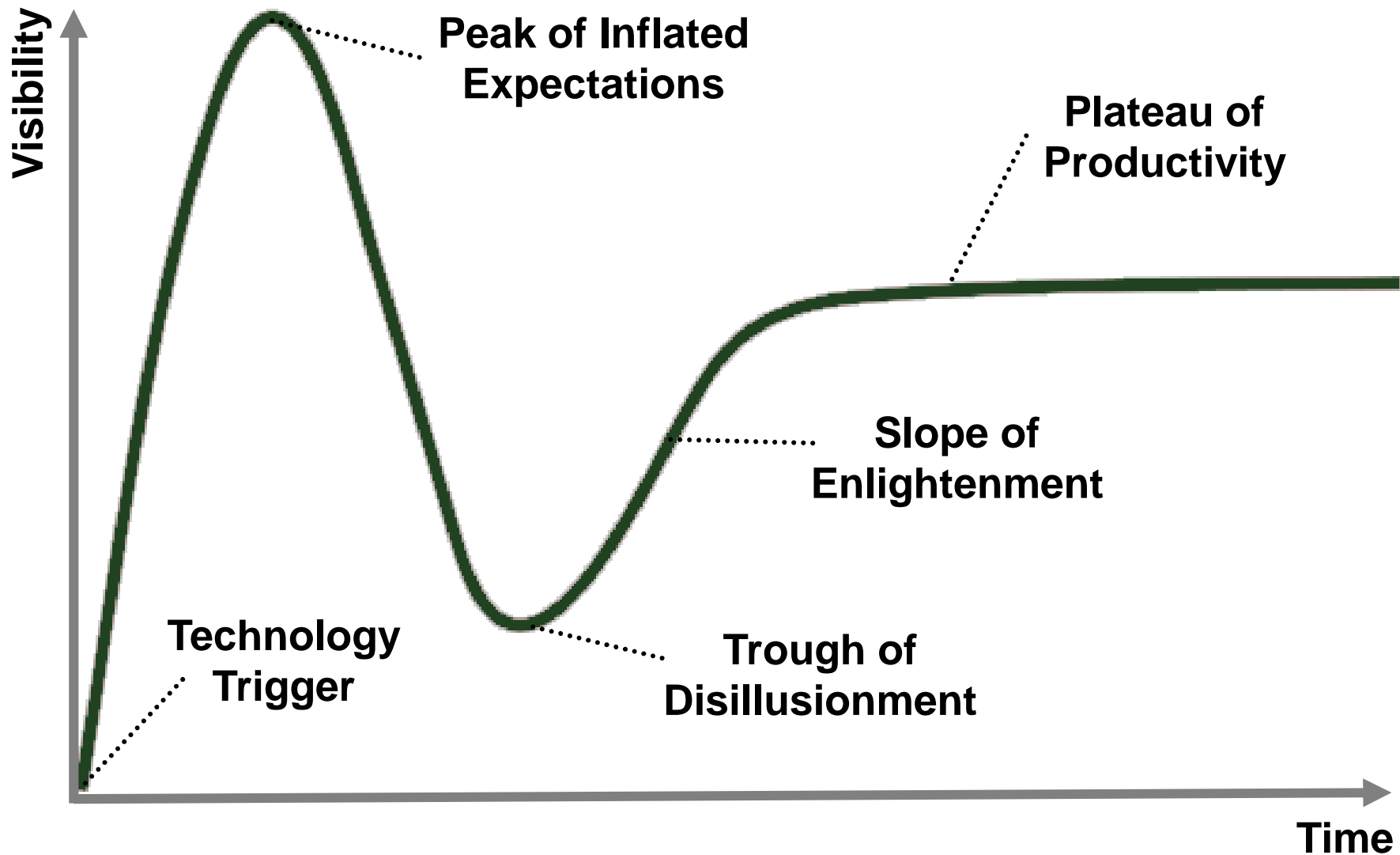
„Real-Life“ Examples

## About Netcetera

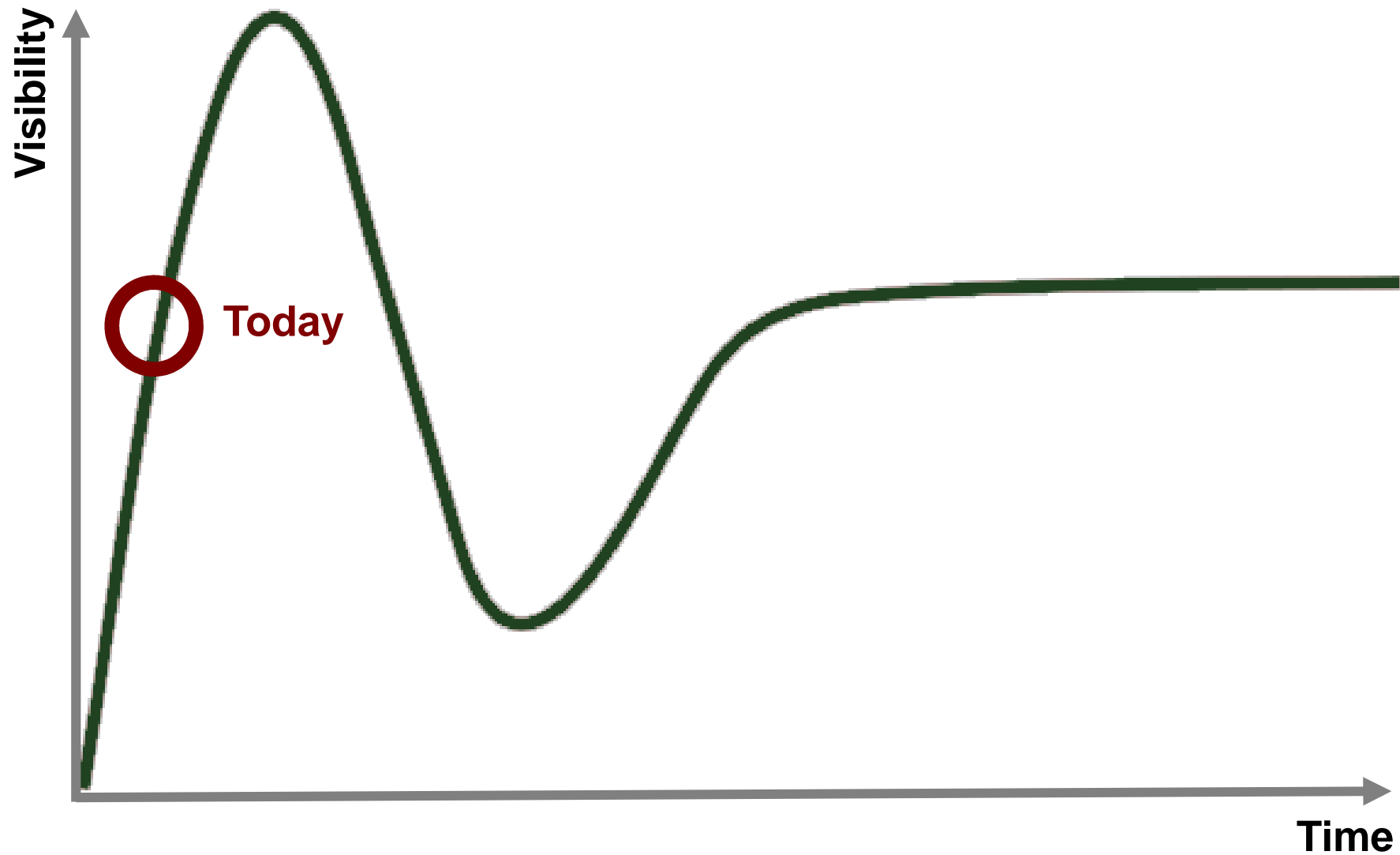


# Mobile

## Let's Take a Look at the Gartner Hype Cycle



## Mobile Apps and Mobile Content on the Hype Cycle



Smartphone market  
grew 19% in the first  
quarter of 2011

Source: Gartner



Mobile data traffic is  
expected to leap  
23% in 2011

Source: Gartner

In summer 2011 there  
were twice as many  
tablets sold as netbooks

Source: ABI Research

# Europeans browse the mobile Internet 6.4 hours per week

Internet-on-the-move is proving a more frequent pastime than reading newspapers (4.8 hours) or magazines (4.1 hours).

Source: European Interactive Advertising Association

By 2013, mobile phones  
will overtake PCs as the  
most common Web  
access device worldwide

Source: Gartner

In the U.S., when it comes  
to mobile Web traffic,  
Apple and Android  
dominate with 81 percent  
market share

Source: Gartner

**Mobile is not an option.**

# Native versus Web App

## Native Apps

- § Native runs **faster**
- § Native can access **hardware features**
- § Native is **easier / harder** to develop
- § Native fits **platform look-and-feel**
- § Native apps are **easier to discover**
- § Native can be **monetized**
- § Native can be **expensive** (costs)
- § Native is **easy to install**
- § Native is **App Store**
- § Native is **heavy to maintain**
- § Native is **not reusable**



## Web Apps

**Cost**

**Reuse**

**Know How**

**Deployment**

# What is better? Native or Web App?

It depends...

# Introduction HTML5

## Web Stack

HTML5  $\approx$  HTML + CSS + JS

## HTML5 (is just a nickname)

- § HTML5 is specified by **W3C** and **WHATWG**
- § HTML5 is even **more** than written in the specification
- § HTML5 is **drag and drop**
- § HTML5 supports **local storage**
- § HTML5 is **Web Sockets**
- § HTML5 needs a **good** new **browser**
- § HTML5 is **mobile**
- § HTML5 is **lightweight**
- § HTML5 **looks good**
- § HTML5 is a **hype**
- § HTML5 is **multimedia** without plugins

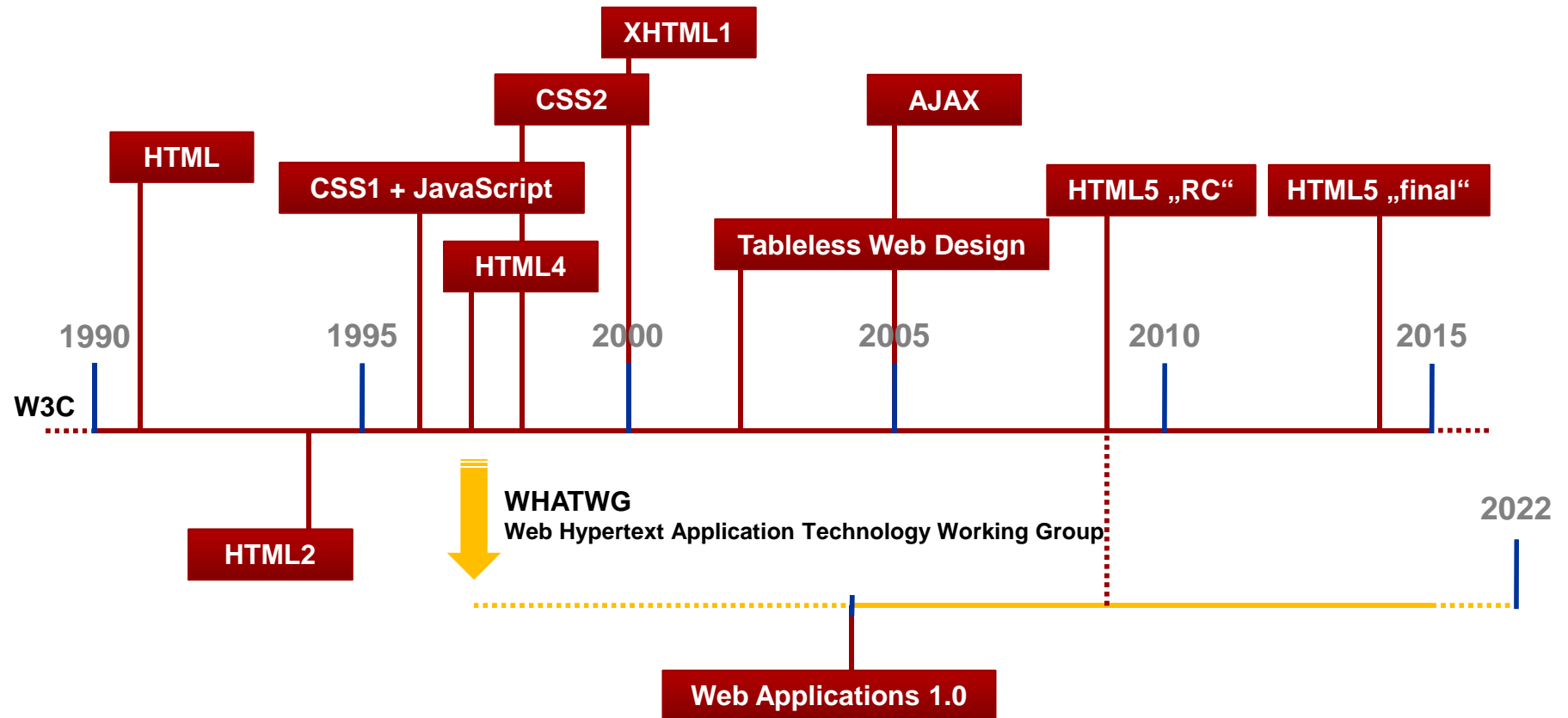
# HTML5 is **NEWT**

(New Exciting Web Technologies)

## HTML5 is NOT

- § HTML5 is not flash
- § HTML5 is not (running) on IE 6, 7 and 8
- § HTML5 is not SVG
- § HTML5 is not geo location

# Timeline





HTML5 is a spec about  
**600** pages

HTML5 is **not** a big thing

HTML5 will “never” be  
finished.

**But you can start today!**

## Mobile Web Application Frameworks

- § **jQuery Mobile** (<http://jquerymobile.com/>)
- § Titanium Mobile  
(<http://www.appcelerator.com/products/titanium-mobile-application-development/>)
- § jQTouch (<http://www.jqtouch.com/>)
- § Sencha Touch (<http://www.sencha.com>)
- § PhoneGap (<http://phonegap.com/>)

## Mobile Web Application Frameworks

- § There are lots of different frameworks
- § Do not reinvent the wheel. Use them! Touch-based functions are hard to implement.
- § Evaluate the framework carefully

# Mobile Website

You can build them manually

# Mobile Web Applications

Use frameworks

# Technical Demonstration

<http://slides.html5rocks.com>

## References (our favorites)



### HTML5 book:

<http://introducinghtml5.com/>

### HTML5 ROCKS



### HTML5 resource:

<http://www.html5rocks.com/>

#### LEARN BY MAJOR HTML5 FEATURE GROUPS



### jQuery Mobile:

<http://jquerymobile.com/>



## Questions?



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## Demos

[www.ro.me](http://www.ro.me)

<http://thewildernessdowntown.com/>

<http://playbiolab.com/>

<http://webglsamples.googlecode.com/hg/aquarium/aquarium.html>

<http://html5readiness.com/>

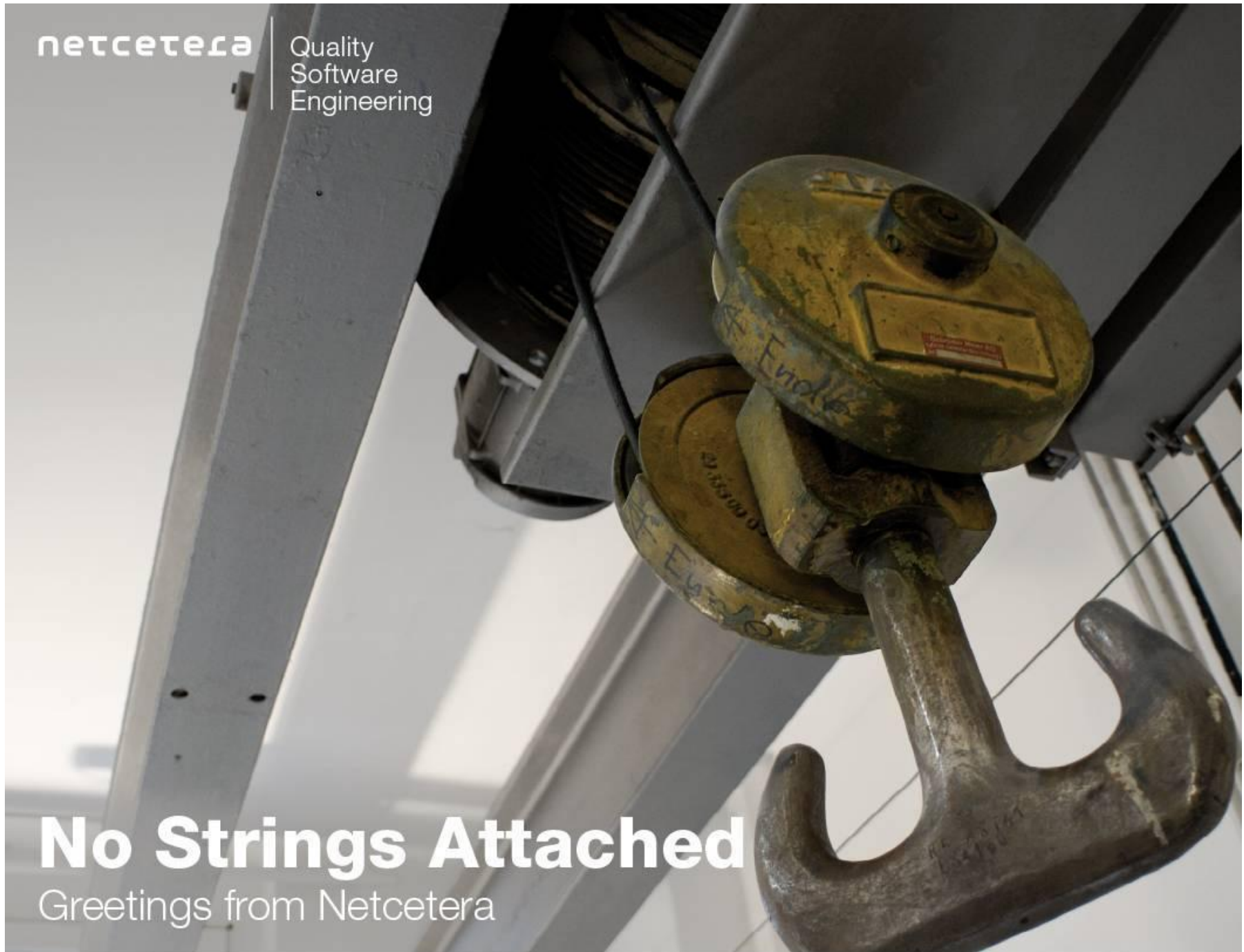
<http://html5demos.com/>

netcetera

Quality  
Software  
Engineering

# No Strings Attached

Greetings from Netcetera



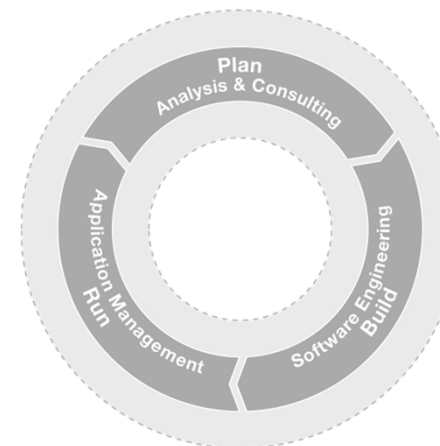


- Systems Integration
- Business and Process Analysis
  - Java & .NET
- Web-, Mobile and Rich-Clients
  - Agile Methods
  - ITIL v. 3.0

- Expertise:**
- Data Quality Assessment
  - Process Performance Management
  - Contact Center Performance
  - BI Assessment

- Products:**
- Target IDP
  - Target Desktop
  - Target Financial Planning
  - Target Web Tools
  - Target Components

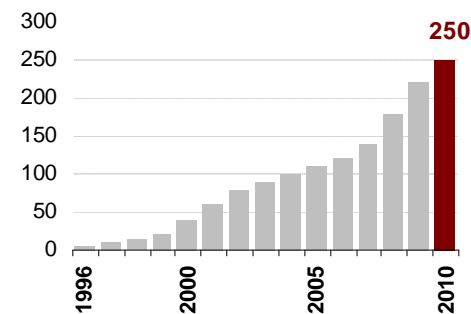
Netcetera's services cover the entire life cycle of an IT system



Management

- |  |  |  |                             |
|--|--|--|-----------------------------|
|  | <b>Dr. Andrej Vckovski</b><br>CEO                                      |  | <b>Hans Peter Gränicher</b> |
|  | <b>Joachim Hagger</b><br>CTO   |  | <b>Daniel Bareiss</b>       |
|  | <b>Thomas Geier</b><br>CFO   |  | <b>Jacqueline Duvoisin</b>  |
|  | <b>Ronnie Brunner</b><br>Head of Solutions                             |  | <b>Krume Dolnenec</b>       |
|  | <b>Mike Franz</b><br>Head of Business Development                      |  |                             |
|  | <b>Dr. Jens Piesbergen</b><br>Head of Systems Engineering and Services |  |                             |
|  | <b>Dr. Hansruedi Vonder Mühl</b><br>Head of Software Engineering       |  |                             |
|  | <b>Peter Zurbrügg</b><br>Operations Manager                            |  |                             |

Employees



# Award-Winning Netcetera

## Swiss ICT Champion Award



## Best of Swiss Web

- § [PostFinance iApp](#): silver category Innovation & bronze category Online Marketing
- § [Züri Schlaflos](#): silver award, category Display Ads
- § [Wemlin](#): silver award, category Usability
- § [Kanton Zug](#): bronze award, category Usability
- § [ALIS](#): seal of approval, category Public Affairs
- § [CSS 10sekunden.ch](#): seal of app., category Online & Mobile Campaigns
- § [CSS Prämienrechner](#): winner, category Technology Innovation



## Eclipse Award

- § [NeTS](#): Nomination as Best Commercial RCP Application

## Swiss IT Award

- § [SBB Pathfinder](#)



Das eGovernment-Symposium 2008

Swiss eGovernment Award 2008

## Swiss eGovernment Award

- § [PloneGov](#) ([www.plonegov.ch](http://www.plonegov.ch))

## Java One Coding Challenge

- § [Grand Price für Aleksandar Nikov](#), CTO Netcetera Skopje

