The mobile platform world

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Mobilism, 10 May 2012
The Stack

Browser

OS

Device
The Stack

- Device
- OS
- Browser
The Stack

Browser

OS

Device

symbian

S40

NOKIA

symbian

HTC

Sony Ericsson

MOTOROLA

SAMSUNG
The Stack

- Symbian
- MeeGo
- S40
- Nokia

Browser

OS

Device

Android
Windows
HTC
Motorola
Sony Ericsson
Samsung
The Stack

- Browser
- OS
- Device
The Stack

- Tizen
- webOS
- OS
- Device
- Browser
The Stack

Browser

- BlackBerry
- Apple
- Android
- Firefox
- webOS
- Tizen
- HTC
- Sony Ericsson
- Samsung
- Motorola
- Nokia
The Stack

Browser

Connection
The Stack

Browser

Connection

[Logos and Brands]
The Stack

Browser

OS

Device

Connection

Telkom

Orange

China Mobile

Vodafone

américa móvil
The Stack

Browser

OS

Device

[Images of company logos: airtel, vodafone, CHINA MOBILE, América Móvil, Telefónica, orange]
The Stack

- Sales
- Browser
- OS
- Subsidies

Brands: airtel, vodafone, CHINA MOBILE, América Móvil, Telefónica, Orange
The Stack

Sales

Browser

OS

Subsidies
The Stack

- Sales
- Meddle
- just because they can
- Subsidies

[Diagram with logos and money stacks]
The Stack

Sales

Meddle

just because they can

Subsidies
just because they can
The Stack

It’s complicated
Mobile browsers

- Safari
- Android WebKit
- Samsung Dolfin
- BlackBerry WebKit
- Opera Mobile
- Opera Mini
- Nokia WebKit
- Ovi
- Palm WebKit

- IE
- MeeGo WebKit
- Firefox
- Obigo WebKit
- BlackBerry old
- NetFront
- UC Browser
- Bolt
- Silk

You may groan now
Mobile browsers

- Safari
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- Ovi
- Palm WebKit

WebKit-based

- IE
- MeeGo WebKit
- Firefox
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- BlackBerry old
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- UC Browser
- Bolt
- Silk
There is no single WebKit

Not all WebKits have hardware-accelerated animations. That requires good access to a high-power GPU, and not all devices provide that.

Similarly, interfaces for the network stack, mouse, keyboard, and threading system, must be written separately for each browser.

And not everyone uses the same WebKit version.

See [http://quirksmode.org/webkit.html](http://quirksmode.org/webkit.html)
Proxy browsers

- A proxy browser leaves the fetching and rendering of resources to a server.
- The client receives a compressed bitmap.
- Advantage: cheap device and low data costs
- Disadvantage: no client-side interaction. Every JavaScript call requires a server request.
Proxy browsers

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Setting up a device lab

• Save about $100 per month. That allows you to buy two devices per year

• Buy a non-iPhone, non-Android

• Buy a non-touchscreen

• Buy an Android from a different vendor

• Install Opera Mini

• Swap devices with other companies or freelancers in your area

• Coordinate with them when buying new devices
Thank you

I’ll put these slides online

Questions?

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