Open the Web
Making the Web open for everyone
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Bio

- Web Evangelist at Opera Software
- OpenTheWeb initiative
1990s Browser Wars

Internet Explorer Web

V

Netscape Web
Browser Wars 2
Standards strike back

Closed Web

Internet Explorer Wins!!!

Open Web
The Web is Open
Open the Web

Photo courtesy of Khalibzz of Flickr
Value of Open Standards
Cross everything

Browser

Platform

Device
Write once, deliver everywhere
Build to standards, adapt for legacy browsers
Reduce costs, bandwidth, time to market & maintenance
All sites *must* work
“Anyone who slaps a ‘this page is best viewed with Browser X’ label on a Web page appears to be yearning for the bad old days, before the Web, when you had very little chance of reading a document written on another computer, another word processor, or another network.”

– Sir Tim Berners-Lee
oops...

Sorry, but this browser does not support web presentations.

We recommend you try Google Docs on:

- **Safari**: 3.0 or higher
- **Mozilla Firefox**: 1.5.0.12 or higher
- **Camino**: 1.0 or higher

All of these are **FREE** and easy to download and use.

*Note that Beta versions of some browsers may not be supported.*
Double oops...

PUMP UP YOUR BROWSER!

Welcome to the new Schwarzenegger.com.

You will need to upgrade your browser to the latest version in order to make use of all of the Web Site's fantastic new features.

If you are using Netscape, upgrade your browser at the following link: http://home.netscape.com/download/index.html

If you are using Internet Explorer, use this link: http://www.microsoft.com/windows/ie/default.htm

"Be Back" soon!
The OpenWeb platform
OpenWeb stack

Media
- SMIL: Synchronization
- SVG: Vector Graphics
- PNG/JPG/GIF…: Raster Graphics
- ? [OGG?/VMS?/Dirac?] (Audio & Video)

Behaviour
- DOM: Document API
- JavaScript: Scripting

Presentation
- CSS: Style sheets

Structure
- XML
- XHTML/HTML: Markup
- RDFa: Semantics
- ARIA: Accessibility
OpenWeb platform

Challenges

- Strong branding Vs no branding
- Cohesive Vs loose
- Tailored tools Vs basic tools
- Fast to spec Vs slow to spec
- ...but no vendor lock-in and pro-user/developer choice
Why do sites break?
Case study: S.Korea
(Almost) every bank in South Korea only works in Internet Explorer
Why?

- US government ban on encryption export
- Created ActiveX based solution
- Result: IE monopoly
- Sites fall foul of IE bugs and don’t follow standards
- Officially supported CA only works with ActiveX
Case study: India
Many government & sites show garbled text in non-IE browser.
Why?

- Popular platforms were not Unicode aware
- Unable to show text in Indian scripts
- Used EOT embedded fonts
- EOT only works in IE and Windows
- Unicode support now common, but sites are not updated
Case study: The Rest

It Makes a World of a Difference

In one year Eco-Products customers make a difference by saving:

- 150,000 gallons of gas = enough to drive around the earth 6.8 times
- 7,380 pounds of greenhouse gases
- 504,326 kW hours of energy = enough to power the average American household for 10 years

Thank you.
yahoo.com
microsoft.com
msn.com
apple.com
last.fm
wordpress.com
adobe.com
ikea.com
typepad.com
We work with Web Developers and site owners to ensure sites work in Opera and other standards-aware browsers.
How do we do it?

- Contact sites when issue occurs
- Help developers when they have an issue
- Evangelism and outreach
Success
How you can help

- Develop to standards, not IE
- Report issues you find
- Spread the word
Thanks
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www.opera.com/developer
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Credits: David Storey & Bruce Lawson