New Web Order

Ignition

HTML IGNITION

ABOUT

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HISTORY

- HTML language is in the market since the 90's
- Javascript by Netscape transformed static Markup into richer Interfaces
- Browser Wars
- The rise of plugins

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NEW NEEDS

Multidevice

Semantic

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KNOW HTML 5 VISION

HTML 5 IGNITION

WHAT'S NEW

Simplified Language	New Elements	MicroData	WEB Forms 2.0
Canvas	Media <audio> <video>	Drag & Drop	Content Editable
	Offline Web APPs	WEB DB	
WebStorage	Web Socket's	Web Worker's	GeoLocation

WHAT'S NEW

Simplified Language

```
<!DOCTYPE html>

<script> </script>

<style> </style>

<meta charset="utf-8"/>
```

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WHAT'S NEW

New Elements

HTML

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WHAT'S NEW

MicroData

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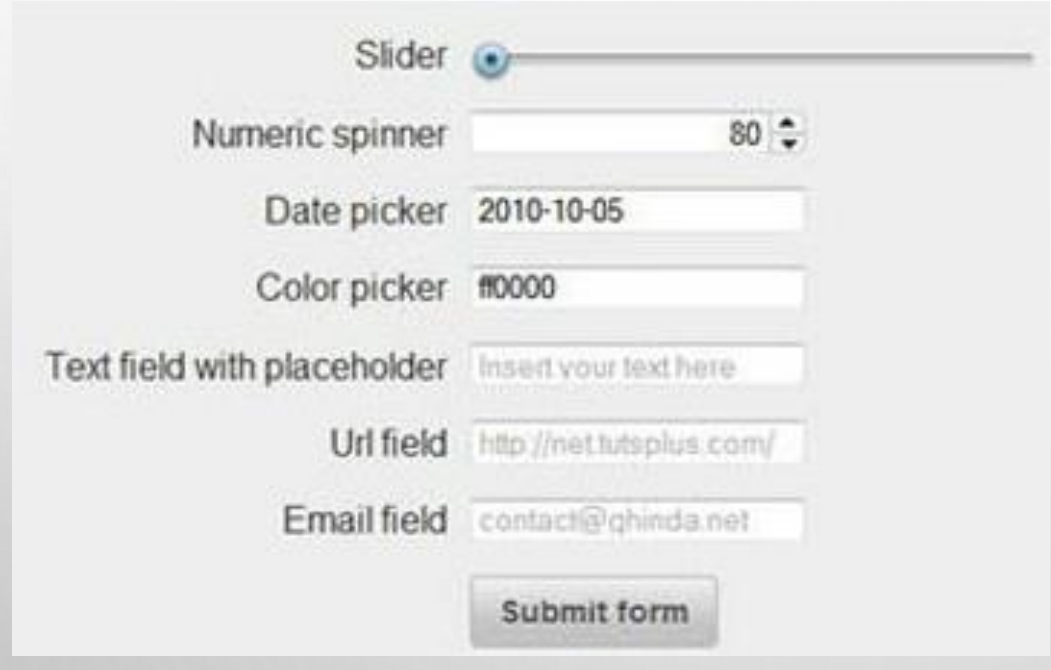
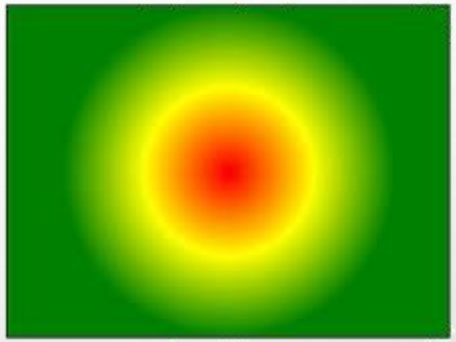
WHAT'S NEW

WEB Forms 2.0



WHAT'S NEW

Canvas



WHAT'S NEW

Media
<audio> <video>

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WHAT'S NEW

Drag & Drop

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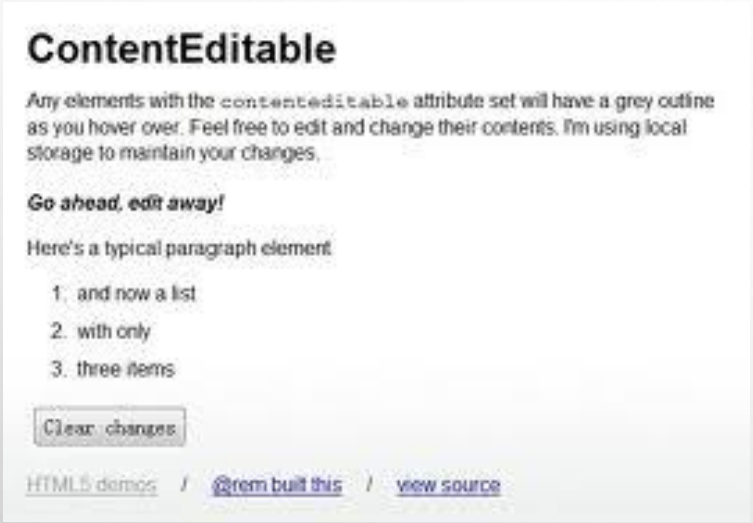
WHAT'S NEW



Content Editable

WHAT'S NEW

Offline Web APPs

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WHAT'S NEW

WEB DB

WHAT'S NEW

WebStorage

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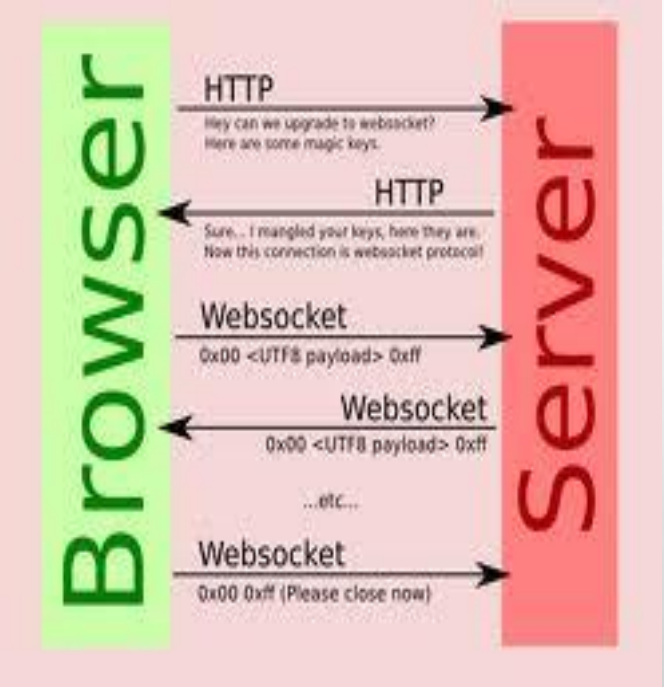
WHAT'S NEW

Web Socket's



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WHAT'S NEW

Past

With Web Worker's

Web Worker's

HTML

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WHAT'S NEW

GeoLocation

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OPPORTUNITIES

1. How will HTML5 Change the Internet?

HTML5 and related technologies (e.g., CSS3 and JavaScript) add more expressive semantics and richer application capabilities to the web. These two improvements will increase the quality and quantity of machine-to-machine communication, and accelerate the blurring of the lines between desktop and web software

2. What impact will HTML5 have on IT development?

One plataform many devices and missions

OPPORTUNITIES

3. For Media companies stay alert

- Videos can be rendered natively in the need for browser, which means no plug-ins are required. This is particularly relevant for platforms that do not support Flash.

- Videos can be styled just like any other element of a web page, including the controls. This allows media companies to create a fully customized and brand appropriate experience for their users.

- Browser vendors are working on support for captions and subtitles that can be tied to specific points throughout a video. Once this feature is rolled out, it will open up a new world of possibilities for accessibility, localization, and text-based video discovery.

OPPORTUNITIES

- Other Thoughts

“Smartphone adoption will continue to skyrocket with or without HTML5. That said, the most used single app is the browser. As HTML5 support continues to make its way into mobile browsers and HTML5 markup proliferates across the web, the phones themselves will increase in value because they have become an "always on, always connected" doorway into a vast, rich space.
”

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http://blog.infusion-web.fr/

Business

Tools

Know

Data

HTML

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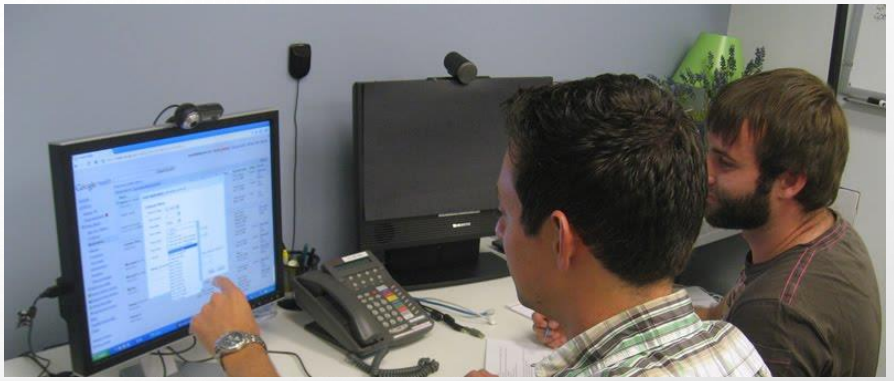
Devices



User's

Expectation

Solutions

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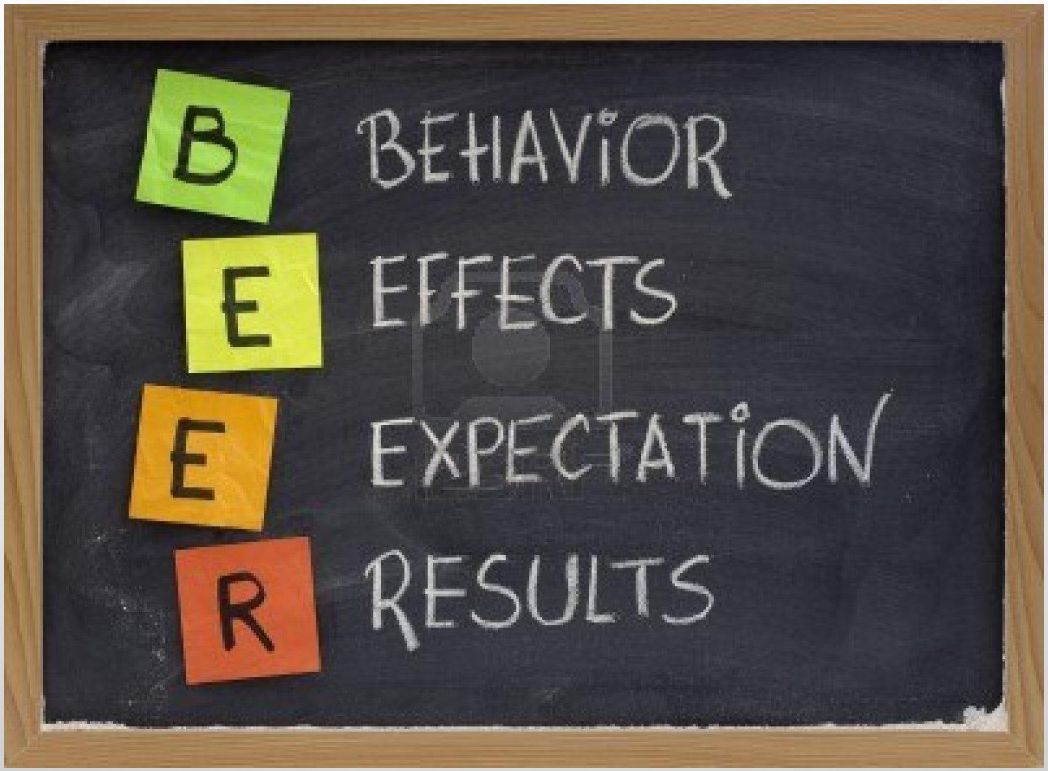

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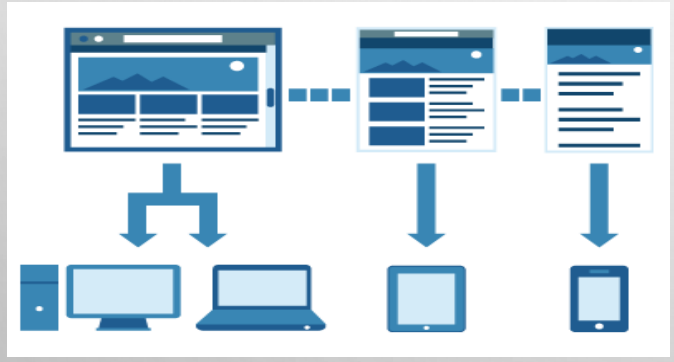

320 x 480 iPhone 3G/3GS	480 x 320 iPhone 3G/3GS	1024 x 600 Most Netbooks
480 x 720 Meizu M8	720 x 480 Meizu M8	1280 x 800 MacBook Air 08
480 x 800 Google Nexus one	800 x 480 Google Nexus one	1366 x 768 Some Laptops

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We're just now starting to think about **mobile first and desktop second** for a lot of our products."
-Kate Aronowitz, Design Director Facebook

HTML
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MOBILE FIRST
THE PERCENTUAL ANNUAL INCREASE OF DATA TRAFFIC IS AROUND:
26%
THAT'S
75
EXABYTES ANNUALLY
— OR —
TIMES THE AMOUNT OF
WHERE ARE WE MOBILE?
84% at home
80% during misc. times
74% waiting in lines
64% at work
Photo by Steve Rhodes

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MOBILE FIRST BUT REMEMBER

Big Screen

Power Supply

Consistent Network

Keyboard

Mouse

Chair

Desk

Small Screen

Battery

Fingers

Sensors

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Normally we think Tour…streets…Monuments...Maps

MOBILE FIRST APPROACH

And if I think Mobile? I think Location…being there…Show more about

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THANK YOU ALL

Next steps:

Stay tuned with HTML 5

Follow the html5pt.org to keep in toutch with what is happening