

HTML



New Web Order

Ignition

HTML



IGNITION

ABOUT



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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



Multidevice

Semantic



HTML



IGNITION

KNOW HTML
5 VISION



HTML5

+

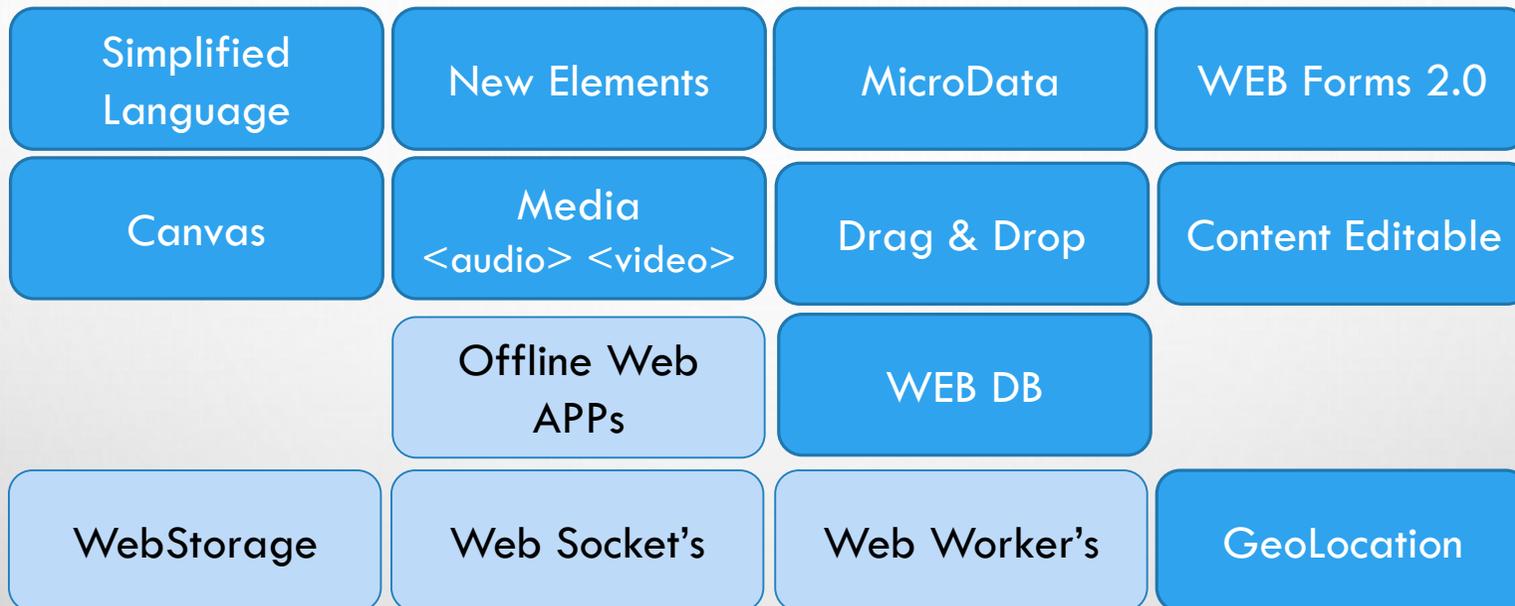


CSS3

+



JavaScript



Simplified
Language

```
<!DOCTYPE html>
```

```
<script> </script>
```

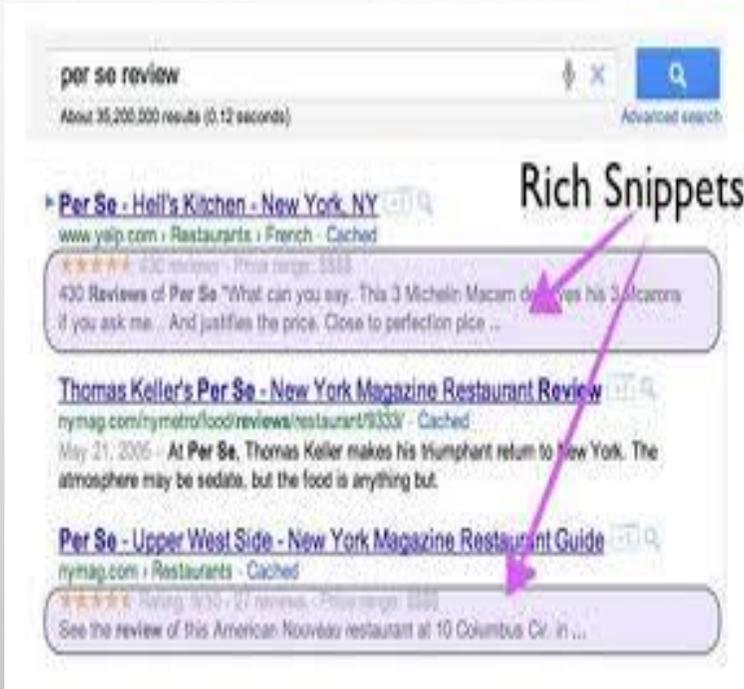
```
<style> </style>
```

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

A blue rounded rectangular button with the text 'New Elements' in white, centered within it.

```
<div id="wrapper">
  <header>
    <h1>Site Name</h1>
  </header>
  <nav>
  </nav>
  <article>
    <header>
      <h1>Title of Article</h1>
    </header>
    <section>
      <h2>Section of the Article</h2>
    </section>
    <section>
      <h2>Section of the Article</h2>
    </section>
    <footer>
    </footer>
  </article>
  <article>
    <header>
      <h1>Title of Article</h1>
    </header>
    <section>
      <h2>Section of the Article</h2>
    </section>
    <section>
      <h2>Section of the Article</h2>
    </section>
    <aside>
      <h2>Related Articles</h2>
    </aside>
    <footer>
    </footer>
  </article>
  <aside>
    <article>
      <h2>
    </article>
    <article>
      <header>
        <h1>Categories</h1>
      </header>
      <section>
      </section>
      <section>
      </section>
      <footer>
      </footer>
    </article>
  </aside>
</div>
```

MicroData

A screenshot of a Google search for "per se review". The search bar shows the query and "About 35,200,000 results (0.12 seconds)". Below the search bar, the text "Rich Snippets" is displayed. Three search results are shown, each with a purple box containing a snippet of text. Two purple arrows point from the "Rich Snippets" text to the first and third search results. The first result is "Per Se - Hell's Kitchen - New York, NY" from yelp.com, with a snippet: "430 Reviews of Per Se 'What can you say. This 3 Michelin Macam deserves his 3. Alcarons if you ask me. And justifies the price. Close to perfection pice ...". The second result is "Thomas Keller's Per Se - New York Magazine Restaurant Review" from nymag.com, with a snippet: "May 21, 2006 - At Per Se, Thomas Keller makes his triumphant return to New York. The atmosphere may be sedate, but the food is anything but.". The third result is "Per Se - Upper West Side - New York Magazine Restaurant Guide" from nymag.com, with a snippet: "See the review of this American Nouveau restaurant at 10 Columbus Cr. in ...".

WEB Forms 2.0

Slider

Numeric spinner

Date picker

Color picker

Text field with placeholder

Url field

Email field

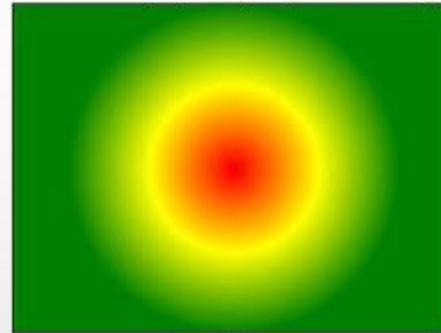
HTML



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WHAT'S NEW

Canvas



HTML



IGNITION

WHAT'S NEW

Media

`<audio>` `<video>`





Drag & Drop



ContentEditable

Any elements with the `contenteditable` attribute set will have a grey outline as you hover over. Feel free to edit and change their contents. I'm using local storage to maintain your changes.

Go ahead, edit away!

Here's a typical paragraph element

1. and now a list
2. with only
3. three items

Clear changes

[HTML5 demos](#) / [@rem built this](#) / [view source](#)

Content Editable

HTML



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WHAT'S NEW

Offline Web
APPs

HTML



IGNITION

WHAT'S NEW

WEB DB

HTML

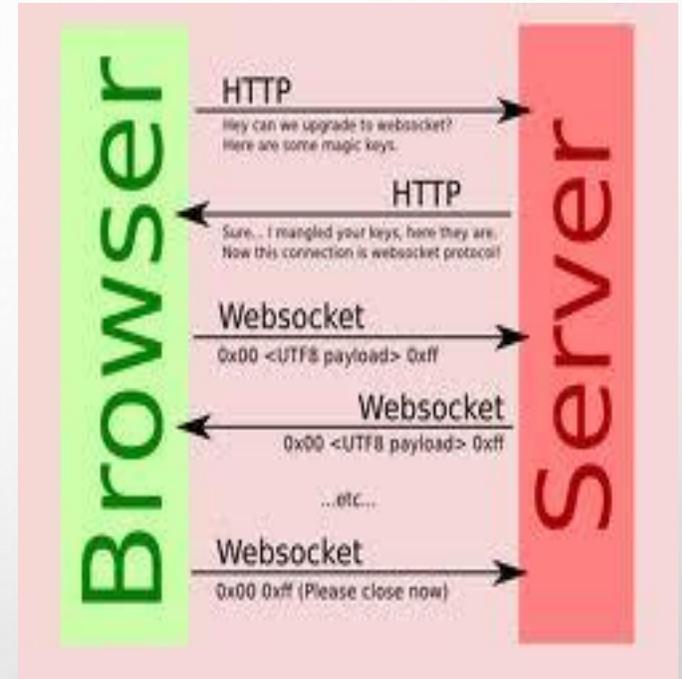


IGNITION

WHAT'S NEW

WebStorage

Web Socket's





Past

With Web
Worker's



Web Worker's

HTML



IGNITION

WHAT'S NEW



GeoLocation

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 platform many devices and missions

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.

- 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.”

HTML



IGNITION



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

Business

Tools

Know

Data



IGNITION



Devices



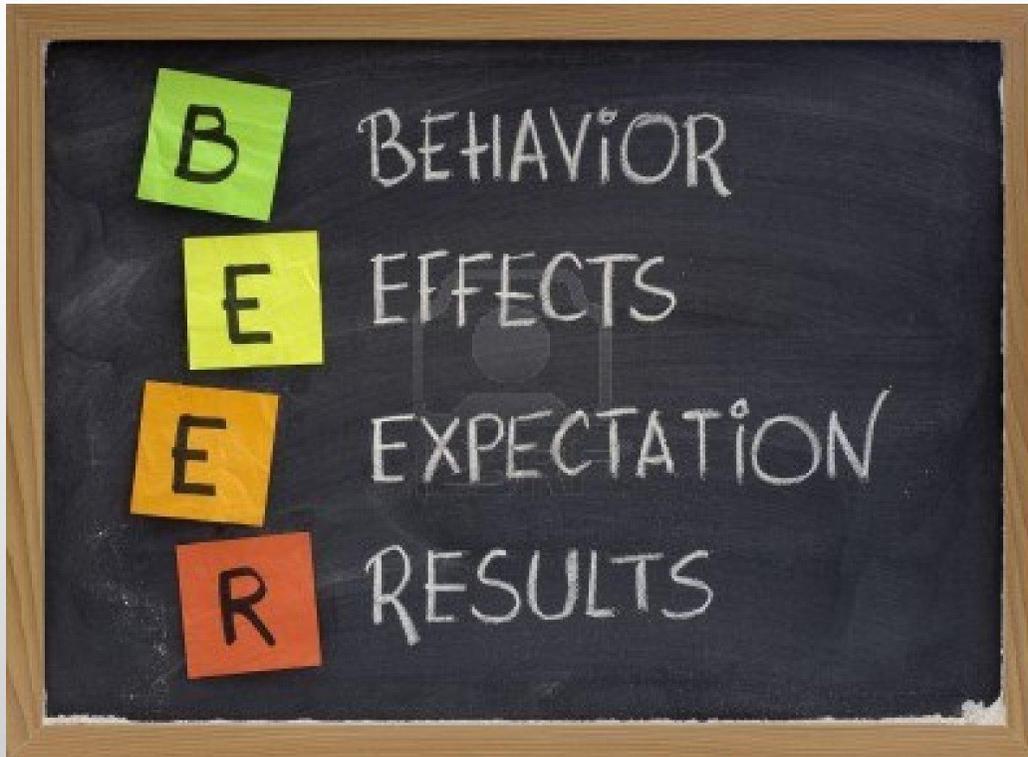
User's



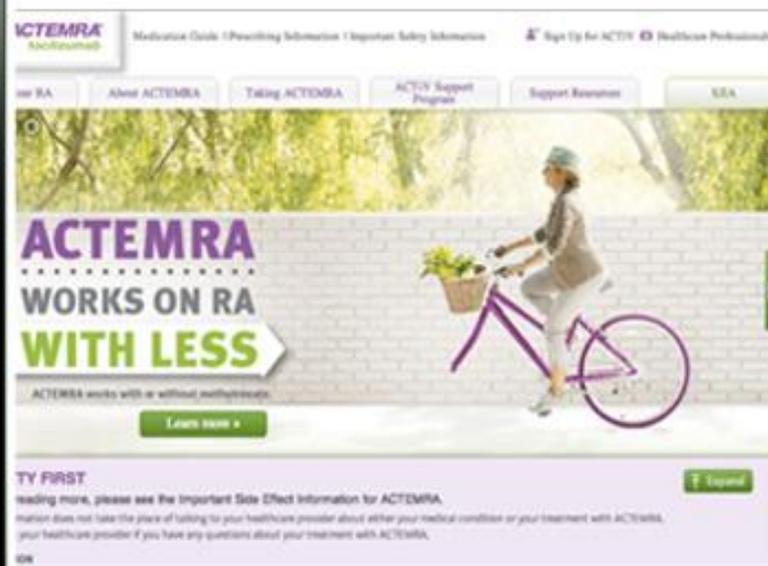
Expectation



Solutions

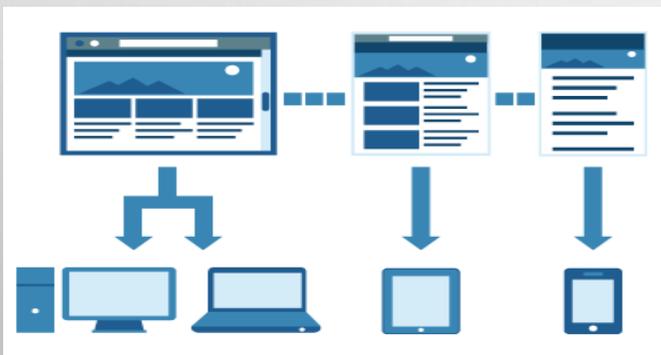


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320 x 480 iPhone 3G/3GS	480 x 320 iPhone 3G/3GS	1024 x 600 Most Netbooks
480 x 720 Meizu M8	720 x 480 Meizu M8	1280 x 800 MacBook Air 08
480 x 800 Google Nexus one	800 x 480 Google Nexus one	1366 x 768 Some Laptops



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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



Flickr photo by gscottolson



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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
GLOBAL DATA AS OF 2007

WHERE ARE WE MOBILE?

84% at home
80% during misc. times
74% waiting in lines
64% at work

Photo by Steve Rhodes



IGNITION

MOBILE FIRST BUT REMEMBER



Big Screen



Power Supply



Consistent Network



Keyboard



Mouse



Chair



Desk



Small Screen



Battery



Fingers



Sensors

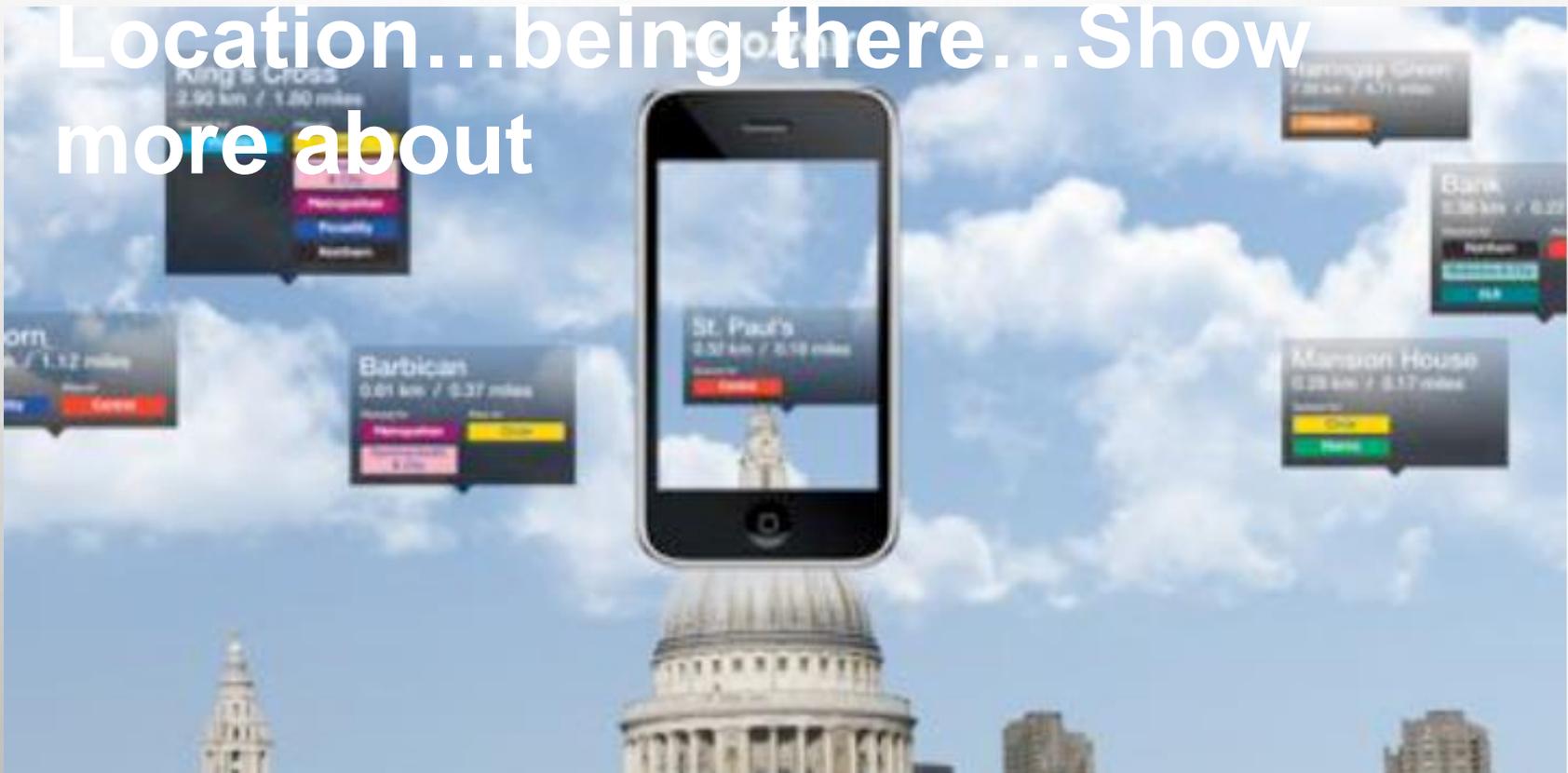
**Normally we think
Tour...streets...Monuments...Maps**



MOBILE FIRST APPROACH

And if I think Mobile? I think

**Location...being there...Show
more about**



HTML



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THANK YOU ALL

Next steps:

Stay tuned with HTML 5

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