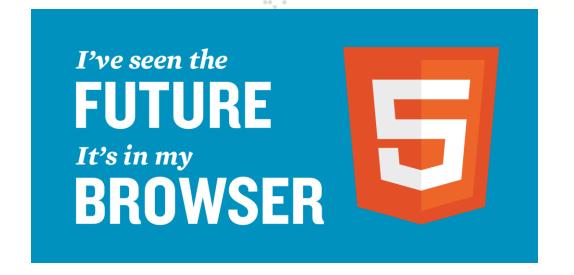


Sign of success

HTML 5

Introduction





Until now...

 HTML is a markup language for structuring and presenting content for the World Wide Web

The version 4.0.1 was standardized in 1999

Still the last HTML version published as a W3C Recommendation...





A new area...

- HTML5 improve the language with support for the latest multimedia
 - Keeping it easily readable by humans and consistently understood by computers and devices

- HTML5 is still under development...
 - ... but also production-ready!





HTML Living Standard

- HTML5 is also called by the WHATWG:
 - HTML Living Standard

- The specification is driven by a versionless development model
 - No new version of HTML (no HTML6)
 - Just incremental improvements of the HTML Living Standard specification





HTML Living Standard

- Because HTML5 is a living specification
 - To make it easier, the new DOCTYPE declaration has been simplified



New features

- HTML5 introduces:
 - New markups
 - New Application Programming Interfaces

- Many features have been built taking into consideration new mobile devices
 - Potential candidate for cross-platform mobile applications!





WHAT Working Group

 The Web Hypertext Application Technology Working Group

 A community of people interested in evolving HTML and related technologies founded in 2004

 Composed by individuals from Apple, the Mozilla Foundation, Opera Software and Google



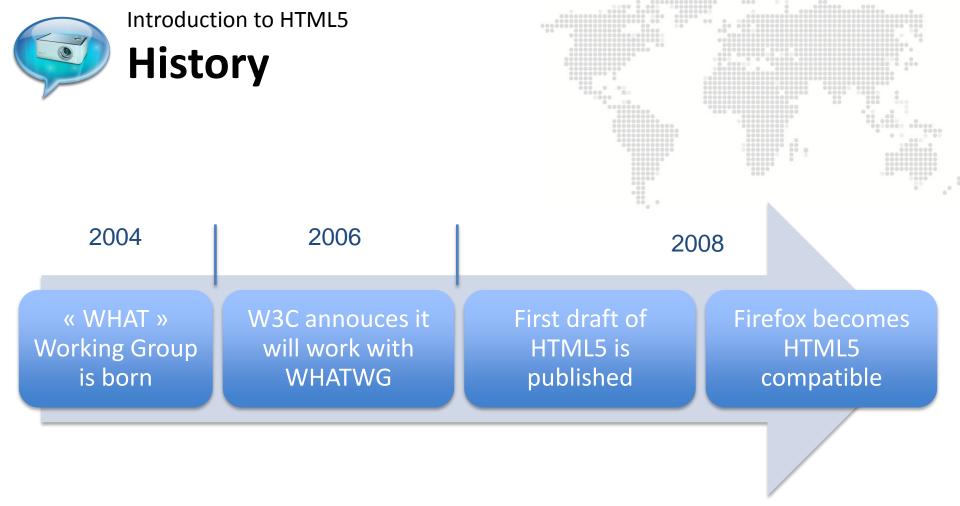


WHAT Working Group

 In may 2007, the W3C adopt the WHATWG's HTML5 as the starting point of its work

 Since then, W3C and WHATWG are working together on the development of HTML5









January 2010

April 2010

May 2010

December 2010

YouTube offers HTML5 Video Player

Steve Jobs "trashes" Flash in an open letter

Scribd documents switch to HTML5

Chrome Web Store opens







Questions?





That's all Folks!

