

Progressive Web Apps

and **MAGENTO 2**

Magento PWA ANNOUNCEMENT



Magento 

@magento

We are proud to announce that [@Magento](#) is investing in progressive web apps (PWA's) in collaboration with [@google](#).

#MLUK17

12:04 PM - 27 Jun 2017

PRESS ROOM

Get the latest news from Magento

JUNE 27, 2017

Magento to Reimagine Mobile Commerce With Progressive Web Apps

PWAs Offer Fast, Frictionless, "App-Like" Experiences Driving More Traffic, Higher Conversions and Faster Page Load Times for Magento Merchants

London, UK June 27, 2017 – Magento Live UK – Magento Commerce, the worldwide leader in digital commerce cloud innovation, is re-imagining mobile shopping experiences through the development of all-new progressive web apps (PWAs) for Magento merchants. PWAs offer fast, frictionless experiences that will drive more traffic, higher conversion rates and increased revenue volumes for Magento merchants worldwide. Magento will collaborate with Google, leveraging Google's technical expertise and best practice insights as Magento brings native PWA capabilities to the full Magento Commerce community in 2018.

"PWAs are the new standard for building a modern web experience," said Alex Komoroske, a product manager at Google. "We're excited to see Magento's continued investment in the technologies required to create modern shopping experiences."

goo.gl/FtkhT2

what is PWA?





**Progressive Web Apps
are experiences
that combine the
best of the web
and the best of apps.**

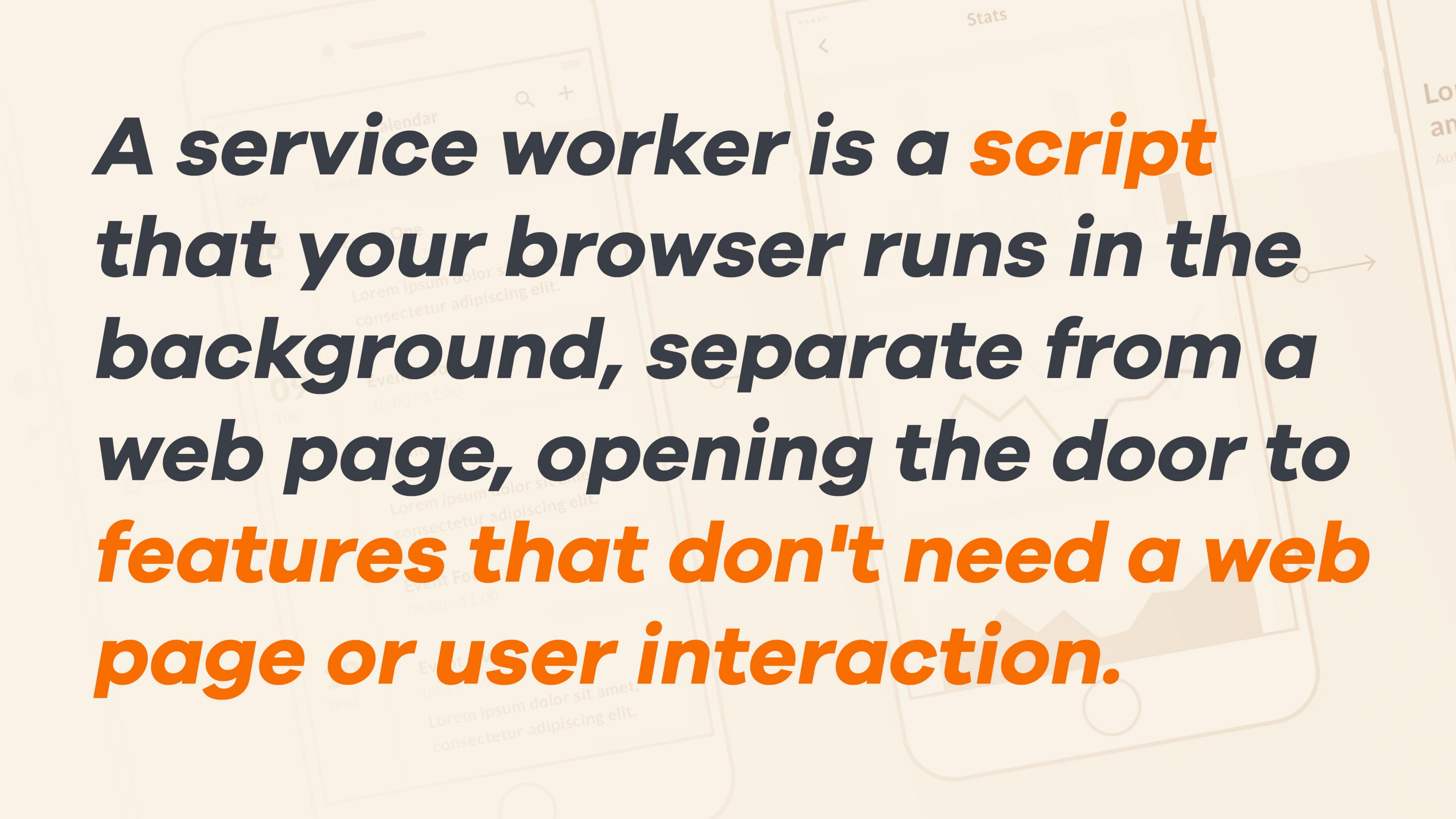
**PWAs are not just
expected to bring a better
mobile experience, they are
also intended to offer far
better financial gains for
businesses than the
native app currently does.**

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Service Workers

AND PWA

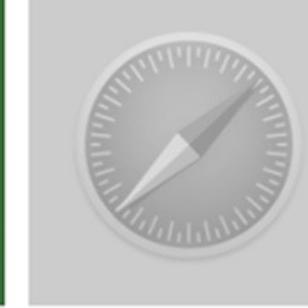
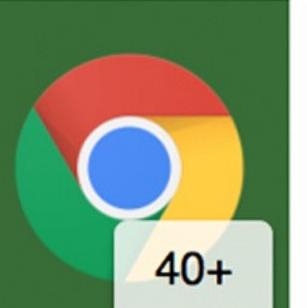
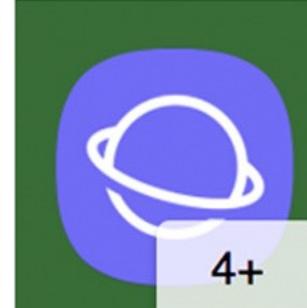
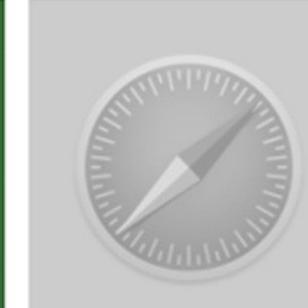
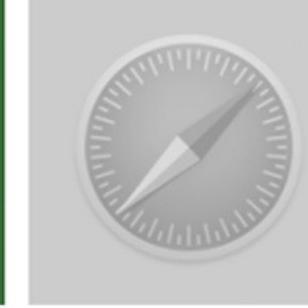
Service workers provide the technical foundation that all these features rely on.



**A service worker is a *script*
that your browser runs in the
background, separate from a
web page, opening the door to
*features that don't need a web
page or user interaction.***

Is service worker ready?

BROWSER SUPPORT

navigator.serviceWorker	 40+  44+  27+  4+  
Register / unregister	 40+  44+  27+  4+  
postMessage to & from worker	 45+  44+  32+  4+  

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