Beyond Firefox 4

Jay Sullivan
VP Products, Mozilla
twitter: @jaysullivan

Mozilla started a Web revolution

- Firefox created browser choice and competition
- The Web has powerful capabilities and open standards
- Mozilla has stood for user control and participation
- 400 million loyal users and a trusted brand
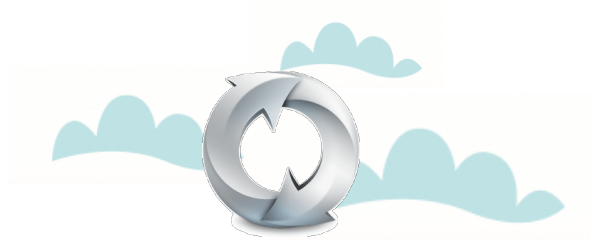
open web platform

done. so what's next?
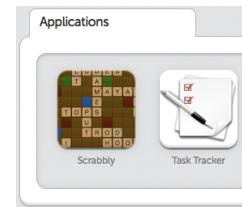
sometimes things change gradually
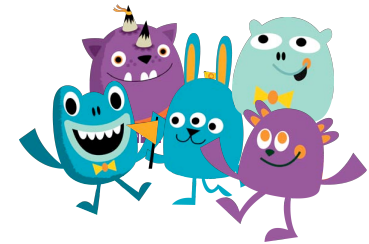
our environment has changed completely

mobile   **cloud**   **apps**   **social**
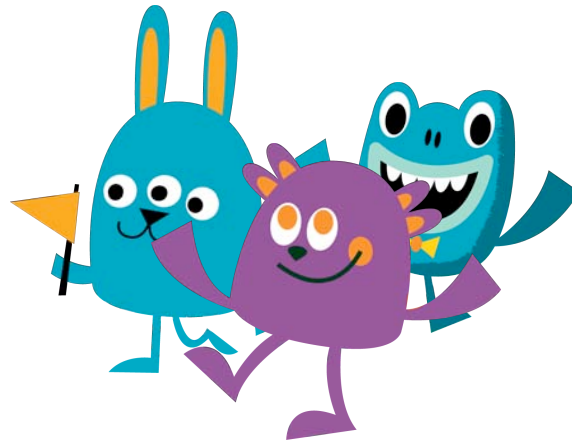
open web platform

4

our mission remains the same

users

choice and control
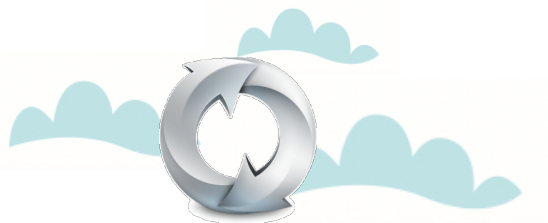
freedom to hack

developers

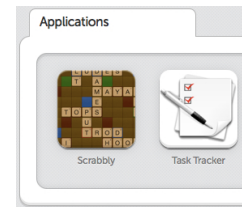# new challenges for Web users and developers

mobile

net neutrality unclear, network operators and OEMs tilt the playing field, block software they don't like

cloud

more data about each of us, of a more personal nature than ever before

apps

centralized control over technology and business model restrict user choice and inhibit developer innovation and opportunity

social

our human relationships are owned by companies, and developers must code by their rules
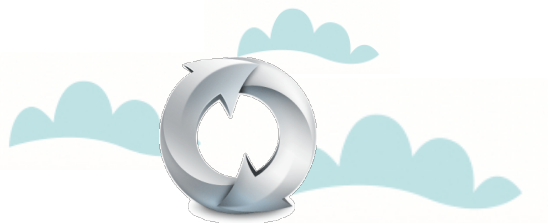
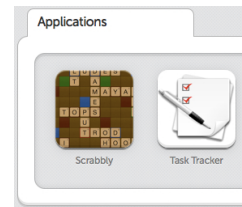# but also massive opportunities for the Open Web and Mozilla!

mobile

HTML5 can power the next generation of mobile apps
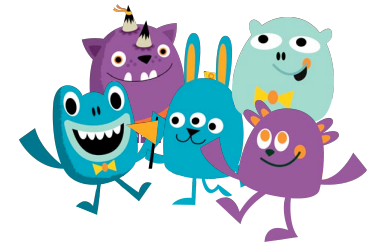
cloud

Firefox can offer amazing new experiences and build in Mozilla's values

apps

build a new system combining the best of apps and the choice and competition of the Open Web

social

enable social systems with more user control and convenience across multiple networks

Firefox and the Web platform

Firefox and the Web platform

Performance, stability and security!

Simplify and streamline today's Web

Make the Web platform capable of anything developers can dream of

Provide great developer tools and evangelize the Open Web

mobile

Android is a clear winner

Evolve mobile browsing: voice,
haptic feedback, augmented reality

Tablets and other form factors

Make HTML5 a great platform for
mobile app development

apps

Built with HTML/CSS/JavaScript

Multiple competing stores and self-published apps

Purchases portable across devices
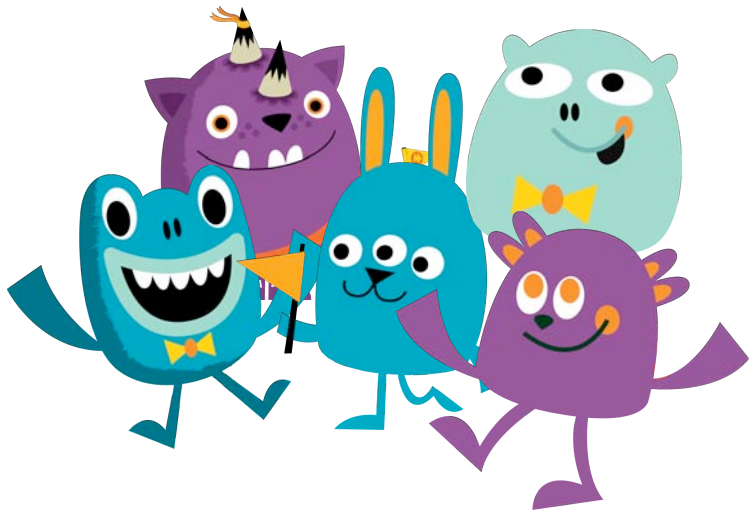
See apps.mozillalabs.com

cloud

Instant personalization of your browser from anywhere

Sync app tabs, panorama, app content

Play a role in identity, to enable apps provider and service broker acting on behalf of users

social

build enabling layer to foster multiple approaches to social

give people more ownership and control over their data

provide simple sharing, across networks

Our mission lives on

- Performance, stability and security remain the core foundations

- Mobile, cloud, apps and social are fundamental to the Web now

- Mozilla's mission matters more than ever

- We have to do it our way

Thank you!

Jay Sullivan
VP Products, Mozilla
twitter: @jaysullivan