

Open the Web

Making the Web open for everyone

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Bio

- Web Evangelist at Opera Software
- OpenTheWeb initiative

www



1990s Browser Wars



Internet Explorer Web

V



Netscape Web

Browser Wars 2

Standards strike back



Closed Web



Open Web

Battle Royale



V



The Web is Open

OpenWeb

Open the Web

Photo courtesy of Khalkbaz of Flickr



Value of Open Standards

Cross everything

Browser



Platform



symbian



Device





**Write once, deliver
*everywhere***

**Build to standards,
adapt for legacy browsers**

Reduce costs,
bandwidth,
time to market
& maintenance

All sites *must* work

*“ Anyone who slaps a ‘this page is best viewed with Browser X’ label on a Web page appears to be yearning for the **bad old days**, before the Web, when you had very little chance of reading a document written on another computer, another word processor, or another network. ”*

– Sir Tim Berners-Lee

oops...



Sorry, but this browser does not support web presentations.

We recommend you try Google Docs on:

- [Safari](#): 3.0 or higher
- [Mozilla Firefox](#): 1.5.0.12 or higher
- [Camino](#): 1.0 or higher

All of these are **FREE** and easy to download and use.

Note that Beta versions of some browsers may not be supported.

Double oops...

SCHWARZENEGGER.COM

PUMP UP YOUR BROWSER!

Welcome to the new Schwarzenegger.com.

You will need to upgrade your browser to the latest version in order to make use of all of the Web Site's fantastic new features.

If you are using Netscape, upgrade your browser at the following link: <http://home.netscape.com/download/index.html>

If you are using Internet Explorer, use this link: <http://www.microsoft.com/windows/ie/default.htm>

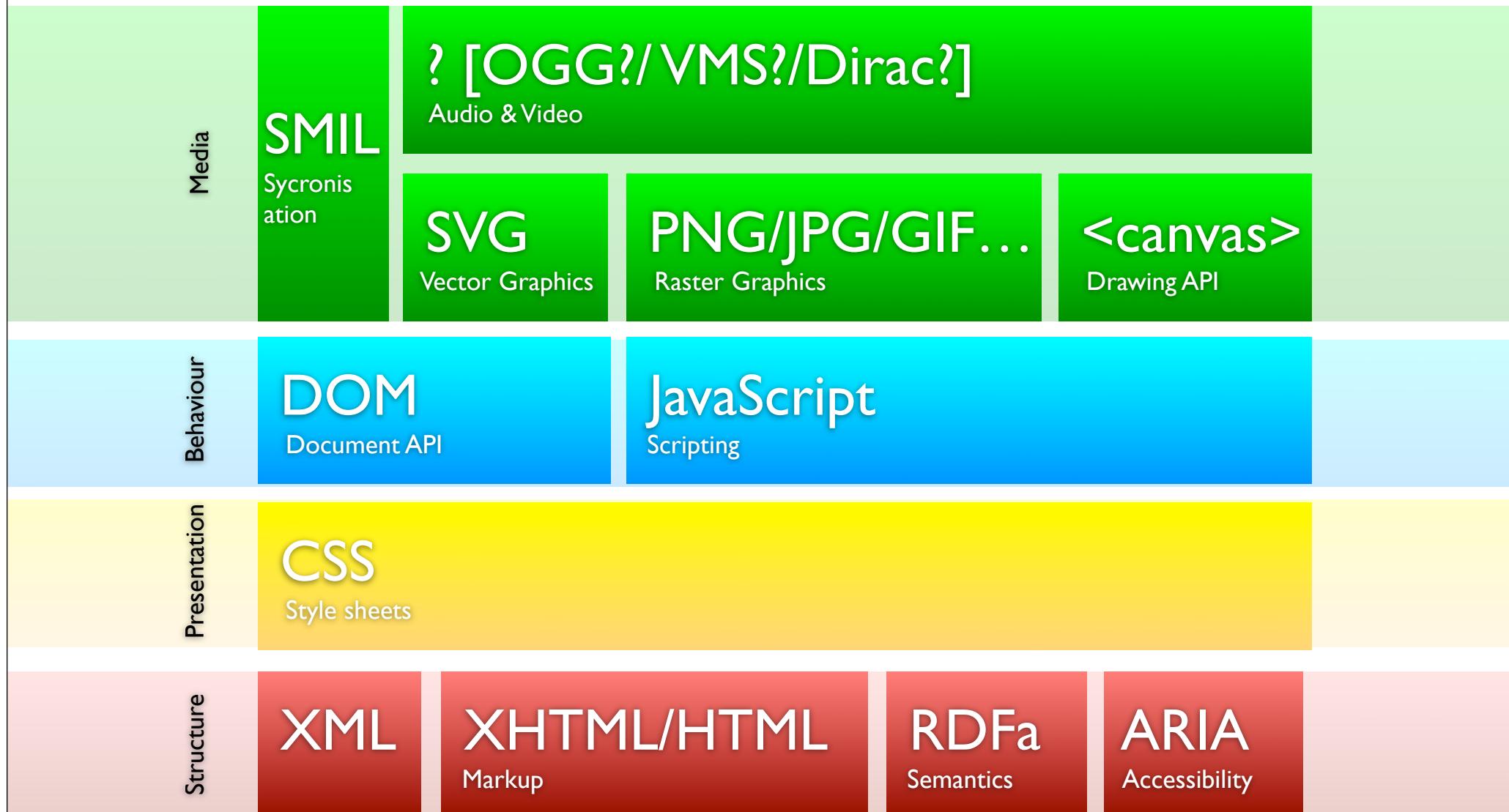
"Be Back!" soon!



OPEN

The OpenWeb platform

OpenWeb stack



OpenWeb platform

Challenges

- Strong branding Vs no branding
- Cohesive Vs loose
- Tailored tools Vs basic tools
- Fast to spec Vs slow to spec
- ...but no vendor lock-in and pro-user/ developer choice

Open Web Demo

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Open the Web



Why do sites break?



Case study: S.Korea

(Almost) *every* bank
in South Korea
only works in
Internet Explorer

Why?

- US government ban on encryption export
- Created ActiveX based solution
- Result: IE monopoly
- Sites fall foul of IE bugs and don't follow standards
- Officially supported CA only works with ActiveX



Case study: India

Many government &
sites show garbled
text in non-IE
browser

Why?

- Popular platforms were not Unicode aware
- Unable to show text in Indian scripts
- Used EOT embedded fonts
- EOT only works in IE and Windows
- Unicode support now common, but sites are not updated

Case study: The Rest

It Makes
a World
of a Difference

In one year Eco-Products
customers make a difference

by saving:

150,000 gallons of gas
~enough to drive around
the earth 8 times

7,380 pounds of
greenhouse gases

504,326 kW hours of energy
~enough to power the average
American household for 10 years

Thank you.

polymers, made from

yahoo.com

microsoft.com

msn.com

apple.com

last.fm

wordpress.com

adobe.com

ikea.com

typepad.com

We work with Web Developers and site owners to *ensure* sites work in Opera and other *standards-aware* browsers.

How do we do it?

- Contact sites when issue occurs
- Help developers when they have an issue
- Evangelism and outreach

Success



How you can help

- Develop to standards, not IE
- Report issues you find
- Spread the word

Thanks
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Credits: David Storey & Bruce Lawson