Este texto estava sendo escrito originalmente para a seção Get Started que foi eliminada e tem elementos que podem ser aproveitados no post inaugural

Why use Open Pie?

We believe that there are huge opportunities ahead by solving an annoying problem: devices such as smartphones are advanced pieces of hardware today, but people are *still getting frustrated* trying to share simple daily informations.

Human communication flows naturally. When people talk, things are quite simple and fun. But the same is not true to humans’ devices. To get a full example, please refer to “Why Joe, Amanda and Mike are my friends, but their devices are not”.

Open Pie is *open* and you might adopt it if:

**You want freedom.** You want people to share information regardless OS and hardware constraints.

**You want to preserve the semantics along the way.** If a thousand of applications and services talk the same *vocabulary*, there are new opportunities ahead.

**You believe that offline matters.** There are situations, eg. privacy-concern environments, you want the information to spread offline while keeping its semantics.

**You want all this to be open and based on known standards.** Open Pie is a combination of JSON-LD, Schema.org vocabulary and simple conventions.

----

2.4 Properties

Self-contained

A pie is said to be self-contained because all your body elements, eg. texts and images, are coded inline. Images and other binary data are converted to ASCII strings with Base64.

Offline

Because the pie is self-contained, it does not depend on internet to load content elements, eg. text and images, and is able to be shared through offline environments.

Semantic

A pie preserves the semantics of the data