

# Open the Web

Making the Web open for everyone

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Open the Web



# 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



Closed platforms



The Web is Open

OpenWeb

# Open the Web

Photo courtesy of Khakbaz of Flickr



# Value of *Open* Standards





# Cross everything

## Browser



## Platform



## Device



A light gray world map is centered on the page, overlaid on a white grid background. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia.

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!

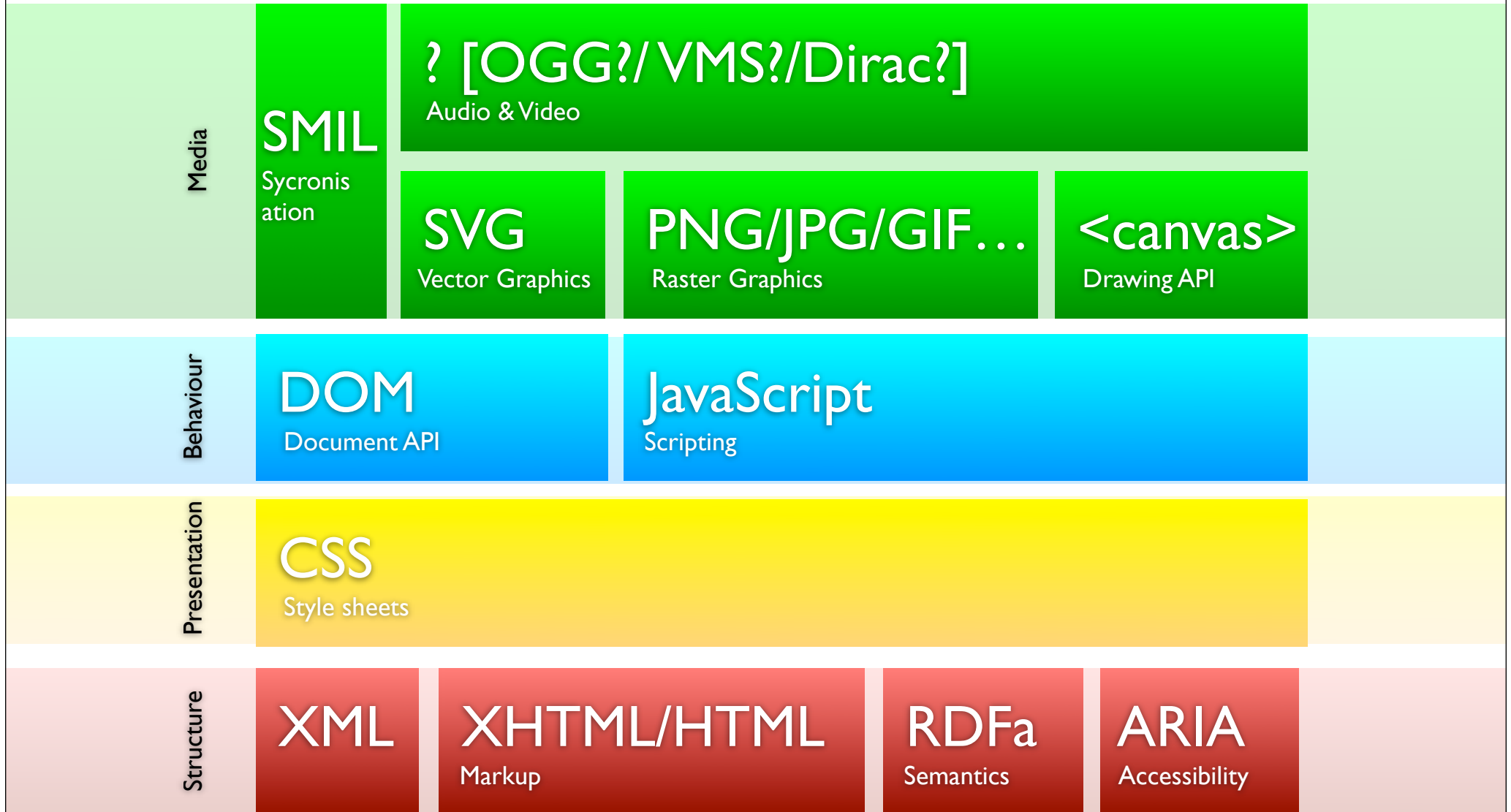




# The OpenWeb platform



# 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



# Why do sites break?



A nighttime photograph of a city skyline, likely Seoul, South Korea. The central focus is the Lotte World Tower, a tall, slender skyscraper with a distinctive tiered top, illuminated with green and blue lights. To its left is another prominent building with a white, illuminated top section. The rest of the skyline consists of various other high-rise buildings, some with warm yellow lights and others with cooler blue and white lights. The foreground shows a body of water reflecting the city lights, with some blurred lights from a boat or streetlights. The sky is a deep, clear blue, suggesting twilight or early evening.

# 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



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.

# Case study: The Rest

...polymer, 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



ALJAZEERA





# How you can help

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



# Thanks

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