



many voices  
**one mozilla**



# Getting Started with Apps

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# A look back to the 1990s

Single vendor platforms

The Web was created

It was Open and Free

Our world expanded, and it was exciting



# Then, Innovation Erupts

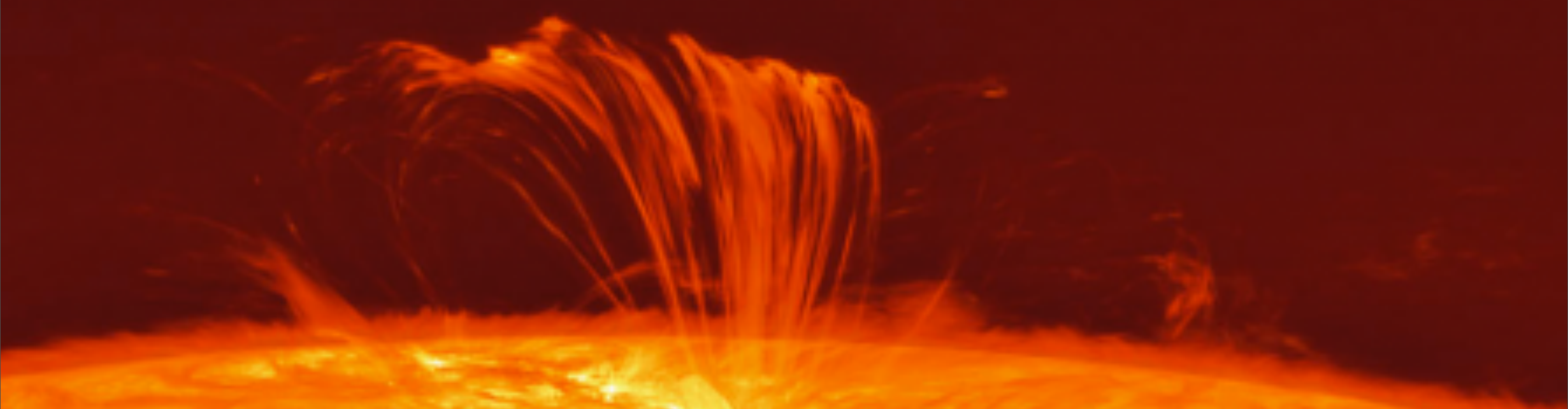
iPhone appears with App Store

Social Networking takes off

Facebook becomes an App platform

Mobile devices become ubiquitous

The world starts to feel confined again





# Vendor Platforms

No Bueno!

Members Only!



Proprietary Platforms

Develop multiple native apps  
Barriers to entry for new platforms



# HTML5 Apps?

HTML5



Proprietary Platforms

User and Developer Freedom

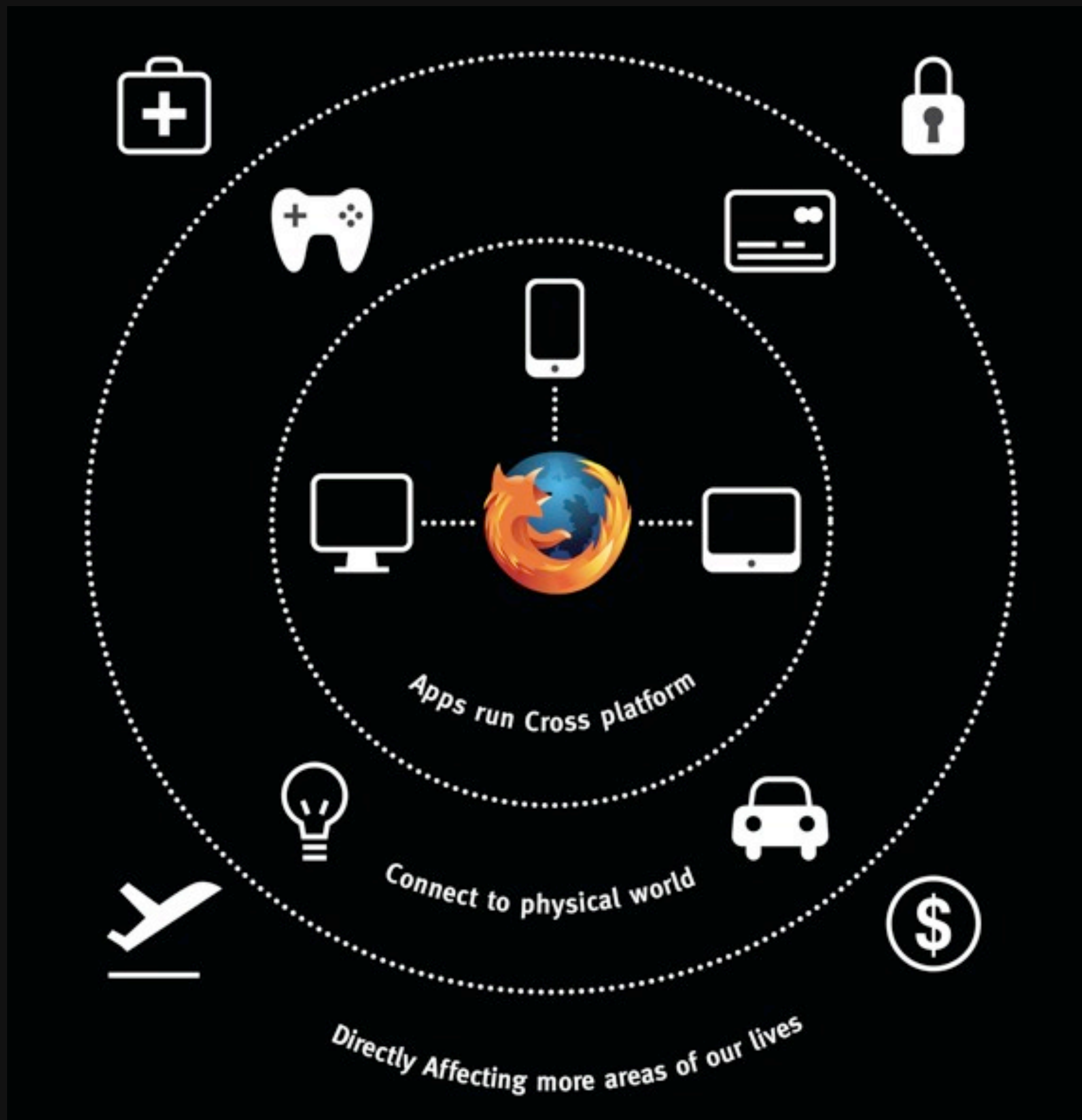


# Why the Web?

The web is universal  
open and standards based  
competitive  
larger than any single vendor



# The Web is the Platform







# Mozilla Apps Ecosystem





# Marketplace

The image shows a screenshot of the Mozilla Marketplace website. At the top, there is a search bar and the text "Mozilla Marketplace". Below this, there are three main app listings:

- The Boston Globe Reader** by The Boston Globe, priced at Free. The preview image shows a newspaper interface with headlines like "Net loss Bruins" and "State set to recover sooner than US".
- Basecamp** by 37 Signals, priced at Free. The preview image shows a dashboard with a green line graph, a clock, and document icons labeled "DOC" and "PDF".
- Command & Conquer: Tib EA** by EA. The preview image shows a dark, futuristic scene with the text "COMMAND & CONQUER: TIB EA".

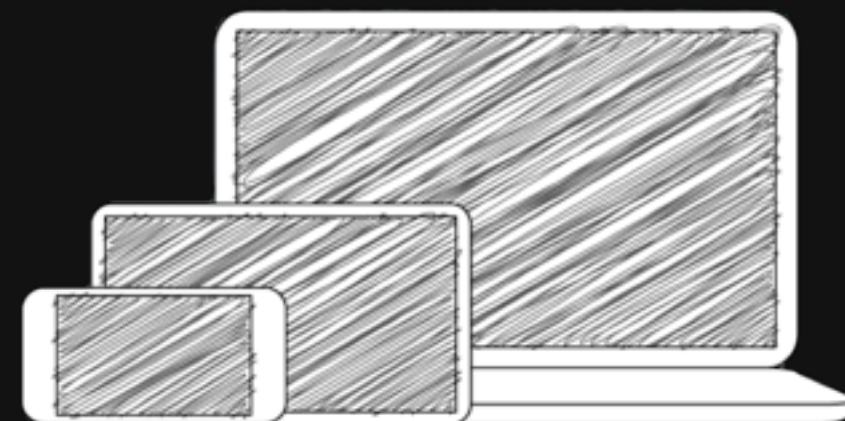
Below these listings is a section titled "By Popularity" which contains a grid of smaller, mostly greyed-out app listings. The first row includes "The Boston Globe Reader" and "Financial Times FT.com".

A large, diagonal "DRAFT" watermark is overlaid across the center of the image, appearing on two overlapping screenshots of the marketplace interface.



# Web Runtime (WebRT)

- Device APIs, offline execution, permissions model
- Native OS integration for install, launch, manage
- Integrate services (Identity, Sync, Notifications...)
- OS/Platforms:
  - Desktop and Android
  - B2G
  - iOS and non-Firefox environments





# Services

- Apps in the cloud (sync + cloud storage + persona)
- Support for multiple payment options
- Notifications support



# Developer Ecosystem



mozilla

## Marketplace App Developers

[TUTORIALS](#)

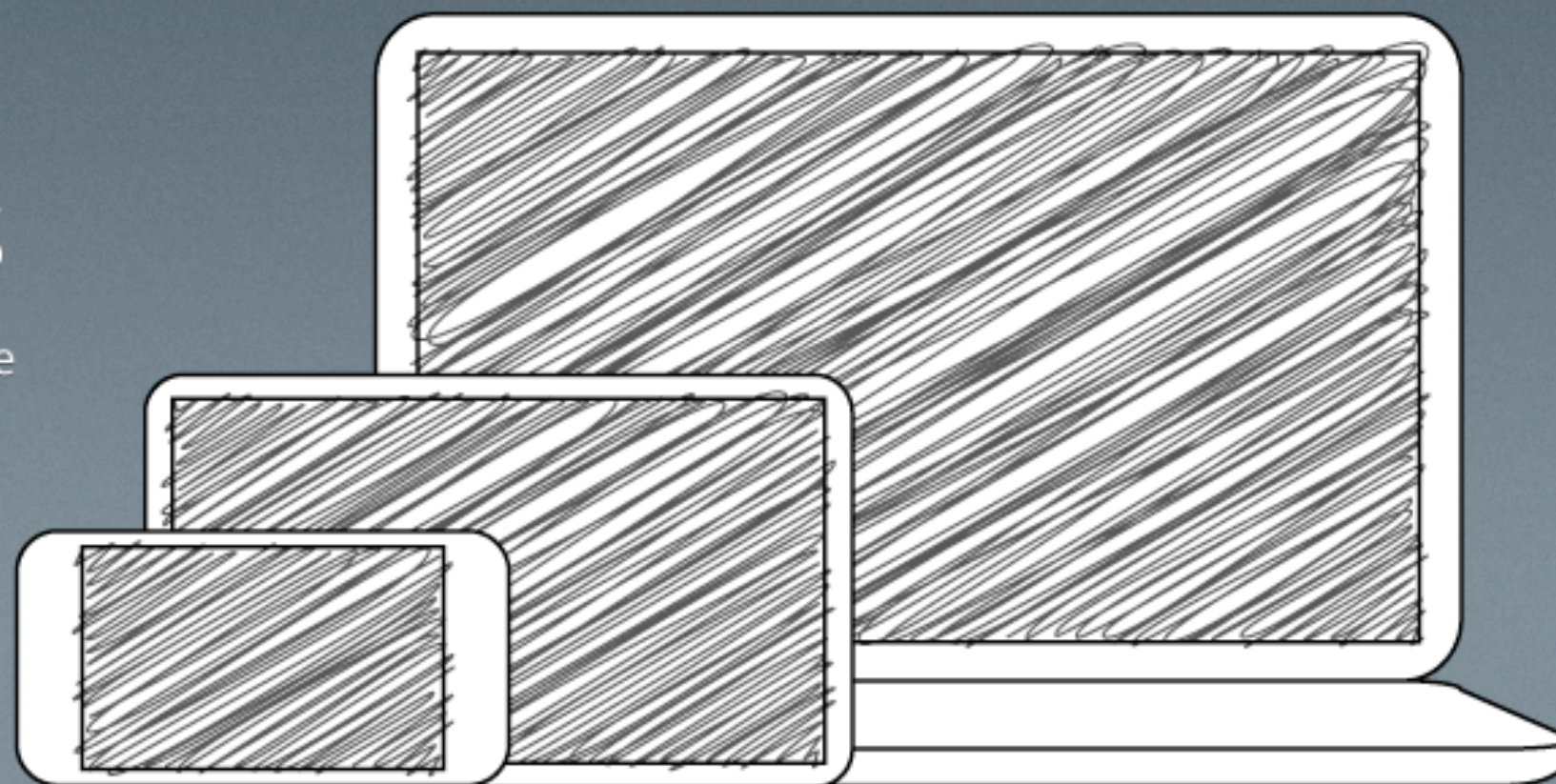
[REFERENCE](#) ➔

[DEVELOPER SIGN-IN](#)

## Open Web Apps

Get your app on 5 platforms with one code base, without giving up any freedom.

[Start building apps](#) ➔





Live life on the edge!  
Attempt a Live Demo  
Failing that, fake it!



# Mechanics of a Web App

- You have a domain that hosts the app
- You write a text file (app manifest)
- You fill out a form on [marketplace.mozilla.org](https://marketplace.mozilla.org)
- You add the extra spice to your app



# Spice up your App

Web Apps need a little extra spice

- The basics: HTML5, Javascript, CSS, etc.
- Device APIs for hardware access
- Works Offline
- Online enhancements
- Full screen, without controls
- Multi-device
- Cloud services







# Apps Roadmap

2012	Q2	Q3	Q4
Marketplace	First consumer launch to small audience	<ul style="list-style-type: none"><li>•Broader consumer launch</li><li>•Expand global coverage</li><li>•Social</li></ul>	<ul style="list-style-type: none"><li>•More content types</li><li>•New app discovery features</li></ul>
WebRT	<ul style="list-style-type: none"><li>•Desktop + Android</li></ul>	<ul style="list-style-type: none"><li>•Background apps</li><li>•Camera API</li><li>•Offline/appcache improvements</li></ul>	<ul style="list-style-type: none"><li>•WebRTC</li><li>•Web activities</li><li>•Notifications</li></ul>
Services	<ul style="list-style-type: none"><li>•Persona</li><li>•I-click install/pay (paypal)</li><li>•Apps in the cloud</li></ul>	<ul style="list-style-type: none"><li>•Carrier billing</li><li>•More payment options</li></ul>	<ul style="list-style-type: none"><li>•Social integration</li><li>•App data storage</li></ul>
Dev Ecosystem	<ul style="list-style-type: none"><li>•Docs hub</li><li>•Initial apps tutorial</li></ul>	<ul style="list-style-type: none"><li>•App Builder v 1.0</li><li>•Hosting partners</li></ul>	<ul style="list-style-type: none"><li>•L10N services</li><li>•device compatibility testing</li></ul>



# Questions and Comments Welcome

"Never fail to know that if you are doing  
all the talking, you are boring somebody."  
- Helen Gurley Brown



# Resources

- <https://www.mozilla.org/apps>
- <https://marketplace.mozilla.org>
- <https://developer.mozilla.org/apps>
- [#openwebapps](irc.mozilla.org)



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"I don't even know what street Canada is on." - Al Capone