



PRISM: WHAT IT MEANS FOR MOZILLA

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MOZCAMP

PRAGUE



WHAT IS PRISM?



SINGLE SITE BROWSER

- WEB BROWSER WITH FULL SUPPORT FOR WEB PROTOCOLS, LANGUAGES AND BROWSER FEATURES
- EVERY APP HAS ITS OWN OPERATING SYSTEM PROCESS
- DESIGNED TO MAKE A WEB APP LOOK AND ACT MORE LIKE A TRADITIONAL DESKTOP APP
- FEATURES TO ENABLE BETTER INTEGRATION WITH OPERATION SYSTEM AND DESKTOP



XULRUNNER APPLICATION

- COMPARABLE TO FIREFOX (WEBRUNNER.XUL INSTEAD OF BROWSER.XUL)
- MULTIPLATFORM
- CAN SHARE FIREFOX RUNTIME (FIREFOX -APP)
- FULL SUPPORT FOR EXTENSIONS



PLATFORM API

- IMPLEMENTED AS PROPERTY OF JAVASCRIPT
"WINDOW" (WINDOW.PLATFORM)
- APIS FOR DESKTOP INTEGRATION (TRAY ICON, TRAY/DOCK
MENUS, PROTOCOL HANDLERS, POPUP NOTIFICATIONS, ETC.)
- POTENTIAL FOR STANDARDIZATION
- CURRENTLY IMPLEMENTED FOR MAC AND WINDOWS (LINUX
PLANNED)



THE IMPORTANCE OF PRISM

PART ONE



THE RISE OF WEB APPS

- MORE APPS ARE MOVING INTO THE "CLOUD"
- WEB APPS HAVE MANY ADVANTAGES (DEPLOYMENT, USE OF STANDARDS, ETC.)
- TRADITIONAL APPS STILL HAVE FAR BETTER OPERATING SYSTEM AND DESKTOP INTEGRATION



MOZILLA APP STRATEGY

- HTML 5 SUPPORT
- JAVASCRIPT PERFORMANCE IMPROVEMENTS
- CLOSING THE GAP WITH DESKTOP APPLICATIONS



PRISM, THE MISSING PIECE

- PUTS WEB APPS ON PAR WITH DESKTOP APPS IN TERMS OF OPERATING SYSTEM INTEGRATION
- COMPLEMENTS FIREFOX, POTENTIAL FOR FIREFOX "UPLIFT"
- FUTURE PROOFING OF MOZILLA BROWSER OFFERING



THE IMPORTANCE OF PRISM

PART TWO



THE BROWSER WARS

- NETSCAPE NAVIGATOR VS INTERNET EXPLORER (1994-2001)
- INTERNET EXPLORER DOMINATES (2001-2004)
- FIREFOX VS INTERNET EXPLORER (2004-2007)
- FIREFOX VS IE, CHROME AND SAFARI (2007-PRESENT)
- BROWSER SPACE HAS NEVER BEEN MORE COMPETITIVE



COMPETITIVE ADVANTAGES

- INTERNET EXPLORER - BUNDLED WITH WINDOWS
- SAFARI - BUNDLED WITH OS X ON MAC AND IPHONE
- CHROME - MINIMALIST UI, JAVASCRIPT PERFORMANCE, PROCESS SEPARATION
- FIREFOX - EXTENSION ECOSYSTEM



EXTENSION ECOSYSTEM

- THOUSANDS OF EXTENSIONS AVAILABLE
- OVER 1.5 BILLION EXTENSIONS DOWNLOADED
- OVER 150 MILLION EXTENSIONS IN USE
- NO ONE ELSE IS EVEN CLOSE
- PERFECTLY IN LINE WITH MOZILLA MESSAGE OF USER EMPOWERMENT



PRISM APP BUNDLES

- BASIC PRISM APP IS JUST A WEB APP RUNNING IN ITS OWN PROCESS
- APP BUNDLE CONTAINS ALL FILES NECESSARY TO CUSTOMIZE A WEB APP (WEBAPP.INI, WEBAPP.JS, ICON, ETC.)
- PACKAGED AS A ZIP FILE FOR INSTALLATION IN PRISM
- CHROME AND SAFARI ENABLE CREATION OF APP SHORTCUTS, BUT NO CUSTOMIZATION
- REMINDS ME OF... FIREFOX EXTENSIONS!



HOW IT MIGHT WORK

- USER OPENS GMAIL IN FIREFOX
- FIREFOX SAYS: "YOU USE THIS WEBSITE A LOT. DO YOU WANT TO TURN IT INTO A WEB APP?"
- BASIC PRISM APP IS CREATED AUTOMATICALLY WITH SHORTCUT ON DESKTOP AND/OR APP FOLDER
- PRISM PROPOSES BUNDLE INSTALL FOR TRAY ICON, DOCK/ TRAY MENUS, DOCK BADGING, POPUP ALERTS, PROTOCOL HANDLER, ETC.
- RESULT IS A HIGHLY COMPETITIVE STANDALONE MAIL APPLICATION



CONCLUSION



FIREFOX AND PRISM

- APPS ARE AN INCREASINGLY IMPORTANT PART OF THE WEB
- FIREFOX IS LEADING THE WAY WITH HTML 5, IMPROVED JAVASCRIPT PERFORMANCE
- PRISM ADDS PROCESS ISOLATION AND DESKTOP INTEGRATION
- PRISM WEB APP BUNDLES ARE ANALOGOUS TO FIREFOX EXTENSIONS AND A NATURAL FIT FOR MOZILLA



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