

# Mobile Web and Campus Assistant

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# Overview

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- A little history
- What mobile phones could do
- What mobile phones can do
- Why bother with the mobile web?
- How to get them to do what you want
- Case study: Mobile Campus Assistant
- Case study: Molly





# Prehistory

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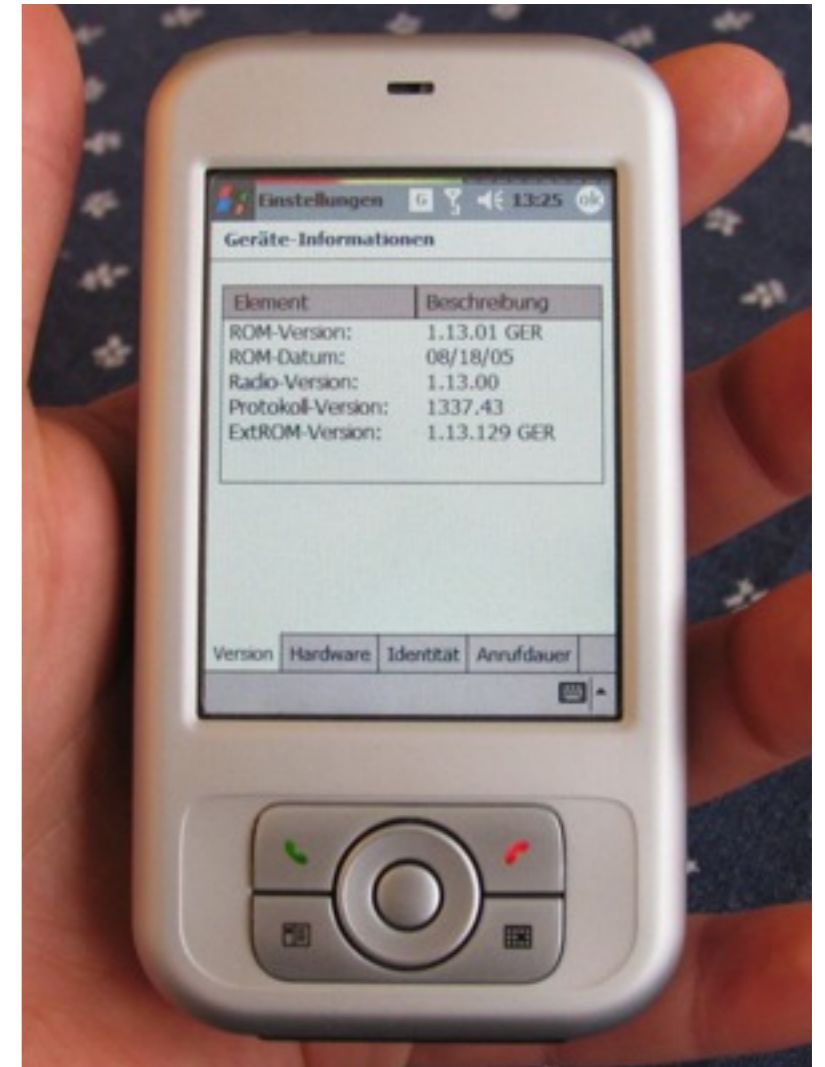
GPRS

WAP

WML

Ten Years Ago



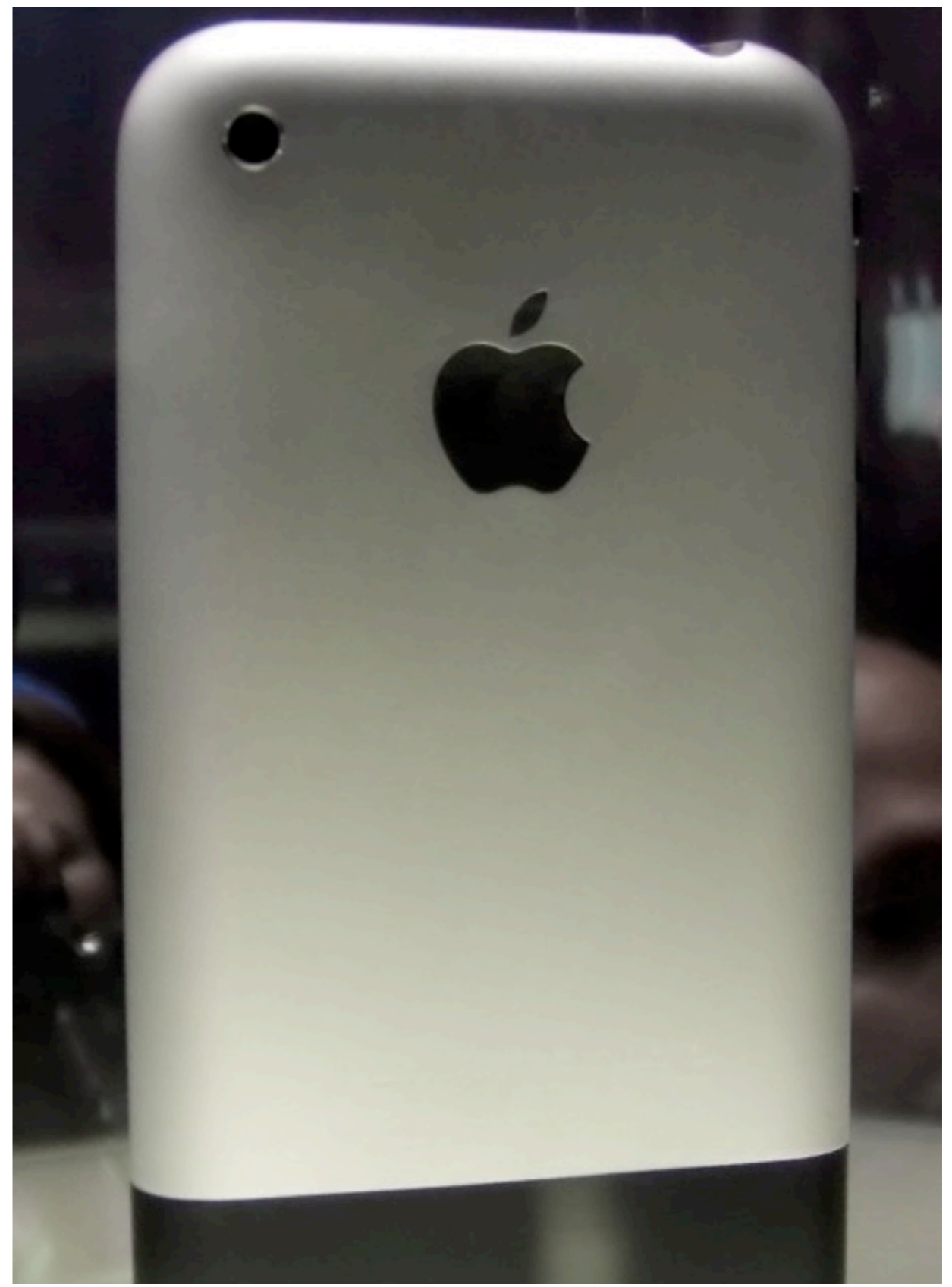
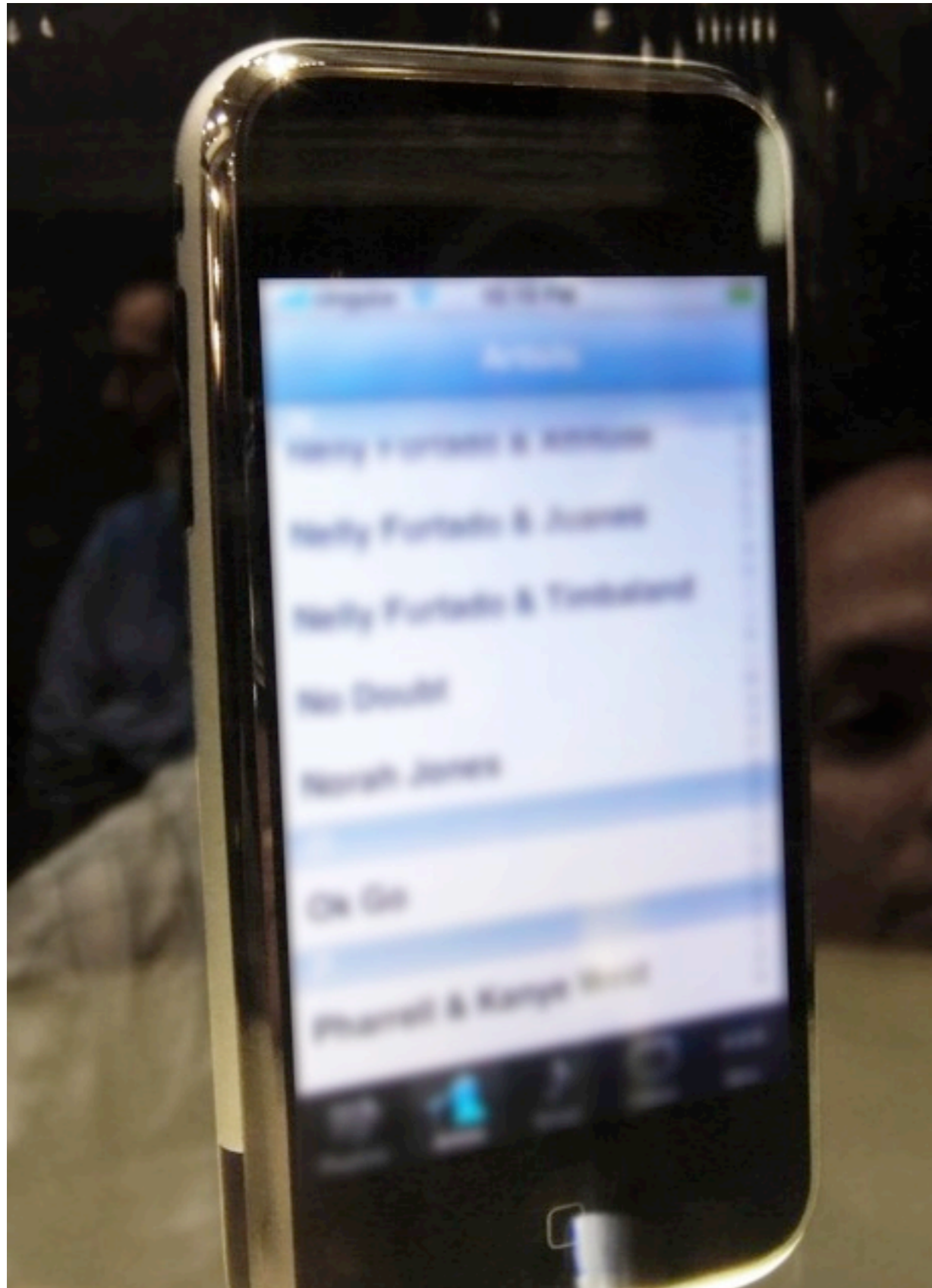


Things improve



# Opera Mini: an appreciation

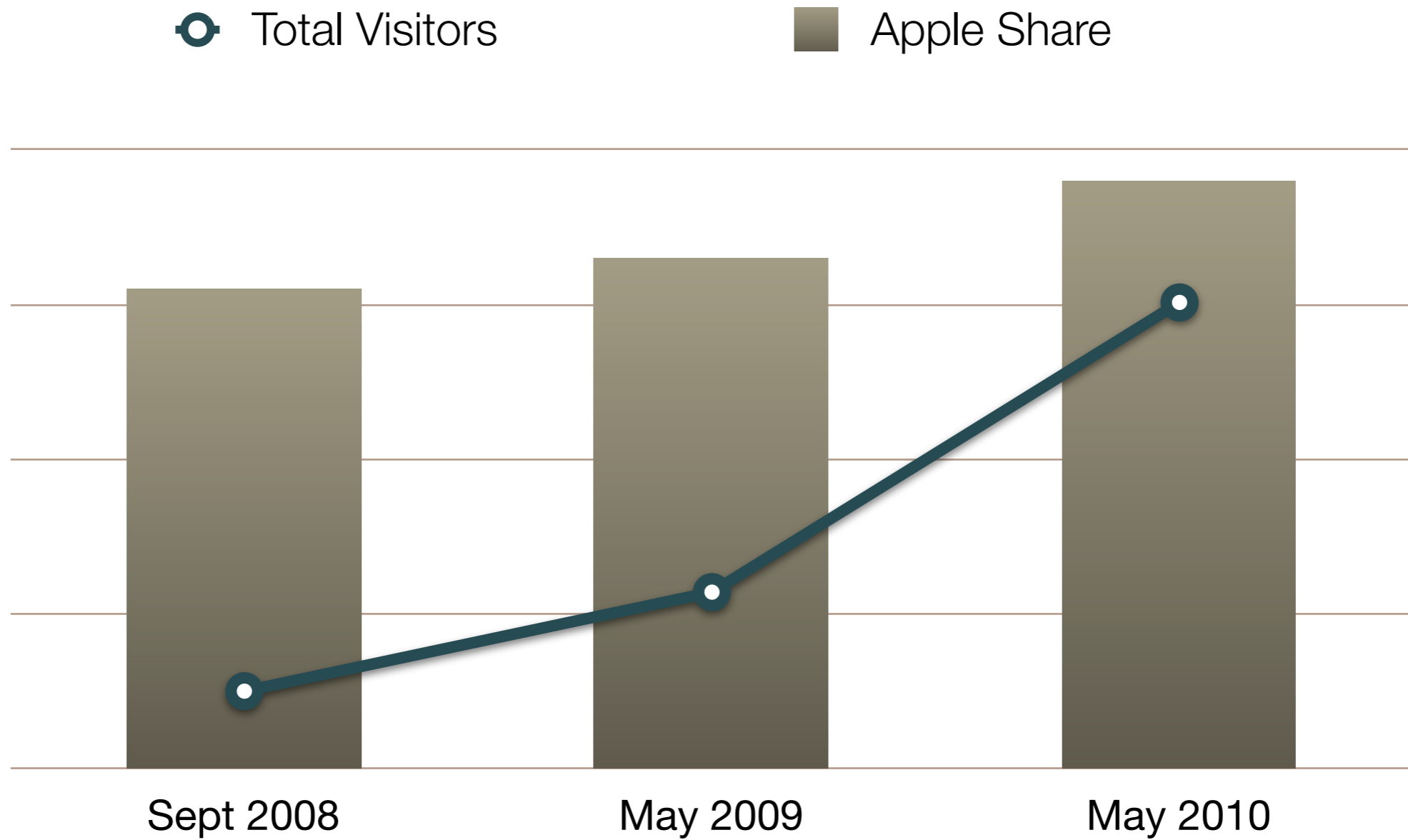




Apple iPhone

# iPhone effect

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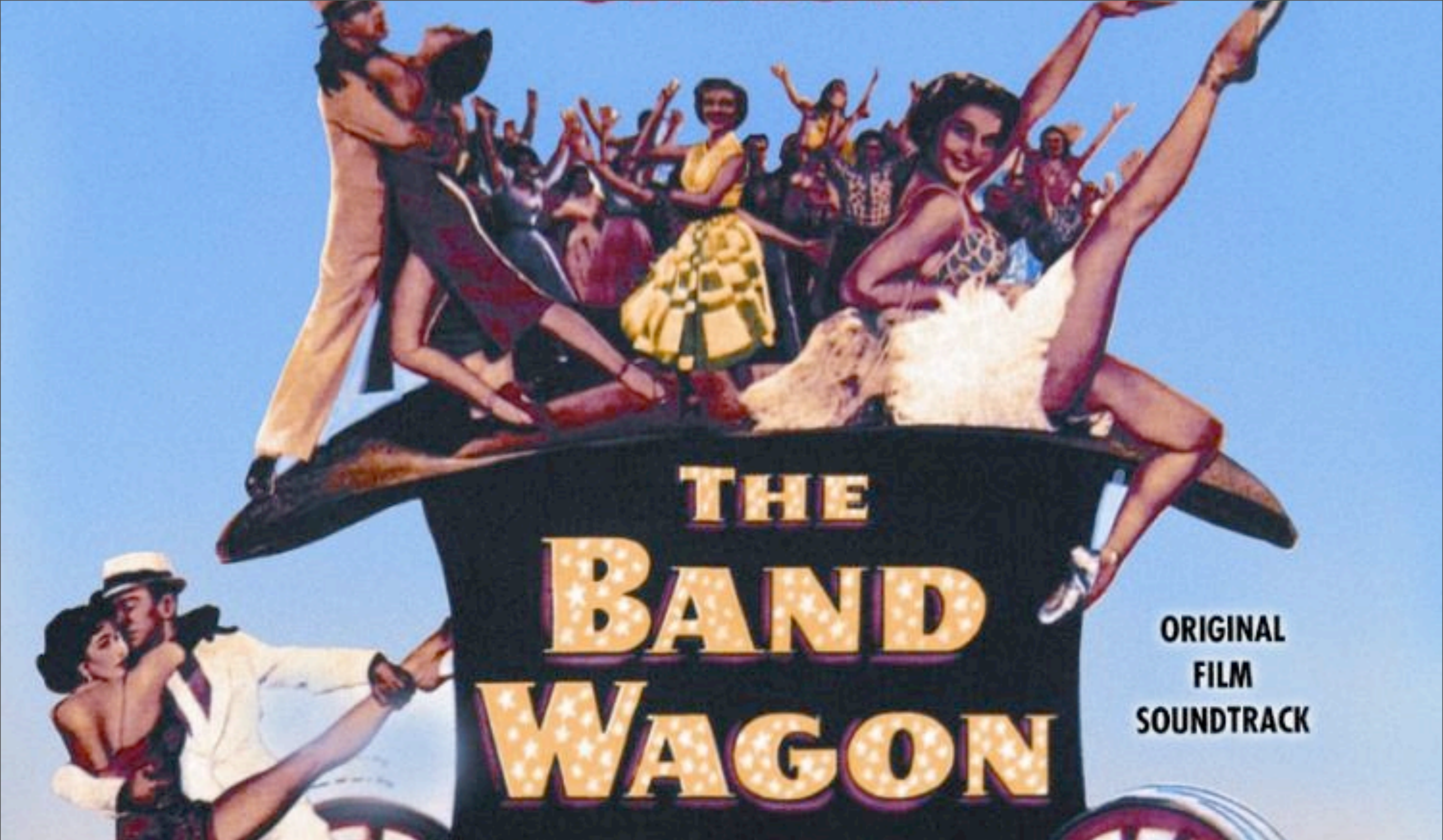
Based on sites monitored by the UoB web analytics system



# Mobile Safari and WebKit

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How does my institution  
join the mobile world?



Phone	SMS	Contacts
GPS	Compass	Bluetooth
Storage	Offline use	Video

Why bother with web applications?

Audio	Graphics	Animation
3D	Motion detection	Gestures
Camera	Music	Calendar

**SYMBIAN**

iOS

 **BlackBerry**<sup>®</sup>

Why bother with web applications?

 Windows phone



MeeGo

ANDROID



Phone	SMS	Contacts
GPS	Compass	Bluetooth
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# Getting onto the web: CSS

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- @media
- handheld
- only screen and (max-device-width: 480px)





eBay Mobile

wap.ebay.co.uk/?eba...

**Welcome!**

**Search**

All Categories

[Advanced search](#)

View Completed Listings

**Using an iPhone?**  
Get the new eBay app at the iPhone App Store.

**My eBay**

flickr Signed in as shellac

[Activity](#) | [You](#) | [Contacts](#) | [More](#)

**Guten Tag shellac!**  
Now you know how to greet people in German!

Recent activity

Uploads from your contacts **NEW**

Today's interestingness **NEW**

Photos taken nearby

Copyright © 2010 Yahoo! Inc. All rights reserved.  
From Yahoo! | [Your Privacy](#) | [Terms of Service](#)  
[flickr.com](#) | [iPhone app](#) | [report abuse](#) | [sign out](#)

Amazon

www.amazon.co.uk/g...

[PC Site](#) **amazon.co.uk** Hello!

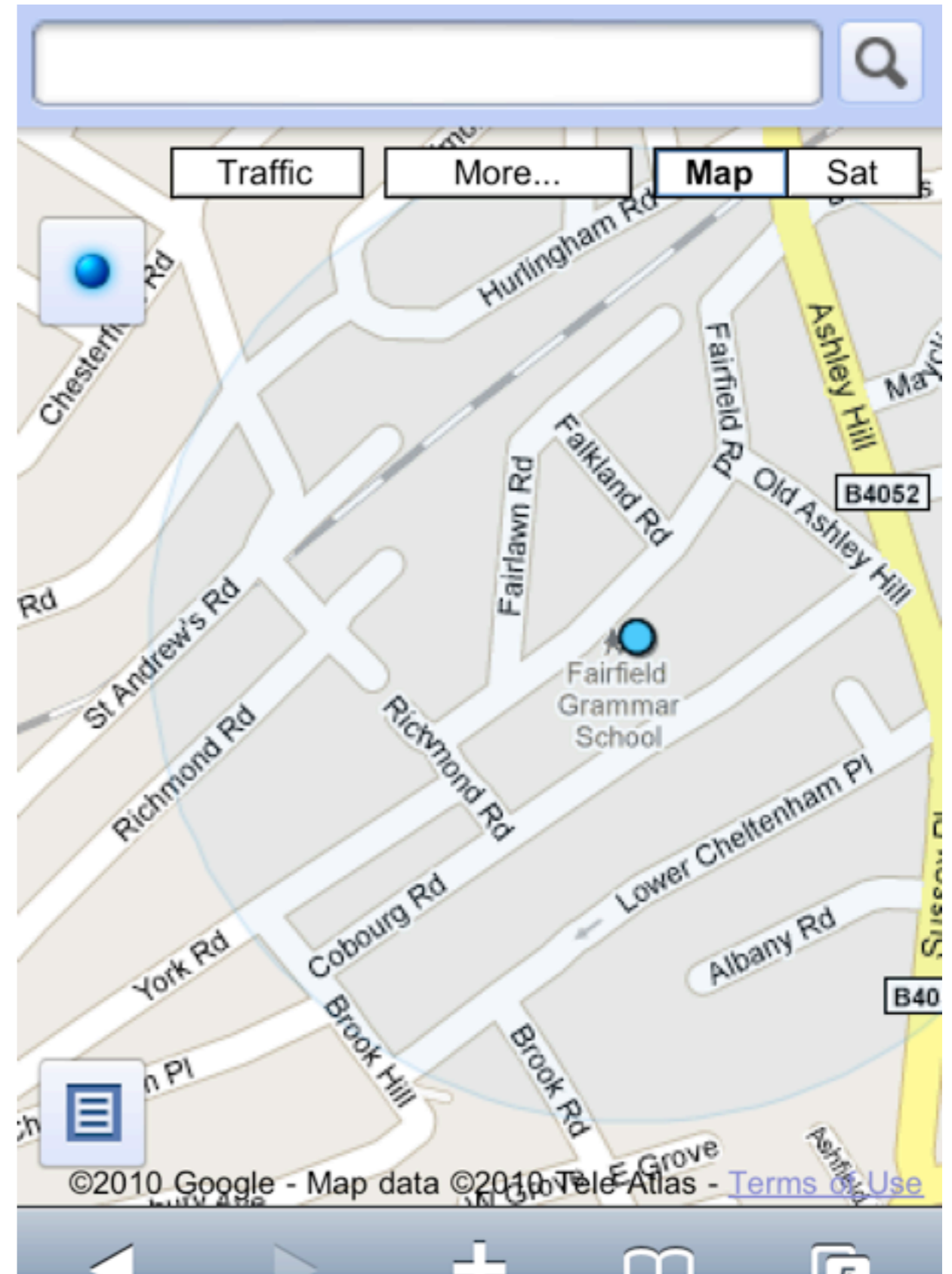
[Get the Amazon App for iPhone](#)

**Bestsellers on Amazon.co.uk**

Getting on the web:  
specialised site

### Photos taken nearby

St Andrews, Bristol, England, GB



# Location





Offline Web Applications

Cache Manifest

Client-side storage

localStorage

Web SQL Database

Index Database

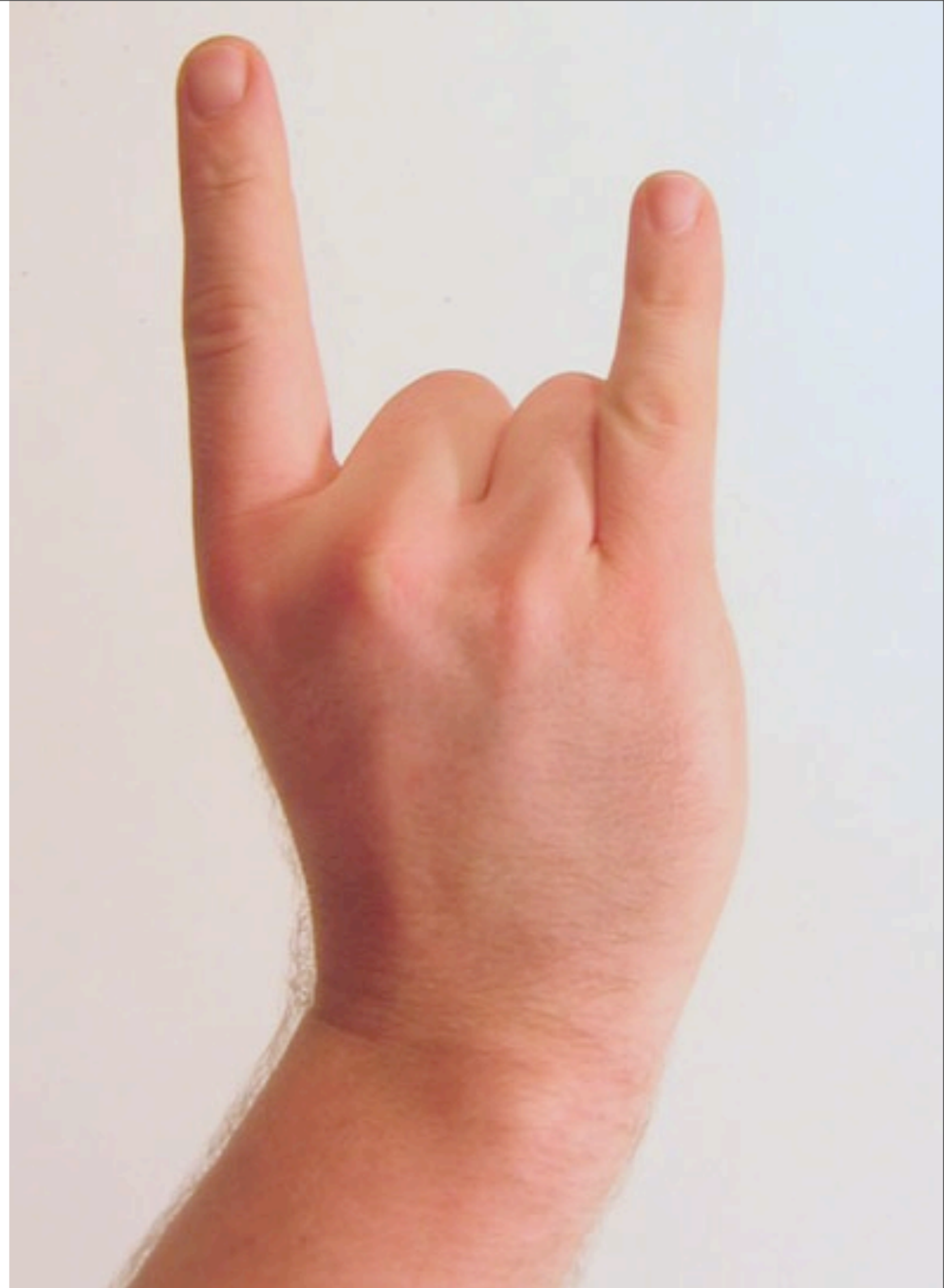
Offline



# Orientation and Gestures

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- orientationchange
- More general orientation on the way
- High level: gesturestart, change, end. Gives scale and rotation.
- Low level: if you really want it







# Mobile Campus Assistant

<http://mobilecampus.ilrt.bris.ac.uk/>



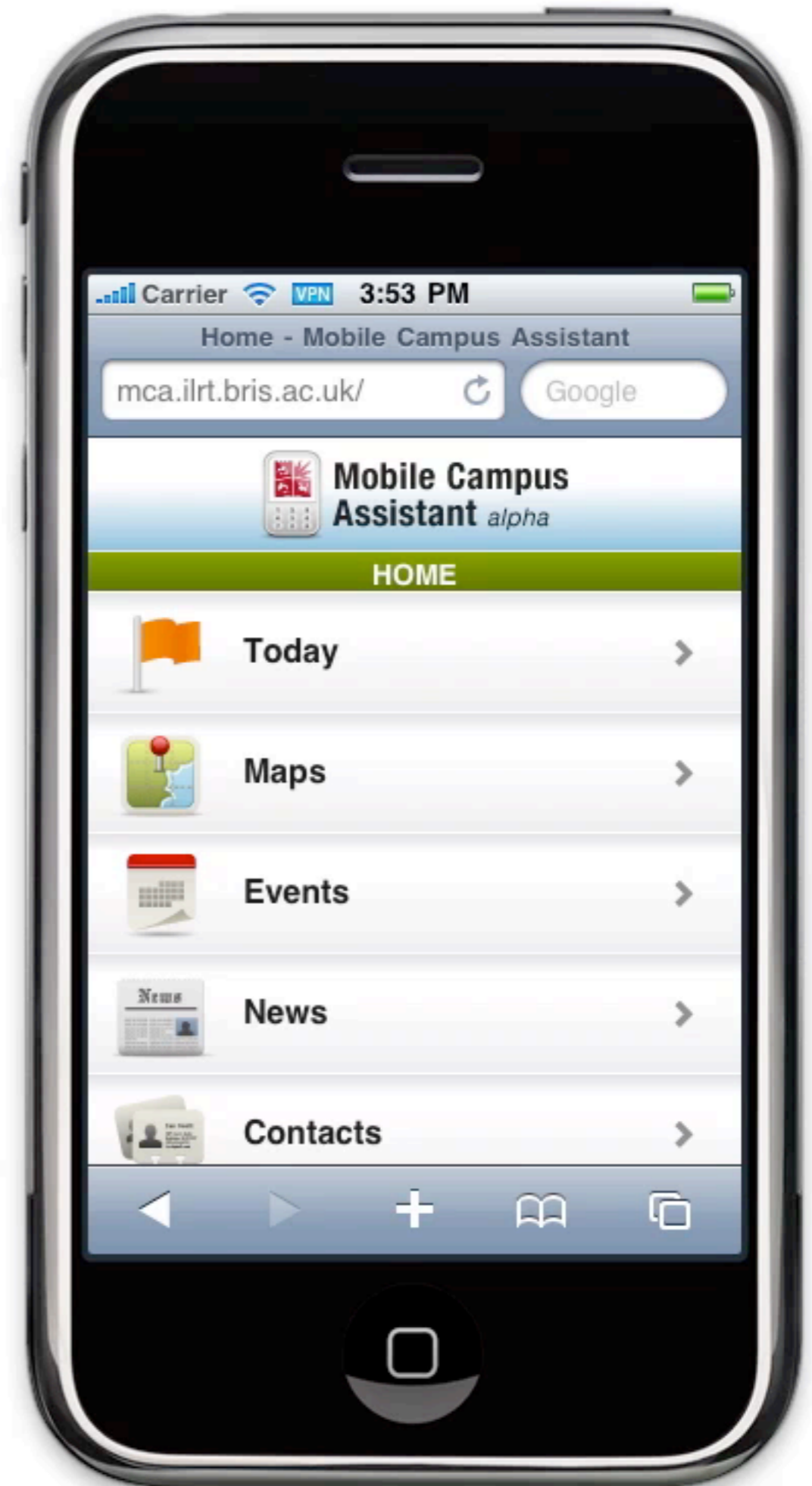


- Where is the nearest wireless hotspot?
- Where is there a free PC to use?
- When is the next bus to the hall of residence?
- Which library is open now?



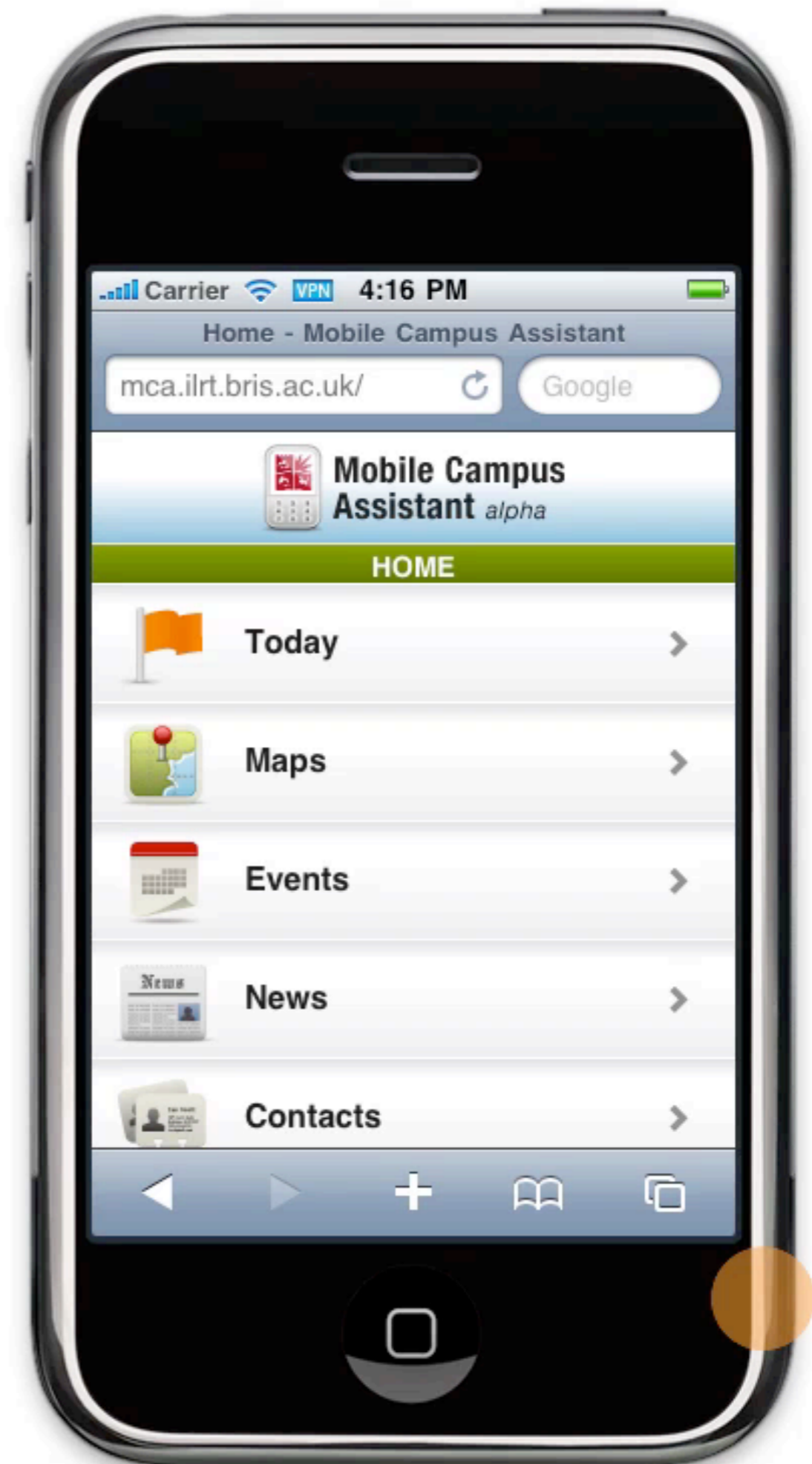
# News

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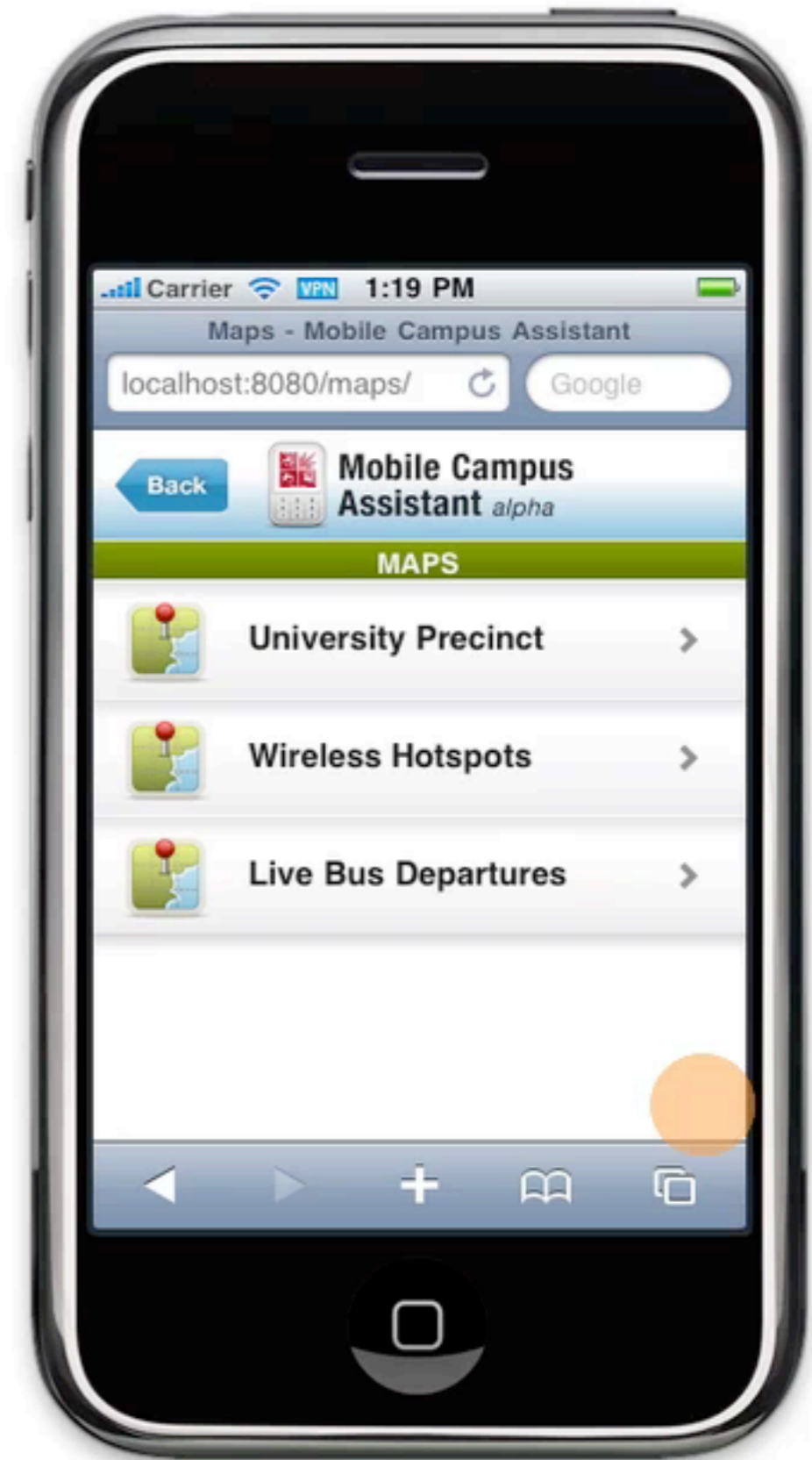
# Local Information

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# Public Transport

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# Ongoing...

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- Open source
- Just provide the information
- Work continues
- Part of Greening Events
- MyMobile Bristol, with City Council.
- [mike.a.jones@bristol.ac.uk](mailto:mike.a.jones@bristol.ac.uk)  
[@MrJ1971](#)





Queen's Road  
A Manger 106 yd  
Queen's Road  
e Nero 106 yd  
Queen's Road  
ardine's 106 yd  
Queen's Road



The Boston Tea Par  
75 Park Street

Starbucks Coffee Co 187 yd  
78 Park Street

# Epilogue

The future is arriving rather quickly

# Credits

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1. <http://en.wikipedia.org/wiki/File:DynaTAC8000X.jpg>
2. [http://commons.wikimedia.org/wiki/File:Wikipedia-FIT-SE\\_P800-Nutella.jpg](http://commons.wikimedia.org/wiki/File:Wikipedia-FIT-SE_P800-Nutella.jpg)
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8. [http://commons.wikimedia.org/wiki/File:Gesture\\_raised\\_fist\\_with\\_index\\_and\\_pinky\\_lifted.jpg](http://commons.wikimedia.org/wiki/File:Gesture_raised_fist_with_index_and_pinky_lifted.jpg)
9. [http://commons.wikimedia.org/wiki/File:Br%C3%BAjula\\_azimutal\\_espa%C3%B1ola\\_s.XVIII\\_\(M.A.N.\\_Madrid\)\\_01.jpg](http://commons.wikimedia.org/wiki/File:Br%C3%BAjula_azimutal_espa%C3%B1ola_s.XVIII_(M.A.N._Madrid)_01.jpg)
10. <http://commons.wikimedia.org/wiki/File:MontreGouset002.jpg>