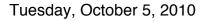
"With HTML5, you can make as rich an experience as an app"

"HTML5 is a **beautiful thing**. You get lost in the experience and forget that you are on the Web." "HTML5 makes desktop operating system SDKs obsolete. You no longer need to develop a 'Windows' app." "With HTML5, you can make as rich an experience as an app"

"HTML5 is a **beautiful thing**. You get lost in the experience and forget that you are on the Web."

"HTML5 makes desktop operating system SDKs obsolete. You no longer need to develop a 'Windows' app."



Windowselntemet Explorer9 Beta

"HTML5 makes desktop operating system SDKs obsolete. You no longer need to develop a 'Windows' app."







WHAT'S ON RED BULL TV -

£4 38 <56 96



Red Bull

SOCIAL

bmxgrl10: Made sum food for the race just Now time 4 sum good good #redbull



RaiaraTito: T f 4 38 38 36 56 96 biscoito,



diamondeyes24: Should never have drunk all that RedBull - can't sleep!

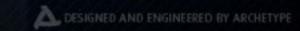


vandhaze: Nw #ff @Missmisan Only cos she bullied me & took my redbull





REDBULLI





"How will this effort result in us shipping more Windows?"



Microsoft® Silverlight™



Microsoft Windows98



COMMENTARY

loday

Rants & Raves

SEARCH

•

Will Arms Treaty Hurt Privacy?

international arms-control treaty threatens encryption -- and his business.

Worldwide Developer Conference winds up, Wired News speaks to Donna Dubinsky, the woman who helped start it

New Internet Protocol Sees Light

2:05 p.m. After four years in the lab, the next generation of the protocol that runs the entire Internet is open to the public. Now comes the hard part. By Polly

Viagra and Sex Sites Don't Mix

2:05 p.m. The operators of a porno site say Pfizer is pressuring them to give up their viagrafalls.com domain name. By

Payroll Data Kick-Starts Rally

2:05 p.m. Some encouraging words from the Labor Department is all it took for Wall Street to recover its confidence. We'll just overlook all those workers receiving pink slips for Christmas. By

SPECIAL REPORTS

Microsoft on Trial

DOJ: J'accuse! MSFT: Moi? NSCP: J'accuse! MSFT: Moi? INTC: J'accuse! MSFT: Mol? IBM: J'accuse! MSFT: Mol?

The Microsoft antitrust trial: Decian McCullagh reports from Washington

More Special Reports...

GENERAL NEWS

Manhunt Over Martine Gurule sleeps with the fishes. Or did, until the Department of Corrections hauled his bloated body out of a Texas creek Thursday afternoon. Gurule, the first death row inmate to escape since the Bonnie-and-Clyde era, was found in Harmon Creek, still clad in his prisonissue garb. Given the condition of the body and its proximity to Ellis Unit, which houses Texas' death row. officials concluded that Gurule drowned in the swiftly moving current shortly after escaping on Thanksgiving Day.

Passage: Roy Burrowes, 72

The Jamaican-born American jazz trumpeter backed the likes of Ella Fitzgerald and Aretha Franklin, played in Duke Ellington's band, and composed his own music. Burrowes, who spent most of his life in New York, died of



"Ironically, if Microsoft had focused on how to leverage the [web], rather than how to kill it, they might be in Google's position today. Serves them right."

> – Jim Clark Founder, Netscape

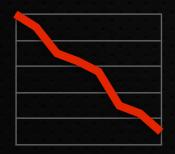




Fx

OS X Cocoa

Adobe Flex

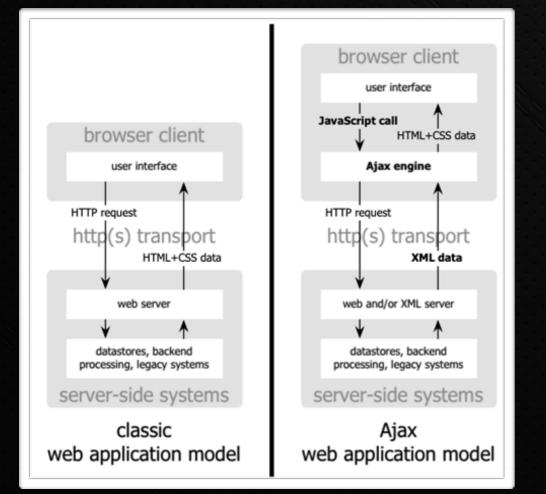






"Google Suggest and Google Maps are two examples of a new approach to web applications that we at Adaptive Path have been calling Ajax. The name is shorthand for Asynchronous JavaScript + XML, and it represents a fundamental shift in what's possible on the Web."

– Jesse James Garrett Co-founder, Adaptive Path

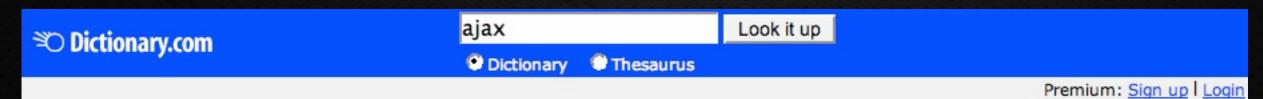




"The Ajax revolution is as much about caring about the user experience as it is about anything particularly technical."

– Ben and Dion, 2006

Before Ajax (2000-2005):



After Ajax (2006):







C (web.archive.org/web/19961017235908/http://www2.yahoo.com/



20

Yellow Pages - People Search - City Maps - News Headlines - Stock Quotes - Sports Scores

- <u>Arts</u> - <u>Humanities</u>, <u>Photography</u>, <u>Architecture</u>, ...
- Business and Economy [Xtra!] - Directory, Investments, Classifieds, ...
- <u>Computers and Internet</u> [Xtra!] - <u>Internet</u>, <u>WWW</u>, <u>Software</u>, <u>Multimedia</u>, ...
- Education - Universities, K-12, Courses, ...
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- Government - Politics [Xtra!], Agencies, Law, Military, ...
- Health [Xtra!] - Medicine, Drugs, Diseases, Fitness, ...
- News [Xtra!] - World [Xtra!], Daily, Current Events, ...
- Recreation and Sports [Xtra!] - Sports, Games, Travel, Autos, Outdoors, ...
- <u>Reference</u> - <u>Libraries</u>, <u>Dictionaries</u>, <u>Phone Numbers</u>, ...
- <u>Regional</u> - <u>Countries</u>, <u>Regions</u>, <u>U.S. States</u>, ...
- Science - CS, Biology, Astronomy, Engineering, ...
- Social Science - Anthropology, Sociology, Economics, ...
- Society and Culture - People, Environment, Religion, ...

Apple Computer

Internet Archive Wayback Marx

14

JULY

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Mobile, Affordable.

C Sweb.archive.org/web/19970404064352/http://www.apple.com/

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Find It

roduct Information Customer Support chnology & Research Developer World Groups & Interests

Resources Online

About Apple

ple Sites Worldwide

Switzerland Taiwan Turkey UK & Ireland United States

Where to Buy Register to Win Software Updates ome Page Archives

Kelcome to Apple

CyberDrive

Register today for a free CD-ROM.

What's Hot

Preorder Mac OS 8

Now you can <u>preorder Mac</u> OS 8, described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

Want a PowerBook? Qualify to win a <u>PowerBook</u> <u>3400/200</u> by <u>entering</u> this month's Apple Registration Sweepstakes.

Big Help for Small Biz Find out what you need to make your small business a success. <u>Apple Small Business</u> has information about everything from great deals on leasing to

Be the First to Know

Learn about new Macintosh software releases the moment they become available. Check <u>Hot Mac Products</u> to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

Newton Connects Newton, Inc., will enhance network connectivity for Newton-based devices this fall via <u>Newton Internet Enabler</u> 2.0. Ethernet capability can connect devices to Local Area Networks.

Welcome to Mars

See alien terrain in <u>QuickTime</u> <u>VR movies from Sojourner</u>, the brave six-wheeler that

& Smart MOVIES FROM MARS QuickTime VE Takes You Out of this World

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Apple Computer

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The Ultimate Family

See What's On

Web Directory

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Disney.com -- The Web Site 🔀

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Click here to preview our Chat upcoming chats!

Got a fast PC? Watch time fly with Disney's Atomic Clock!

You can also learn about our site.





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→ C ③ web.archive.org/web/19981111183552/google.stanford.edu/



Search the web using Goo	gle!
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10 results 😫 Google Search (I'm feeling lucky)

Index contains ~25 million pages (soon to be much bigger)

About Google!

Stanford Search Linux Search

Get Google! updates monthly!

your e-mail Subscribe Archive

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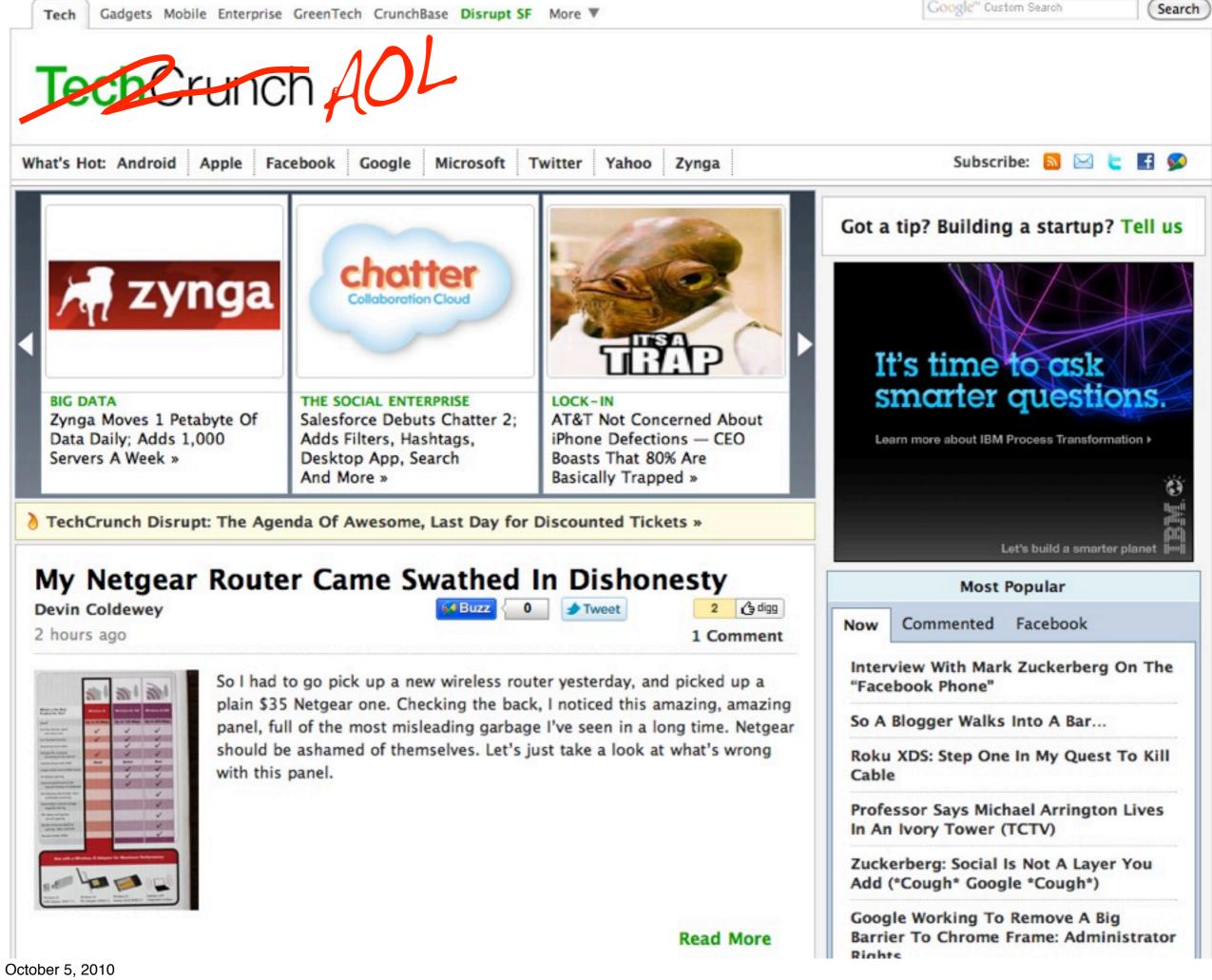
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Practice Calendar Enter some practice events by clicking on any date or on the Duration or Periodic links at the bottom. Any events added here will be deleted soon, so Create your own calendar. Hyperlink back to your own site in the Header: Calendars Net															
Navigate:	2009	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2011	
					S	eptemb	er 201	10							
Sun	Mo	n		Tues		Wed			Thur			Fri		Sat	
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5	6		2			8		9			10		11		
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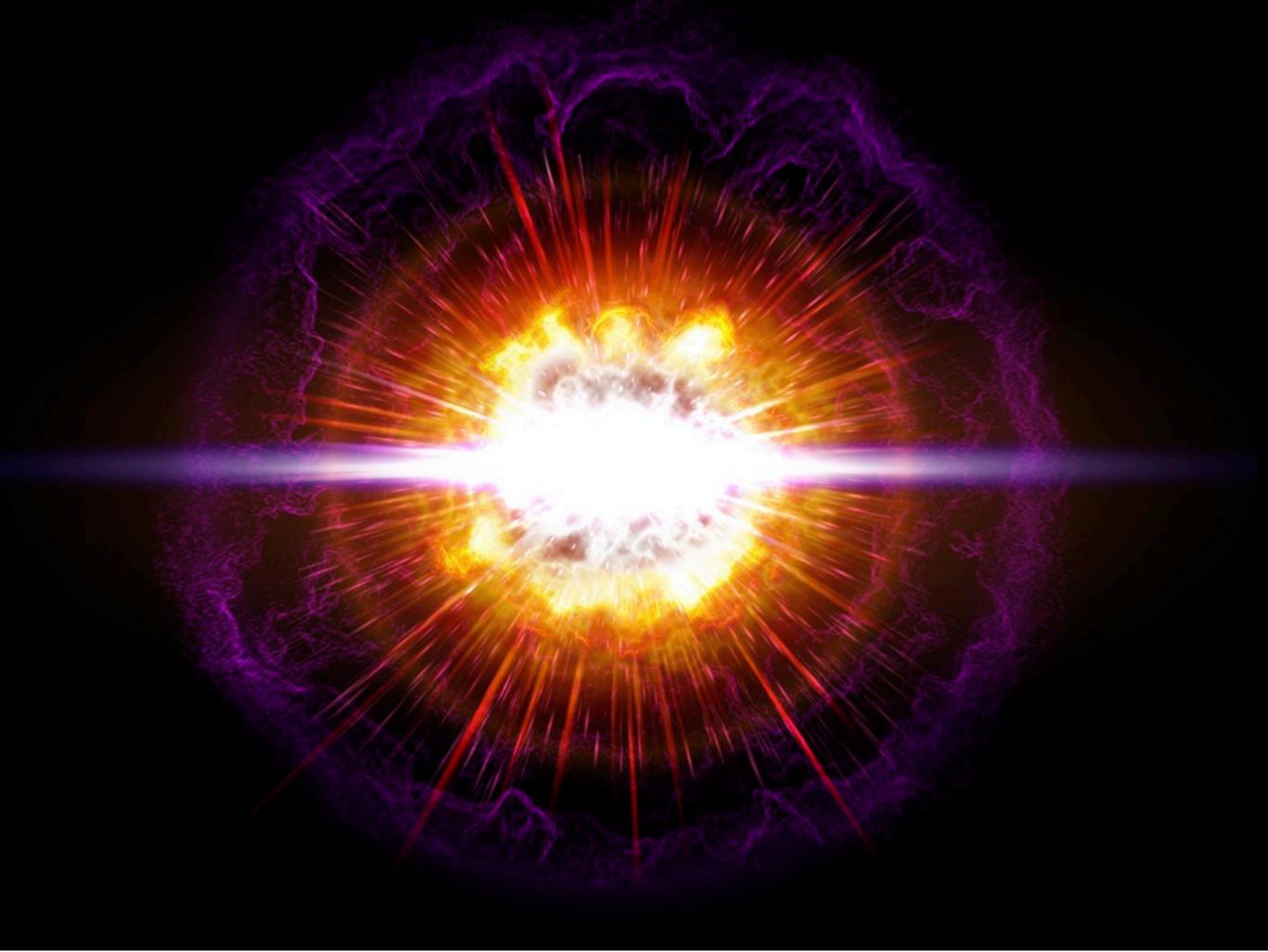
Microsoft® Silverlight™

and.... IE7. IE8.

The IE9 investment occurred due to the advent of amazing browsers and the Web winning as the platform



Be blown away by a more **beautiful** web



325,000 Mobile Apps

\$3,000,000,000,000 Mobile App Economy

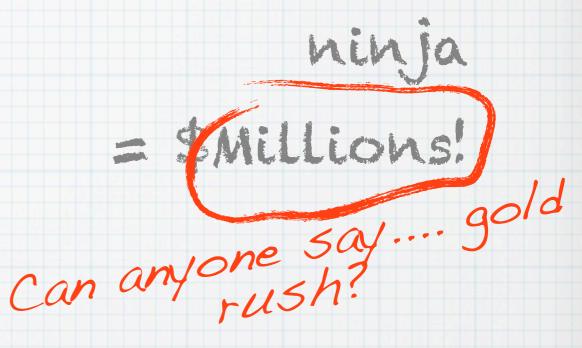
BEN and DION's ESTIMATE BASED ON PUBLICLY RELEASED FIGURES

size of app economy



what do I think of myself

expected \$ on my fart app



size of app economy

\$3,000,000,000

approx. number of apps

/ 350,000

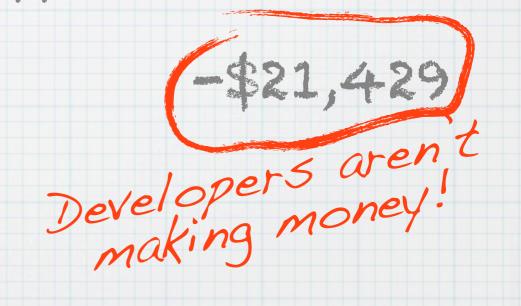
average earnings per app

= \$8,571

average cost to develop an app



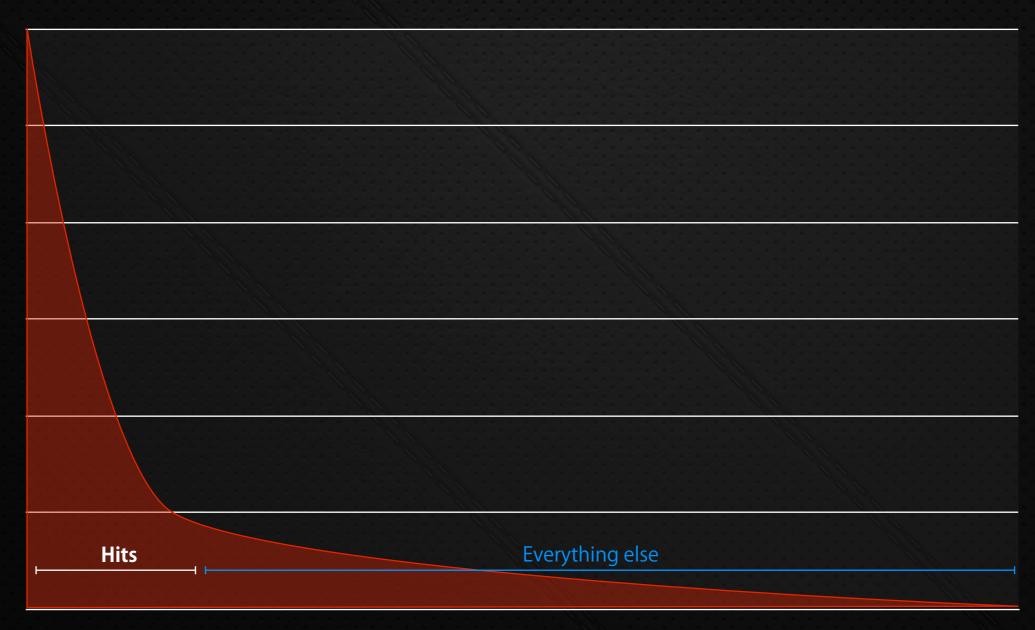
return on investment





Apps are content. Content production is a "hits" business. That's just how it works.

Popularity

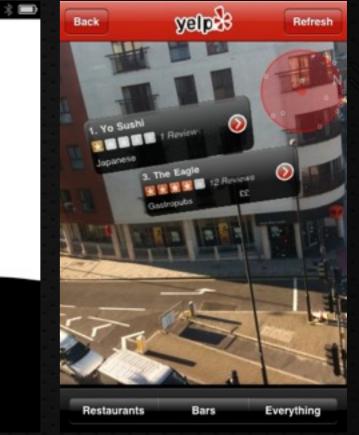


Products

"The Long Tail"

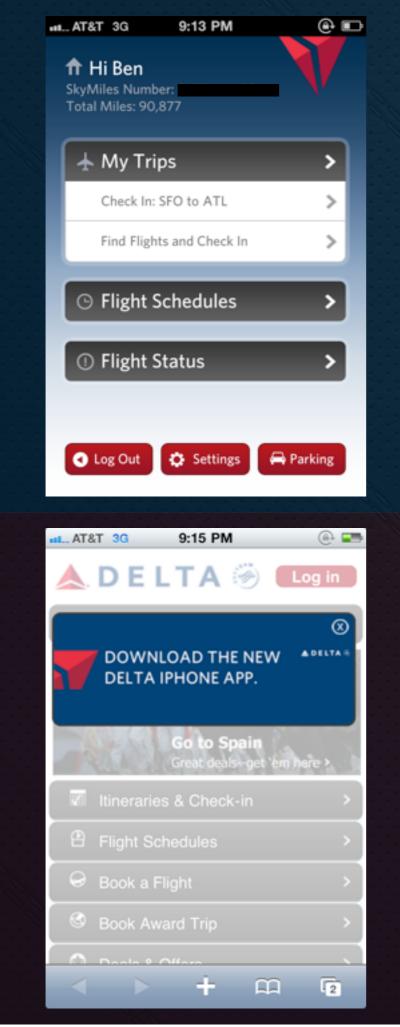


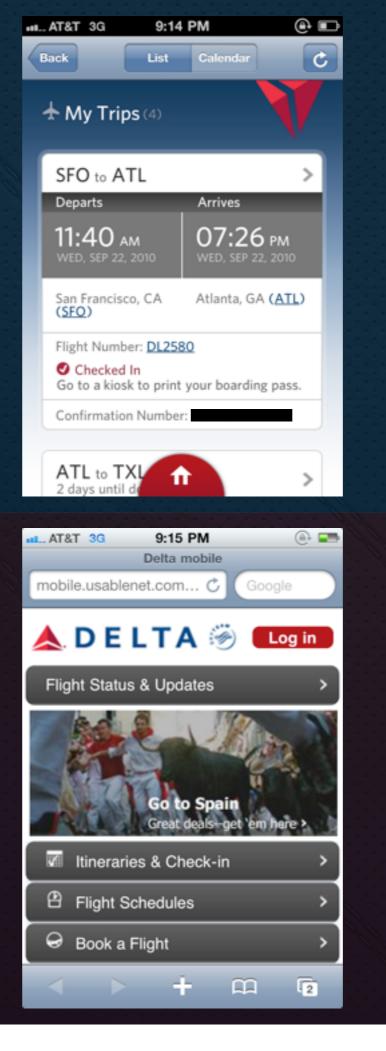


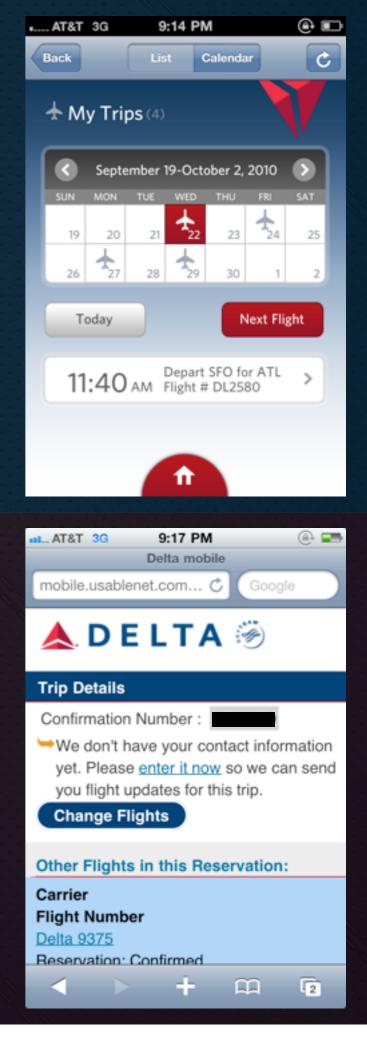


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	X	Brent Keller can't read enough about Hambino.	1:23 PM the Great	0
		Ann King Caldwell is home alone while Rust radio show.		0
	F.	Kyle Brewer is working the last day of week of his new job!	10:36 AM the first	0
	r	Allison Yeaman hopes today is better tha Maybe I'll be smart again	n yesterday.	0
		Will Morgan is getting all the wisdom	7:33 AM taken from	0
	Home	Profile Friends	Chat It	-

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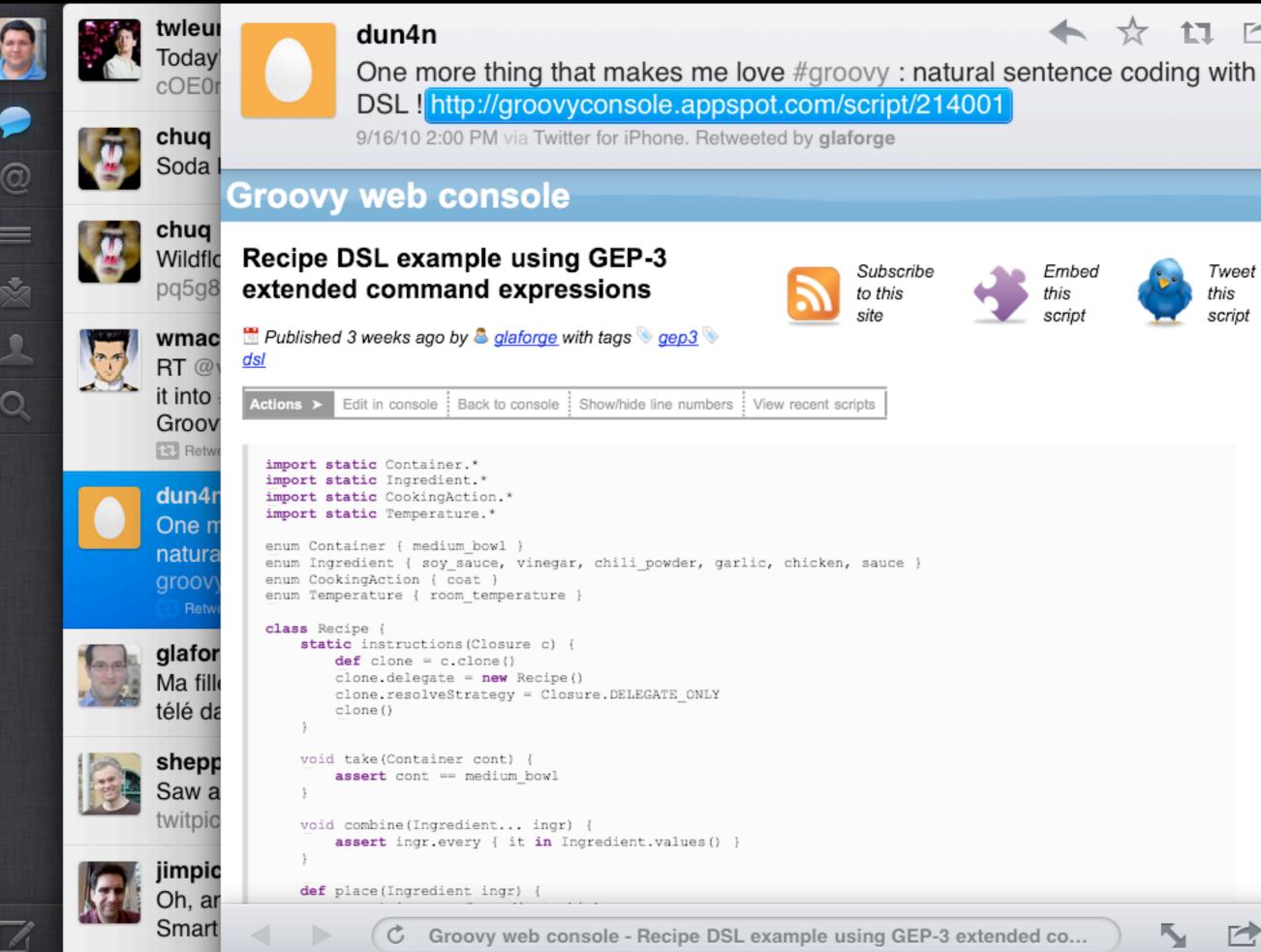
Mobile App

Web App

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		₫.	dshaw Over/Under: Apple shutters Ping in a year?	2 hours

* 100% 🖙



5:45 PM

twitter

Home Profile Find People Settings Help Sign out

140

Tweet

What's happening?

Add your location

Latest: Will be awesome to be back in Denmark w/ @dalmaer RT @JAOO: Great news ... @dalmaer and @bgalbs confirmed for #JAOO http://bit.ly/a5kADt 5 days ago

Home



timoreilly RT @monkchips learning Javascript used to mean you weren't a serious software developer-today, not learning Javascript means the same thing

1 minute ago via Seesmic Desktop



jdub Key difference between Facebook and twitter is friend vs. follow mechanism. All else follows from that (personal/public). #media140 #ozpol

2 minutes ago via Twitter for iPhone



gigaom Video: What's New On the New Roku http://dlvr.it/5lf78

about 1 hour ago via dlvr.it Retweeted by Scobleizer and 1 other



bmf Unforeseen itinerary change: diverting to Chicago, my birthplace, to see X-Japan, the greatest Japanese rock band OF ALL TIME.

6 minutes ago via Twitter for iPhone



unscriptable "wait. if we git revert that, you're no longer a committer!" (gitlolz humor)

9 minutes ago via Echofon



philmckinney Thx for the birthday wishes - the big 50! (facebook calculated 49 I think they were sucking up!) I'm in the camp believing 50 is the new 30!

9 minutes ago via Bad Kitty

0	bgalbs 639 tweets	
	1,310 180 wing followers list	
Who	to follow	
*	mozhacks Mozilla Hacks Follow	×
	dmose dmose Follow	×
view	all	
Hom	e	
@bg	albs	
Dire	t Messages	49
Favo	rites	
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Lists -

Home

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What's happening?



Retweets Searches -



getify Kyle Simpson

@Mentions

Search

RT @hij1nx: When #backend tech drives the #UX, someone needs to get fired.

23 hours ago



tiberglund Tim Berglund

Wish the @strangeloop stl Strange Passions Klein bottle prizes had NIST-calibrated volume gradations on them. I mean, really.;) 23 hours ago



sil Stuart Langridge

Interesting. Double-size battery for the Nexus One. http://www.expansys.com/d.aspx?i=197219 Might buy one of these. 23 hours ago



unity3d Unity Technologies 13 by triptych If you're wondering when #unity3d v3.0 might ship then check out this new blog post: Unity 3 Release Real Soon Now (http://bit.ly/atvFD8)

23 hours ago



globalmoxie Josh Clark 11 by tobie "Take the pain off your users. Put it on yourself." @lukew #d4m2010 23 hours ago



paulrouget Paul Rouget WebGL should be way faster in the coming nightlies for Linux & ATI users.

23 hours ago

Your Tweets 10.023



23 hours ago: 13 edwk *really* excited about Exo v3.0 http://budurl.com/PLF3int brings REST services, activity streams and

Following 1,230



Favorites 8 Senchainc New bundle available, "Sencha Complete"

Followers 7,828



Listed 956 Recently listed in: dev, conversationlist, html5, Cross Platform

Trends
San Francisco · chan
#oow10
#becauseimagangsta

Mondays

Recession

Sessions

#ireallythink Boardwalk Hard Rock Oracle #NoYouCant Promoted

Twitter-for-BlackBerry

n. the official Twitter app for BlackBerry.

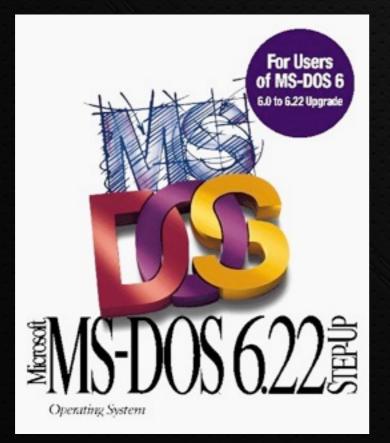
About Help Blog Status Jobs Terms Privacy Shortcuts Businesses · Media · Developers · Widgets · © 2010 Twitter

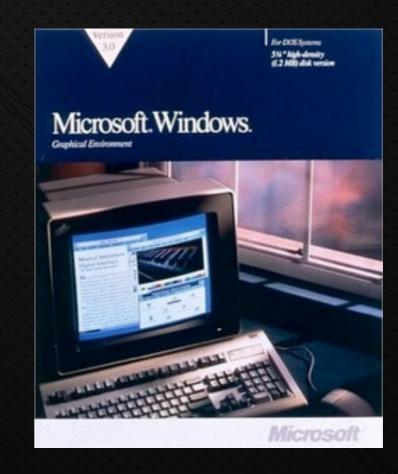
The IE9 investment occurred due to the **explosion of the mobile app economy**



Be blown away by a more **beautiful** web







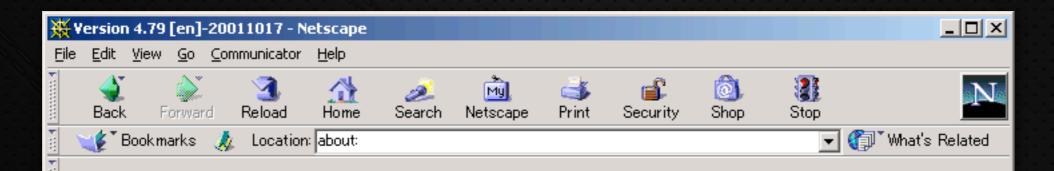
"Don't try to take a fortified hill, especially if the army on top is bigger than your own."

– Bill Hewlett









Netscape® Communicator 4.79



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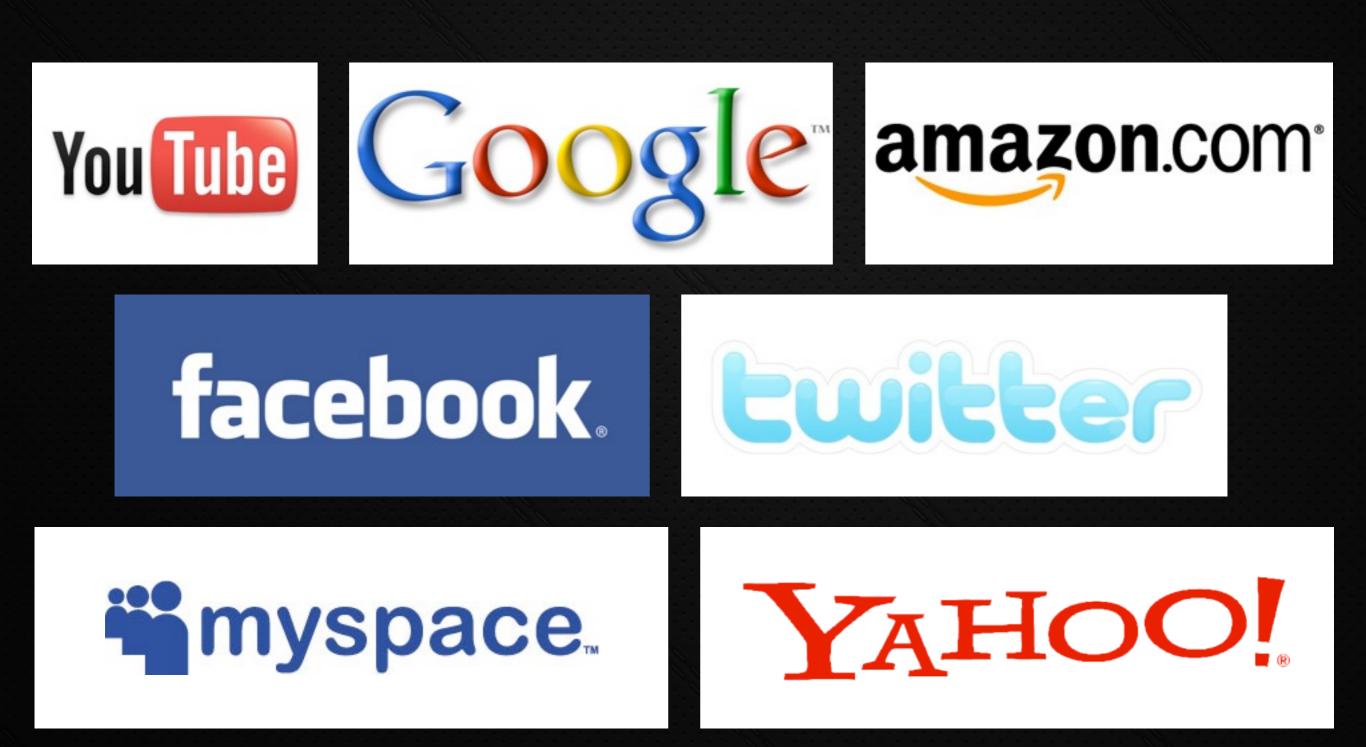
Contains VisiBroker for Java software, copyright © 1996-1998 <u>Borland Software</u> <u>Corporation</u>.

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craigslist







App Ecosystem



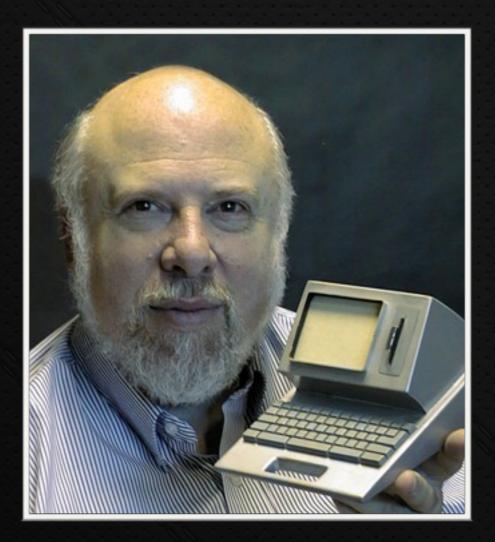
Merchandising Experience

Platform Capabilities



"This is exciting times for developers, and the emergence of a Java gaming industry" – JavaOne, 2000

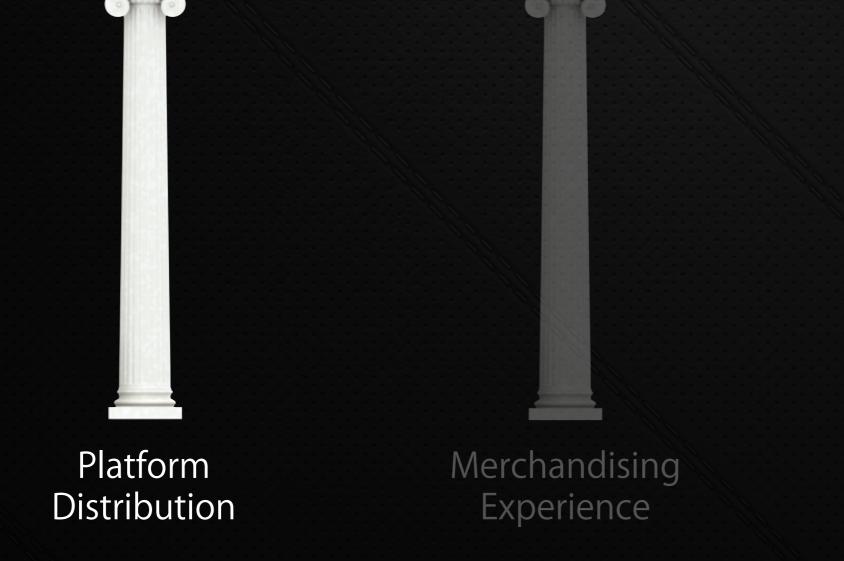




"The secret of mass marketing of software is having a very large and extremely uniform hardware/software base."

– Jef Raskin Author, The Human Interface Instigator of the Apple Macintosh project

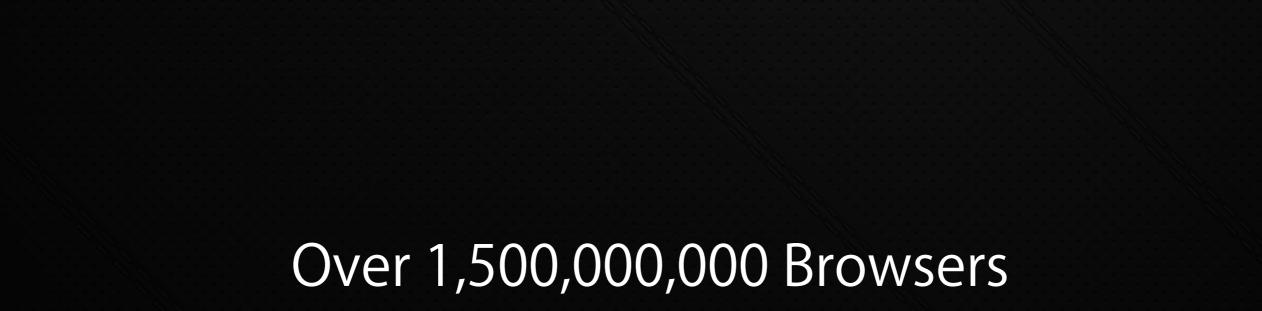
State of the Web



Platform Capabilities



Over 1,500,000,000 Browsers



B



IE6 (90%)

Google Chrome Frame

HTML5 Browsers (10%)

	VIDEO	CODEC SUP	PORT IN S	HIPPING BR	OWSERS			
CODECS/CONTAINER	IE	FIREFOX	SAFARI	CHROME	OPERA	IPHONE	ANDROID	
Theora+Vorbis+Ogg		3.5+	t	5.0+	10.5+	24		
H.264+AAC+MP4			3.0+	5.0+		3.0+	2.0+	
WebM	1) • (†	6.0+	10.6+			

+ Safari will play anything that QuickTime can play. QuickTime comes pre-installed with H.264/AAC/MP4 support. There are installable third-party plugins that add support for Theora and WebM, but each user needs to install these plugins before Safari will recognize those video formats.

VIDEO CODEC SUPPORT IN UPCOMING BROWSERS							
CODECS/CONTAINER	IE	FIREFOX	SAFARI	CHROME	OPERA	IPHONE	ANDROID
Theora+Vorbis+Ogg		3.5+	+	5.0+	10.5+	•	
H.264+AAC+MP4	9.0+		3.0+	5.0+		3.0+	2.0+
WebM	9.0+*	4.0+	†	6.0+	10.6+		+

* Internet Explorer 9 will only support WebM "when the user has installed a VP8 codec," which implies that Microsoft will not be shipping the codec themselves.

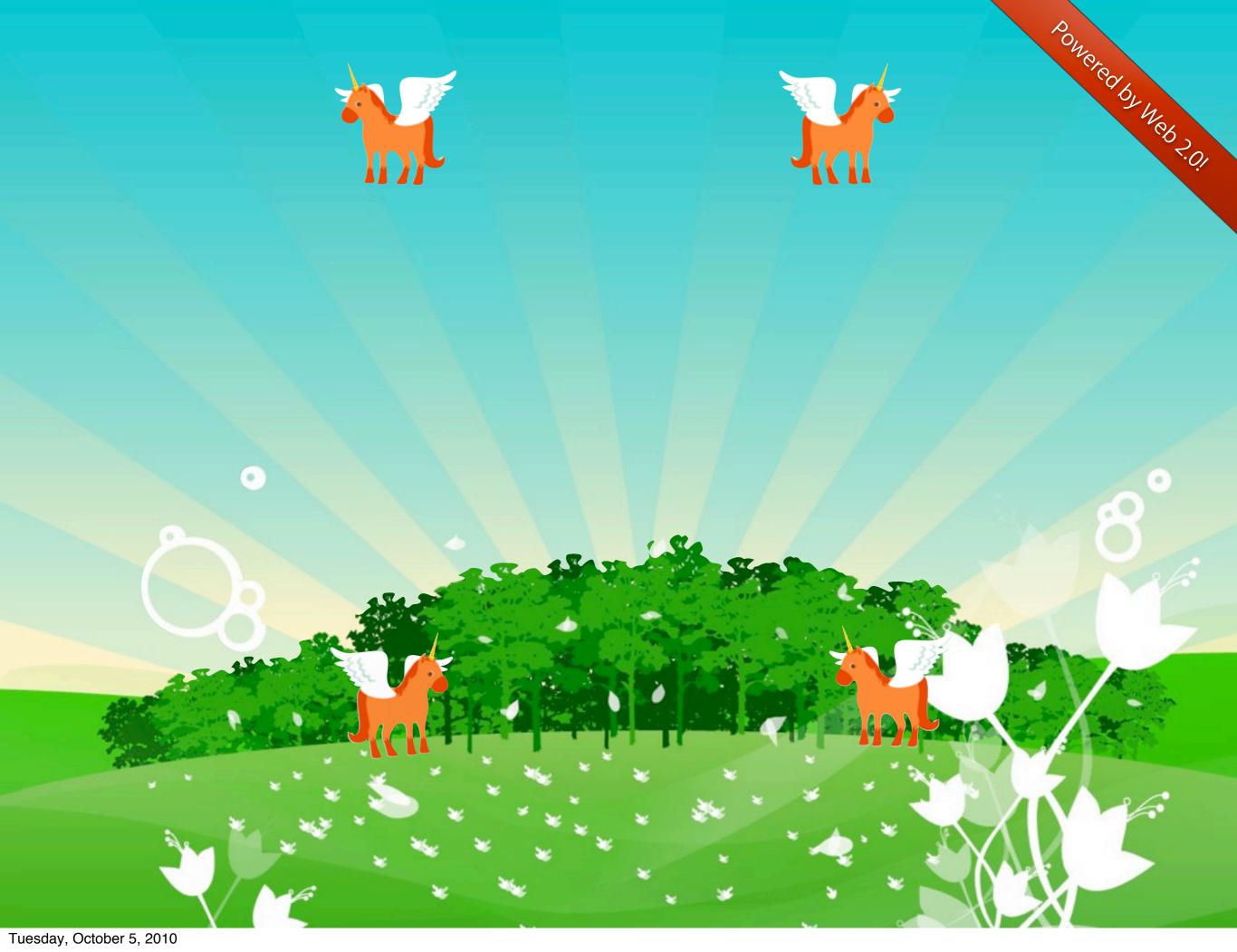
+ Safari will play anything that QuickTime can play, but QuickTime only comes with H.264/AAC/MP4 support pre-installed.

‡ Google has committed to supporting WebM "in a future release" of Android, but there's no firm timeline yet.

HTML5 Video

Flash and iOS Video





What is HTML5?

CSS3 WebGL/03D Geolocation Web Workers Web Storage WebSockets Server-sent Events SVG MathML Fast JavaScript

The W3C / WHATWG HTML5 Specification

> HTML 4.01

The Web needs an app platform standard.

State of the Web



Merchandising Experience

Platform Capabilities

Sponsored links

Cooking Recipes

Cooking Recipes & More! 100,000 Stores. Deals. Reviews. shopping.yahoo.com

Grow Your Food Anywhere

The garden you've always wanted Affordable gardener for Hire www.igrowugrow.biz Georgia

Delicious Food Recipes

Over 100 Food Recipes to Eat Quick & Easy Food Recipes deliciousrecipeideas.com

Food

Entertaining is Easier with Gourmet Foods from Williams-Sonoma. www.Williams-Sonoma.com

Thats A Nice! Store

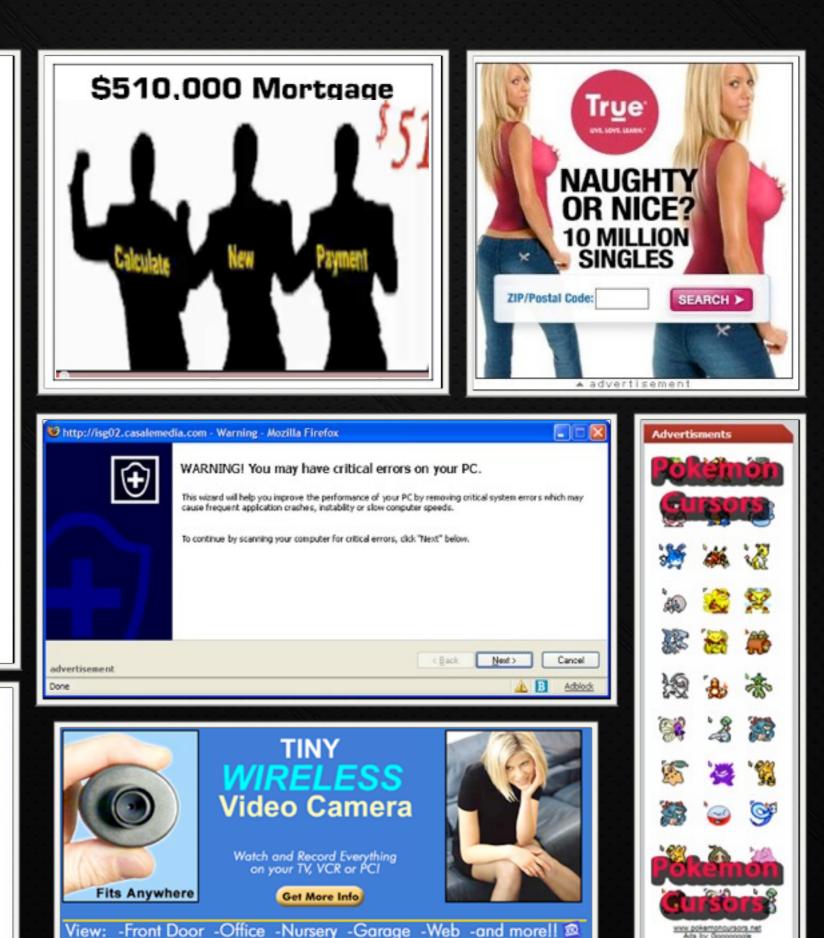
Southern Italian Spec Foods | Gifts Italian Food Gift Baskets- Free S&H www.thatsanice.com

See your ad here »

Find Your Graduating Class



I graduated in: 1997 1987 1977 1967 1957



Manage Projects Better with Basecamp.

Millions of people use Basecamp to collaborate and manage projects online.



Every day the world's most respected brands depend on Basecamp. The top choice for entrepreneurs, designers, and developers.





R.BIRD Brand design firm

Project management for internal & client projects.



Elsewares Independent art retailer

So simple even his mom can use it (she works there!).



patagonia W

Atelier High-end wedding planner

Every wedding is expertly managed using Basecamp. Over 5 million people worldwide have used Basecamp to collaborate on over 4 million projects, track 57 million hours of work,

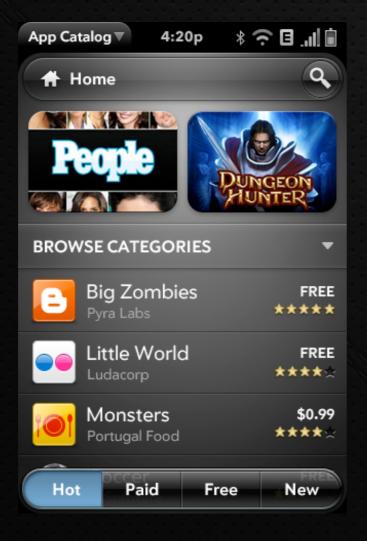
USA TODAY

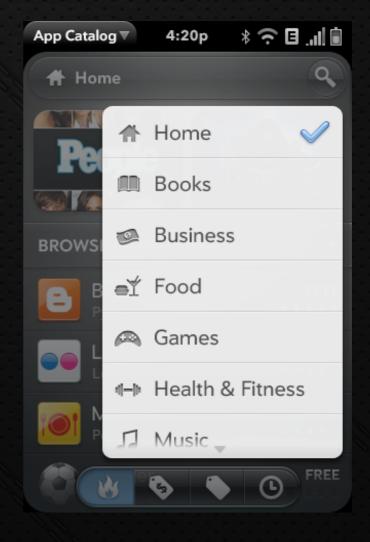
> share **46 million files**, and complete **43 million to-dos** How will you use Basecamp?







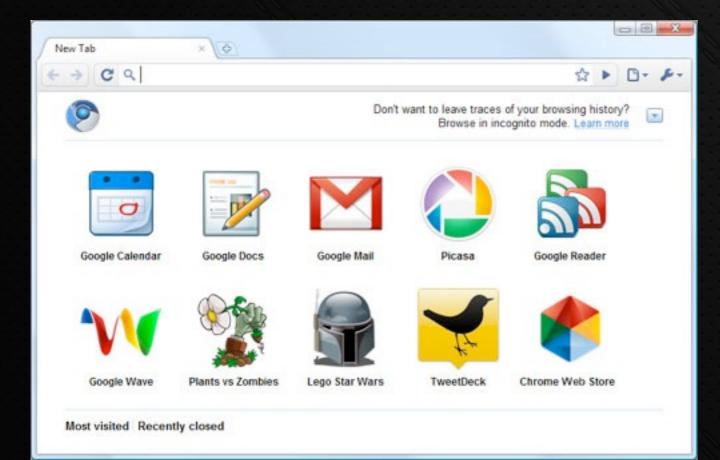




The Web needs app marketplaces.

(Come back, Yahoo! All is forgiven...)



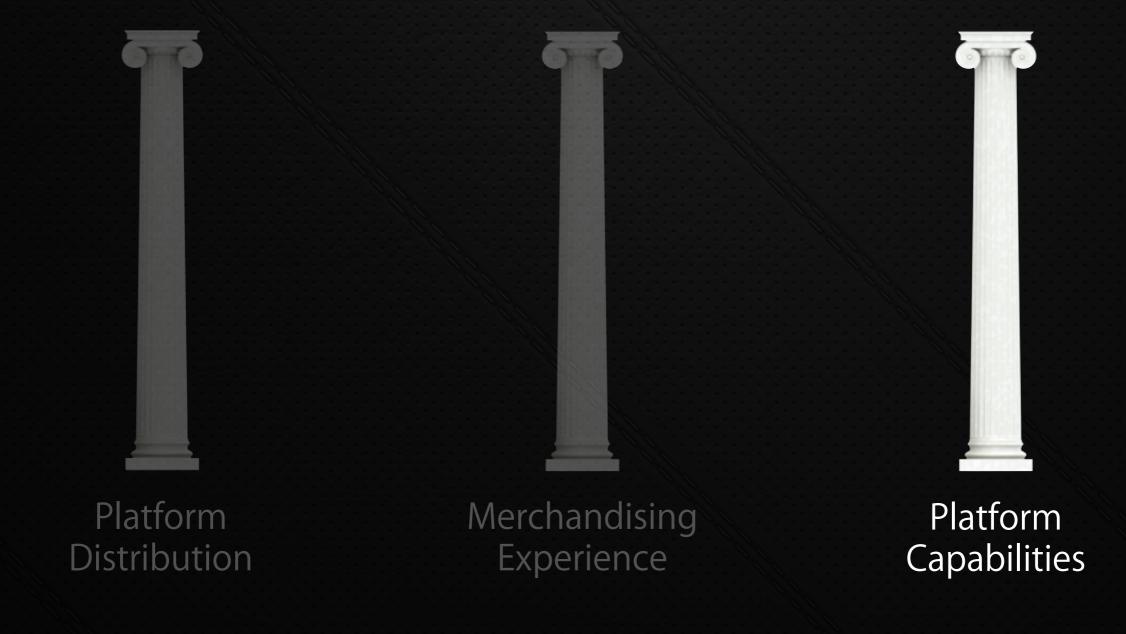




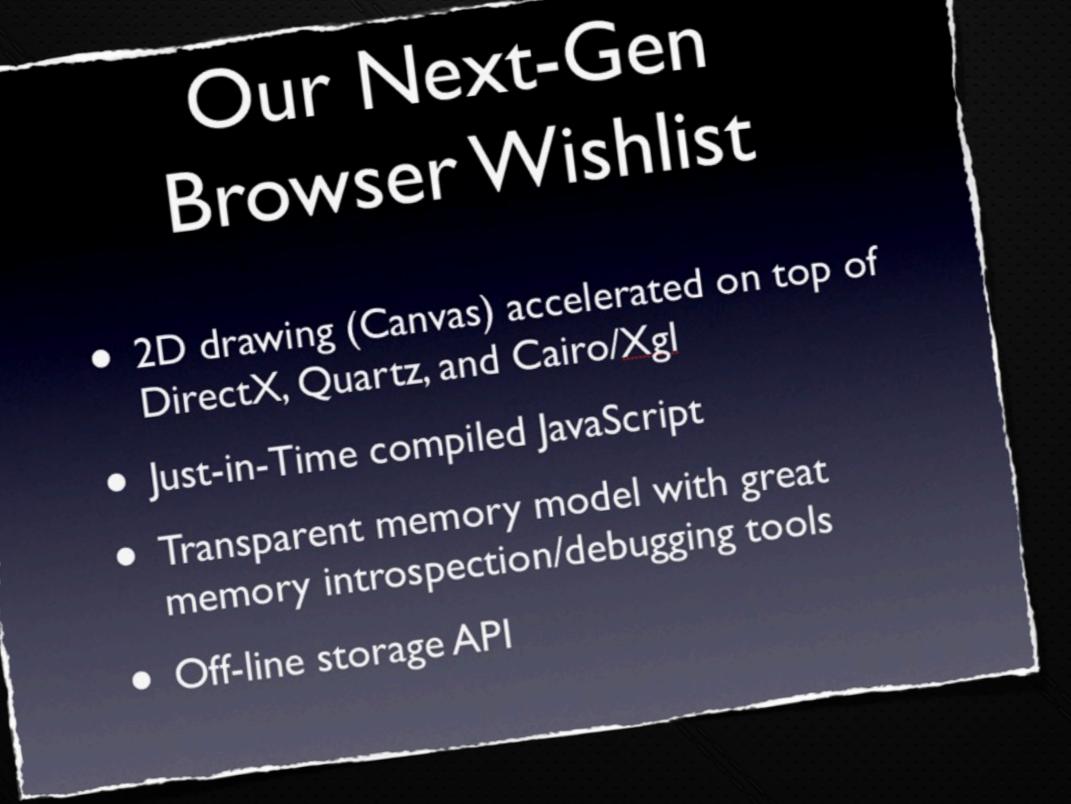
Chrome Web Store

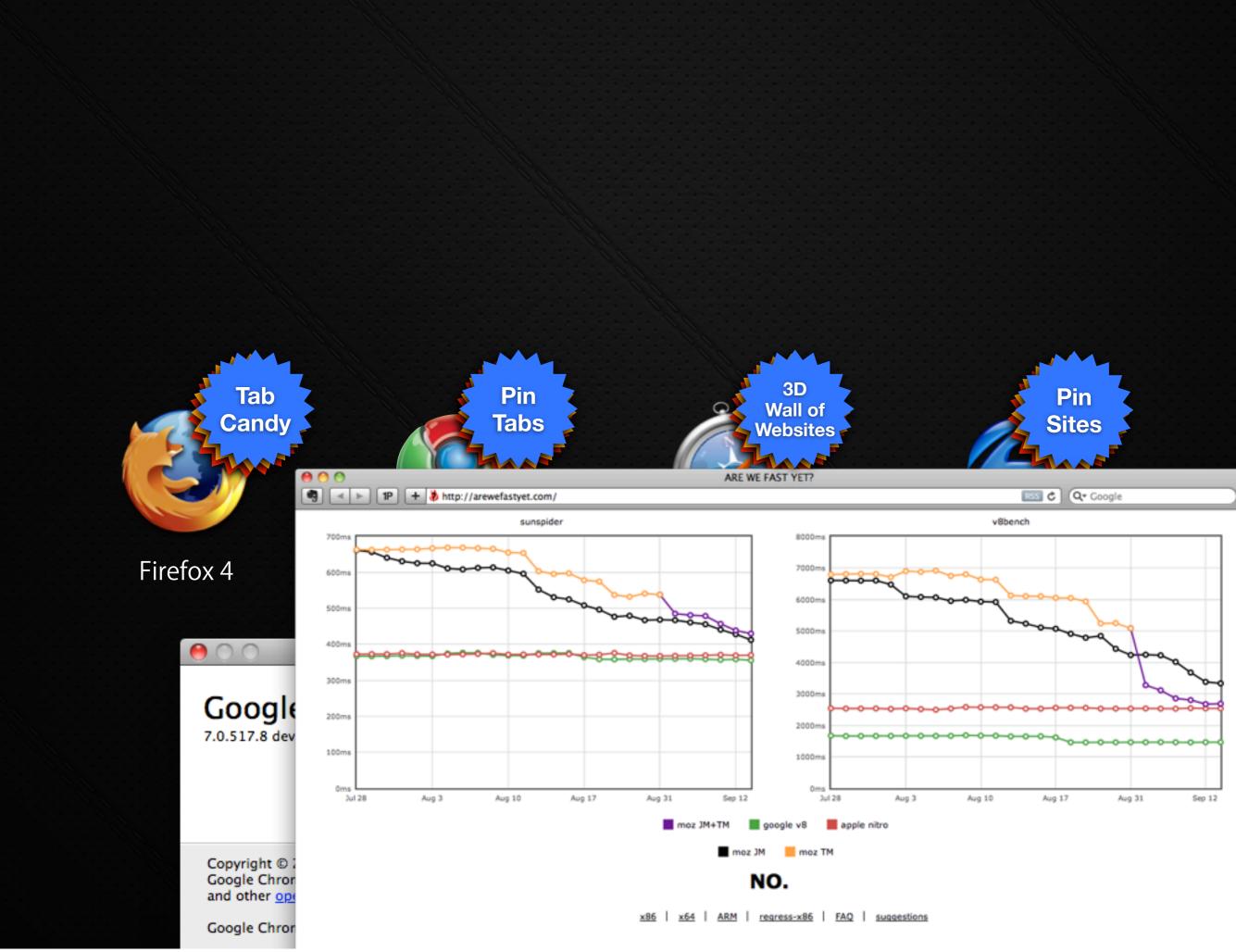
Mozilla "Vapour"

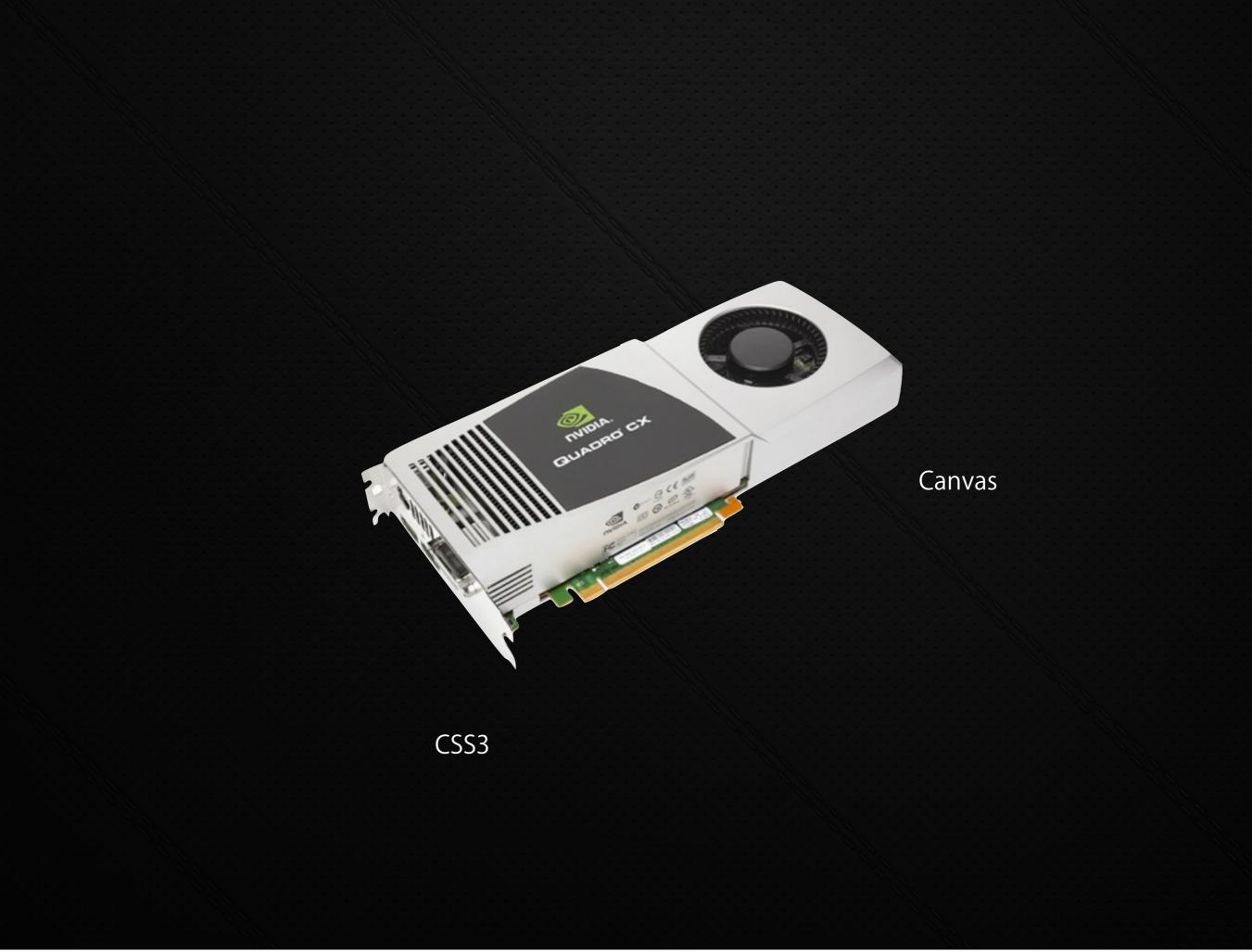
State of the Web



Ajax Experience, San Francisco, 2006







Four GPU-accelerated APIs:

Canvas + SVG: 2D graphics

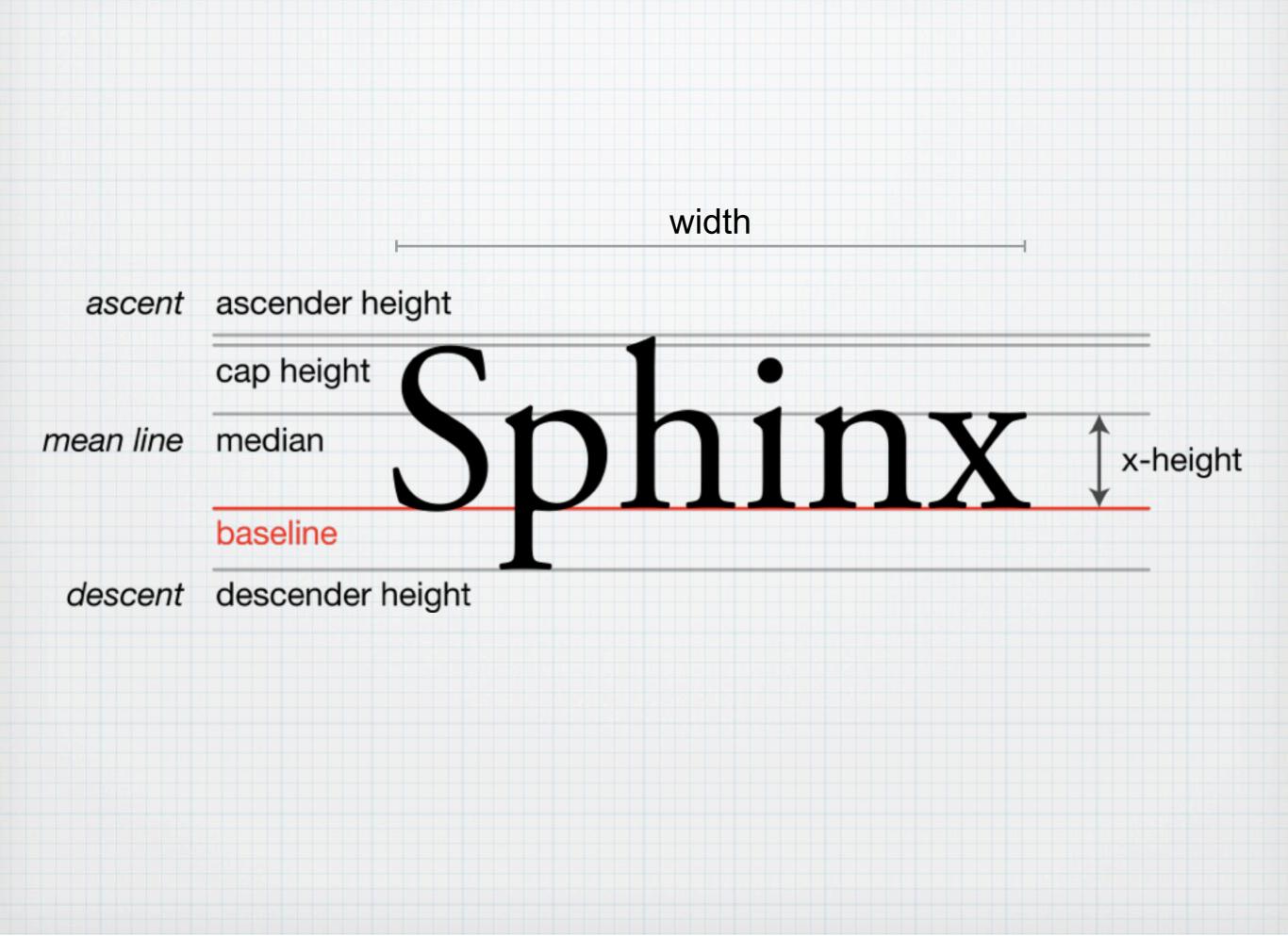
CSS3: DOM acceleration

WebGL: 3D graphics

Bespin > \odot 17 🕲 🕅 ידר אאא וֹדי אאא יווי Q, θ My Project 01: index.html Open Sessions Ш //This is going to be a very long line that triggers horizontal scrolling so I can see exactly how wide ReadMe.htm to be a very long line that triggers horizontal scrolling so I can see exactly how wide this is. callforpapers.js function DefaultHeaderRenderer() { error.php this.paintCell = function(ctx) { index.php var g = ctx.gc;", index.php g.fillStyle = \"rgb(223, 205, 151)\"; downloads.htm g.fillRect(ctx.origin.x, ctx.origin.y, ctx.size.width, ctx.size.height); frmscpt_KA_news.php g.strokeStyle = "rgb(168, 155, 114)";g.strokeRect(ctx.origin.x + ctx.size.width - 1, ctx.origin.y, 1, ctx.size.height); com Find Files х g.strokeRect(ctx.origin.x, ctx.origin.y + ctx.size.height - 1, ctx.size.width, 1); Q S drawText(g, "rgb(0, 0, 0)", ctx.value,", ctx.origin.x + ctx.insets.left, ctx.origin.y + ctx.size.height - ctx.insets.bottom - ctx.ins syntaxhilighter.js } sync.py sybase.py svntestbase.py This is going to be a very long line that triggers horizontal scrolling so I can see exactly how wide svnlookrepo.dump be a very long line that triggers horizontal scrolling so I can see exactly how wide this is. svnlook.py unction DefaultHeaderRenderer() { svncommon.py this.paintCell = function(ctx) { svn.txt var g = ctx.gc;svn.py - store g.fillStyle = \"rgb(223, 205, 151)\"; svn.py — store g.fillRect(ctx.origin.x, ctx.origin.y, ctx.size.width, ctx.size.height); ../path/to/sybase.py g.strokeStyle = "rgb(168, 155, 114)";g.strokeRect(ctx.origin.x + ctx.size.width - 1, ctx.origin.y, 1, ctx.size.height); g.strokeRect(ctx.origin.x, ctx.origin.y + ctx.size.height - 1, ctx.size.width, 1);

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> open



The Web needs deeper APIs and richer app frameworks.

Focus on graphics and caching!

JavaScript?



The Web needs a permissions model.

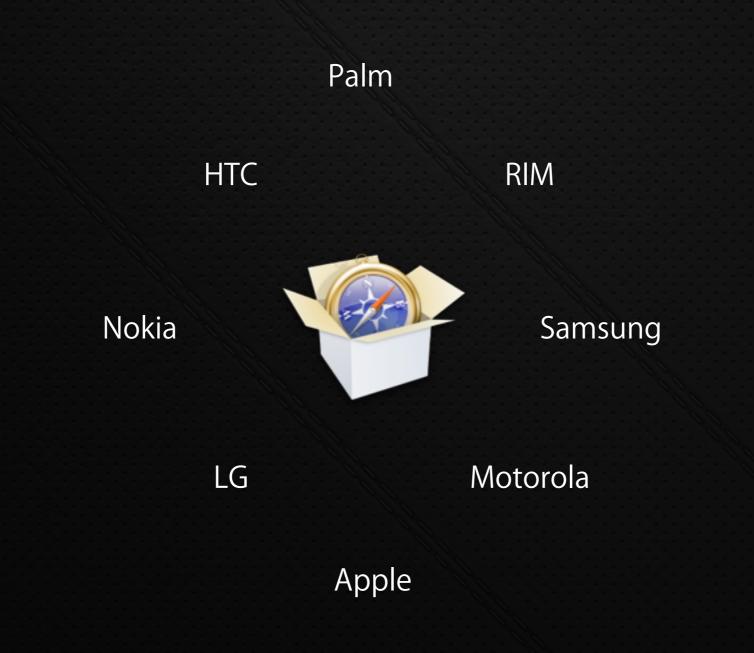
State of the Web

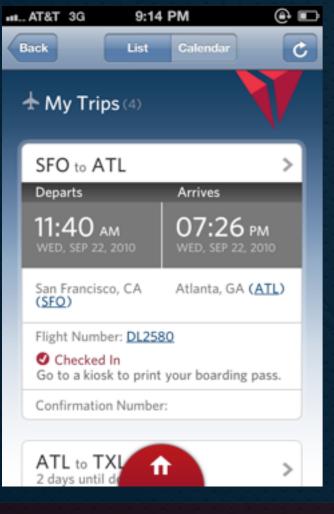


Merchandising Experience

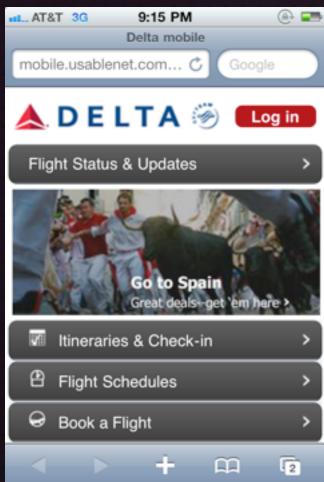
Platform Capabilities







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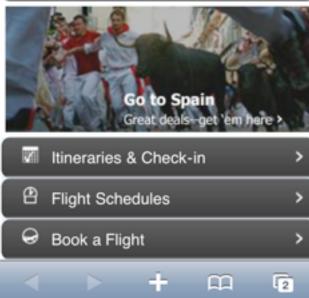
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<meta name="apple-mobile-web-app-status-bar-style" content="black">

k rel="apple-touch-startup-image" href="appstartup.png">





client oriented
app cache
local storage
animations



JQTOUCH

A jQuery plugin for mobile web development on the iPhone, iPod Touch, and other forward-thinking devices.

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O Preview on your iPhone or in WebKit

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Easy Setup · Native WebKit Animations · Image Preloading Callback Events · Flexible Themes · MIT Licensed Swipe Detection · Extensions

By David Kaneda · Support on Google Code · Blog on Tumblr





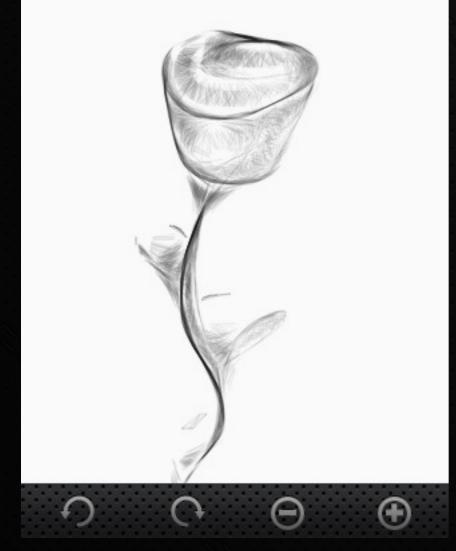








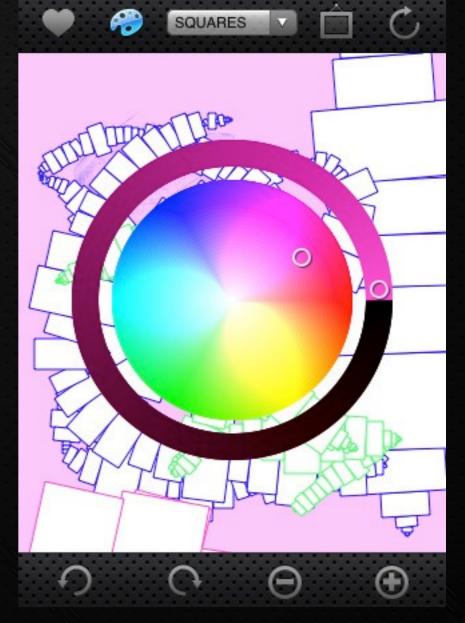




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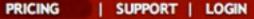


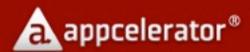












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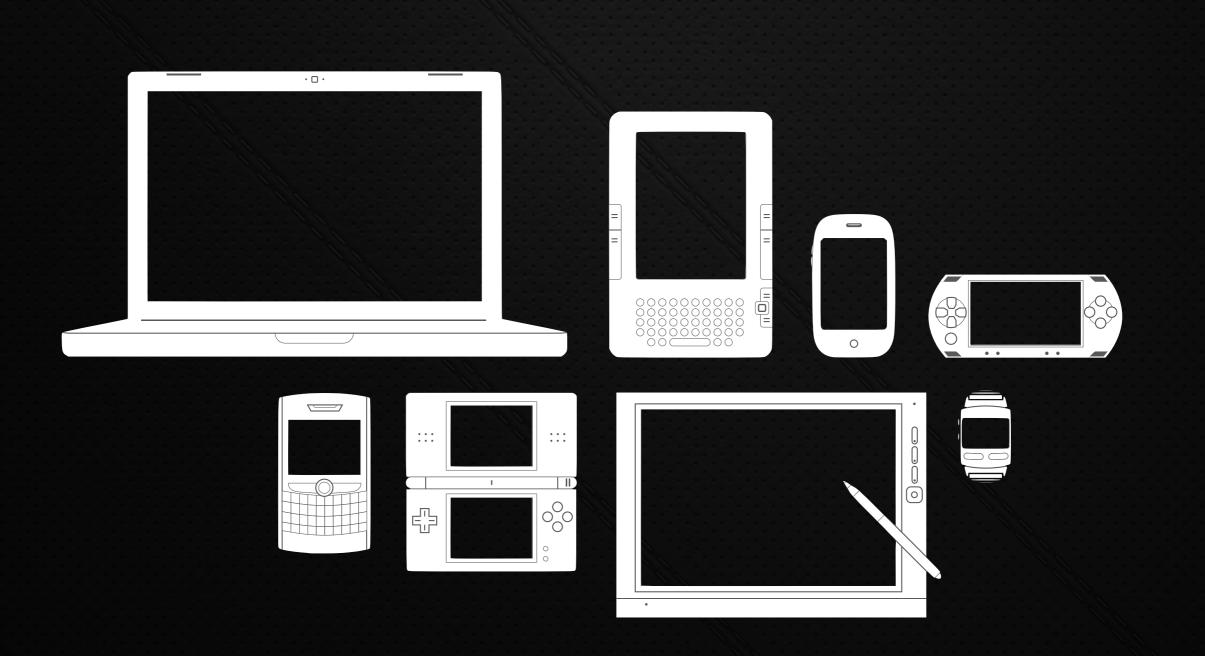
```
var win1 = Titanium.UI.createWindow({
    url:'main_windows/base_ui.js',
    titleImage:'images/appcelerator_small.png'
});
```

```
var tab1 = Titanium.UI.createTab({
    icon:'images/tabs/KS_nav_views.png',
    title:'Base UI',
    window:win1
```

```
});
```

```
tabGroup.addEventListener('open',function() {
    // set background color back to white after tab group transition
    Titanium.UI.setBackgroundColor('#fff');
});
```

```
// tab group close event
tabGroup.addEventListener('close', function(e) {
    messageLabel.text = 'tab group close event';
    messageWin.open();
    setTimeout(function() {
        messageWin.close({opacity:0,duration:500});
        tabGroup.open();
    },1000);
});
```



We are finally shipping the **first consumer grade** operating systems to the masses.

It is about time.

"How will this effort result in us shipping more Windows?"

We need the Web.





Open Web Tools

CodeBurner Crosshair **CSS** Janus CSS Selector Shell CSS Text Wrapper CSSTidy DabbleDB Deploy DOM Lint Drawter DWR EtherPad Favicon Generator Firebug

FireUnit Hammerhead iPhoneDebug Javascript beautifier CSS Sprite Generator JavaScript Memory Leak Detector Jawr JSLint JSLint Multi **J**SLitmus JSMin **JSON Diff JSONView** Juicer MODIv2 Pencil

RegexPal Rule Selenium Sprockets TestSwarm TraceTool **UA** Profiler Visual Event WaveMaker WebKit Web Inspe XBug XRAY YAML Debug YSlow YUI Compressor O

The Web needs a great profiler.



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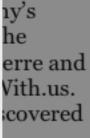


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The Web needs a launcher experience.



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"In essence, Nitobi is building out a 'write once, run anywhere' platform for mobile application development... One of the cocreators of PhoneGap said, 'The idea is you write one code base and it should work smoothly on all devices."

Three caching APIs:

Cookies: Rudimentary, byte-sized data storage

Local Storage / App Cache: More configurable, larger store

Web Database: Performant, query-able store