Hello Goodbye

Why HTML5 Is In and Native Is Out

Kevin Cohn
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STM E-Production, London
2 December 2010
### Major Platforms

<table>
<thead>
<tr>
<th></th>
<th>iPhone</th>
<th>BlackBerry</th>
<th>Android</th>
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</thead>
<tbody>
<tr>
<td><strong>Market Share</strong></td>
<td>27.9%</td>
<td>27.4%</td>
<td>22.7%</td>
</tr>
<tr>
<td>Nielsen Company, October 2010</td>
<td></td>
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<tr>
<td><strong>Language</strong></td>
<td>Objective-C</td>
<td>C++</td>
<td>Java</td>
</tr>
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</table>
HTML5

• Standard for building RIAs
• Evolution of XHTML
• Pairs with CSS3 for style
• Common across every OS
Advantages

- Reduced time to market
- Lower build/running costs
- Reach the web browser, too
- Skills readily available
Déjà Vu?
WebKit
What Is WebKit?

- Open source web browser engine developed by Apple, RIM, Google, and others
- HTML5, CSS3, and JavaScript with high performance and stability
- Used by Safari, Chrome, and every modern (touch) smartphone OS *
<table>
<thead>
<tr>
<th>Capability</th>
<th>Standards-Based Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local storage (offline reading)</td>
<td>HTML5</td>
</tr>
<tr>
<td>Rich user interface</td>
<td>CSS3</td>
</tr>
<tr>
<td>Use of device hardware</td>
<td>JavaScript library</td>
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**Tradeoffs?**
Conclusions
HTML5

- Develop and maintain once
- Reach every modern OS
- App and web browser
- Use readily available skills
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