



Suhail Syed, Android* and HTML5
Marketing Manager, Intel

Rao Yeleswarapu, Director of Client & Embedded OS Product Marketing, Intel

NEWS

Jan 2013 HTML5 is Gaining Momentum

W3C extends its presence and commitment into China

Dec 2012

W3C publishes complete definition of HTML5 spec, on track to publish final spec by 2014

Nov 2012

VentureBeat reports that 94% of software developers are betting on HTML5

Oct 2012

W3C announces Web Platform Docs, a community-driven site that aims to become a comprehensive and authoritative source for web developer documentation

Oct 2012

W3C launches System Applications Working Group—the first group dedicated to defining and driving application API standards for HTML, JavaScript and CSS

Nov 2011

Adobe discontinues Flash development, re-channels investment into HTML5
— **Forbes**

Feb 2011

W3C extends charter of its HTML Working Group with clear milestones for HTML5

April 2010

Steve Jobs issues “Thoughts on Flash” letter, creates mainstream buzz around HTML5
— **MacWorld**

HTML

Cross-Platform Development

*Emerging and
prevalent*

*Key to a rich
application
ecosystem*



40%
*of app developers
are using HTML5*

Another
40%
*are planning to
use HTML5*

Intel's HTML5 Vision



Build a cross platform HTML5 ecosystem

Maximize reach without porting

Actively engage the developer community

Help create a responsive web experience

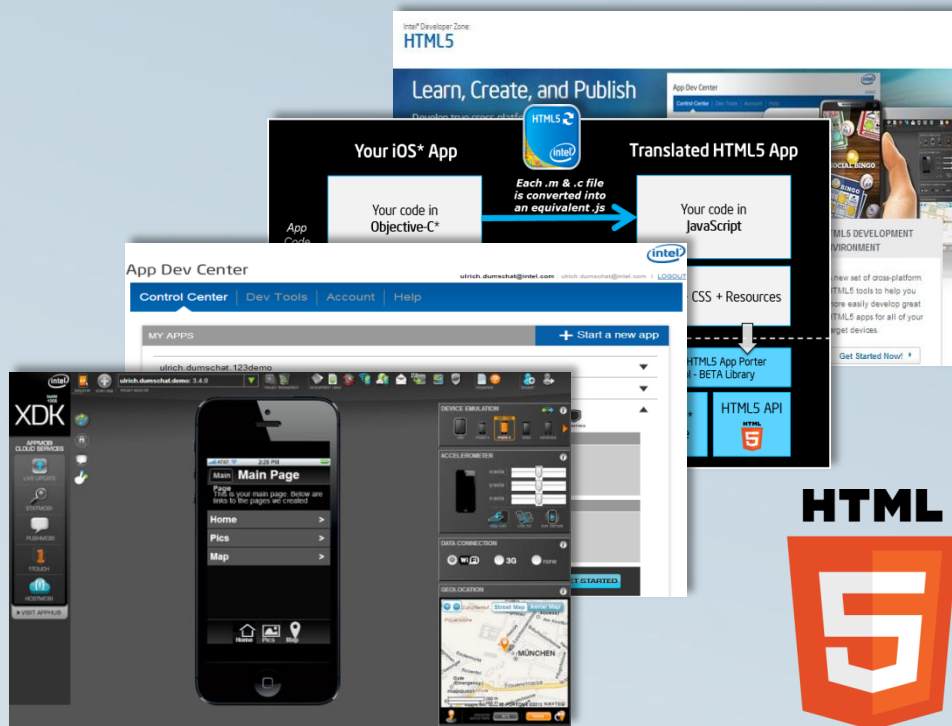
**Build the next software spiral around
HTML5**

More applications with native like performance

*Faster time to market and choice for
differentiation using Intel platform capabilities*

Let HTML5 Thrive...

Intel is helping software developers around the globe to create and deploy incredible cross-platform experiences, reach more customers, reduce costs and improve time-to-market



- **Intel contributes** to Open Source, Standards, and provides Tools & Resources to support HTML5
- **Intel® HTML5 Developer Zone** provides everything to learn, develop, test and deploy true cross-platform HTML5 apps
- **Intel® HTML5 Development Environment**, a no cost, integrated and front-to-back HTML5 App Dev Environment for True Cross-Platform Apps for multiple App Stores, and form factor devices
- **Intel® HTML5 App Porter Tool – Beta**, an iOS* app to HTML5 source-code and API converter to broaden the market reach for iOS developers

Visit the Intel® HTML5 Developer Zone and get started immediately with HTML5 Cross-Platform app development
<http://software.intel.com/html5>

Active involvement in HTML5



*Key upstream project
Where everything is derived from*

WebKit

Graphics
(Skia/Cairo)

W3C
API Definition

Helper projects/libraries

Chromium

PhoneGap

jQuery

Downstream Products

Chrome PC
Browser

Android
Chrome
Browser

Tizen
Browser

Runtimes

Simulators

Open Standards Contribution



W3C HTML WG

HTML5 core, elements, layouts, DOM
Three Intel members



W3C Device API WG

**Enable web application interaction
with device HW, services, and
applications**
Three Intel members



W3C Web Applications WG

**Improve client-side application
development on the web**
Five Intel members



W3C WebApp Security WG

**Security and policy mechanisms to
improve security of web applications**
Two Intel members



W3C CSS WG

**Develop and maintain cascading
style sheets**
Three Intel members



W3C Audio WG

**Add more advanced audio
capabilities, such as the processing
and synthesis of audio streams**
One Intel member



W3C Web Cryptography WG

**Define cryptography APIs to provide
common functionality to web
applications**
Two Intel members



W3C System Applications WG

**Define runtime environment,
security model and associated APIs
to build web apps similar to native**
Twelve Intel members



W3C NFC WG

**Develop ways for web pages to
interact with NFC devices**
Four Intel members
Intel chair



W3C Web Performance WG

**Enhance application performance of
user agent features and APIs**
Two Intel members



W3C Tracking Protection WG

Improve privacy and user control
One Intel member



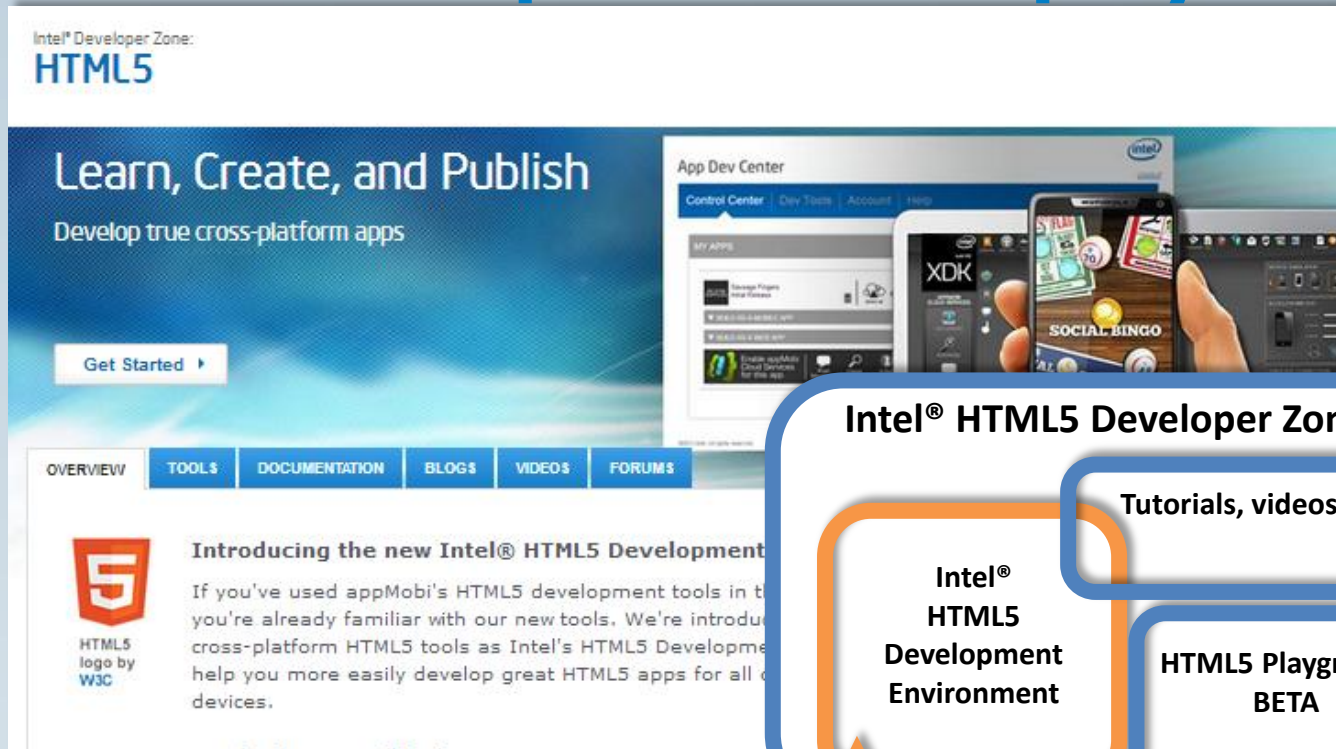
W3C Browser Testing and Tools

**Develop technologies for use in
testing, debugging, and
troubleshooting of web applications**
Two Intel members



** Partial List as of January, 2013

Delivering Tools & Resources: From Development to Deployment



Intel® HTML5 Developer Zone

Tutorials, videos, documentation, forums

Intel®
HTML5
Development
Environment

HTML5 Playground
BETA

Intel® HTML5 App
Porter Tool BETA

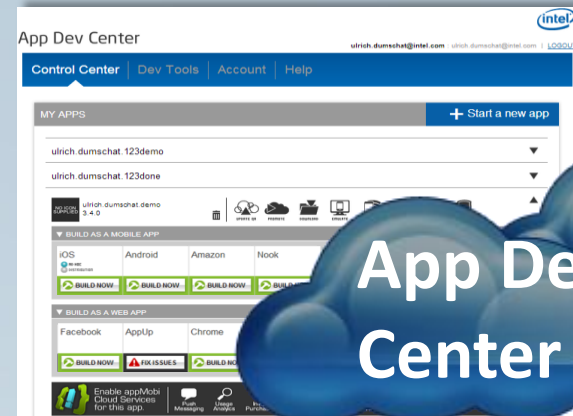
Let's have a closer look! ☺

<http://software.intel.com/html5>

Intel® HTML5 Development Env



A Free, fully integrated HTML5 App Dev Environment for true cross-platform apps targeting multiple App Stores, and form factor devices



- Developer Frontend
- Chrome* Browser plug-in with local project file storage capabilities
- Develop offline and online
- Windows*, OS X*

- Intel cloud-based tools & build service for
 - Apple* App Store
 - Google* Play
 - Windows*/Windows* Phone Store
 - HTML5 Web Apps
- No need to download and learn Native Platform SDKs

Intel® HTML5 Development Environment = Intel® XDK + App Dev Center

<http://software.intel.com/html5>

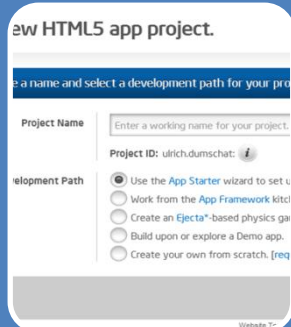
What's New – April 2013



Windows* 8

- Build Support for Windows* 8 Store

New



Integrated Project Wizard

- Now fully integrated into Intel® XDK
- Graphical wizard for website-like apps
- Games/physics app framework
- Demo examples, and more...

Intel® HTML5 App Porter Tool – BETA

iOS* App to HTML5 App Converter



Expands market reach for
iOS* Objective-C* app
developers

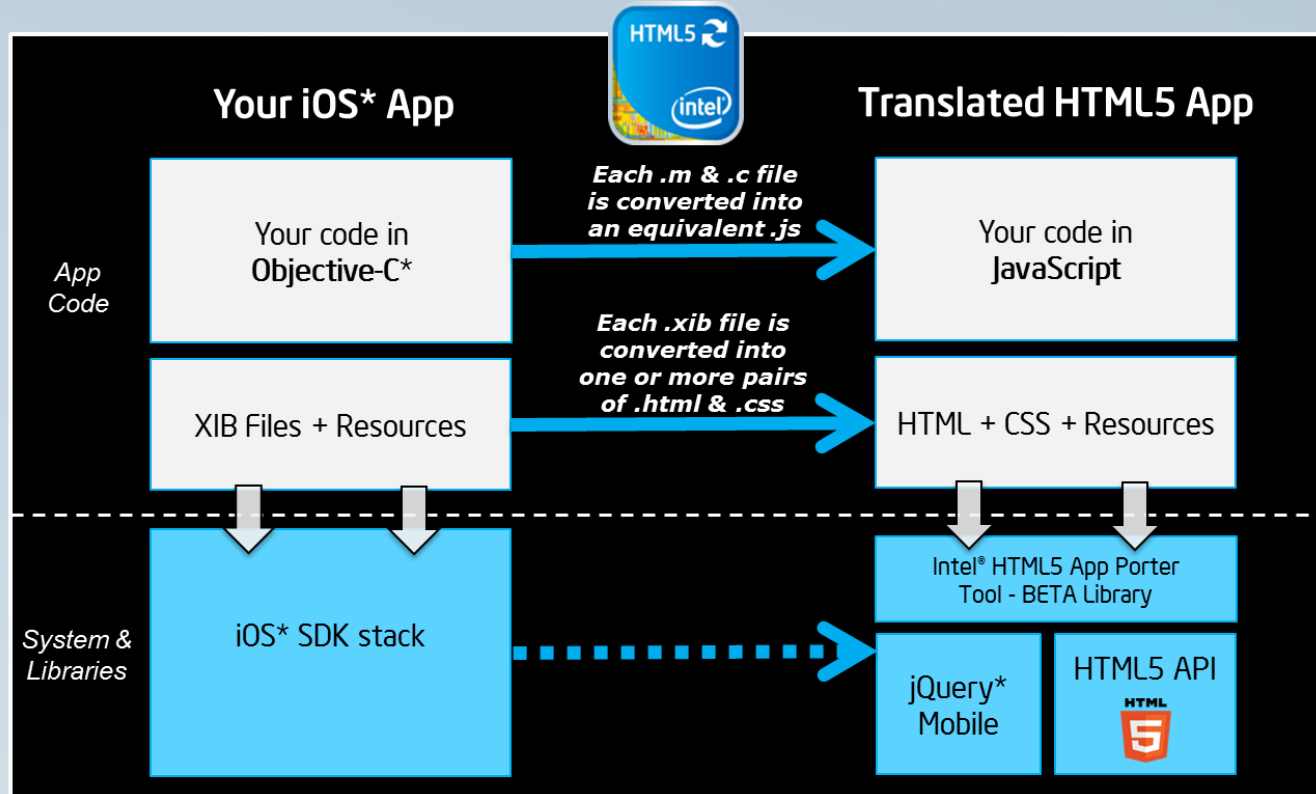
Minimizes porting effort to
generic HTML5

1-to-1 source code
conversion, incl. comments

Identifies source code
needing manual translation

80% API match helps reduce
porting efforts

Industry leading solution



Download, test and use it at no cost at:
software.intel.com/html5

Helping expand market reach for iOS* Objective-C* app developers

Intel® HTML5 Development Env

Intel® XDK & App Dev Center



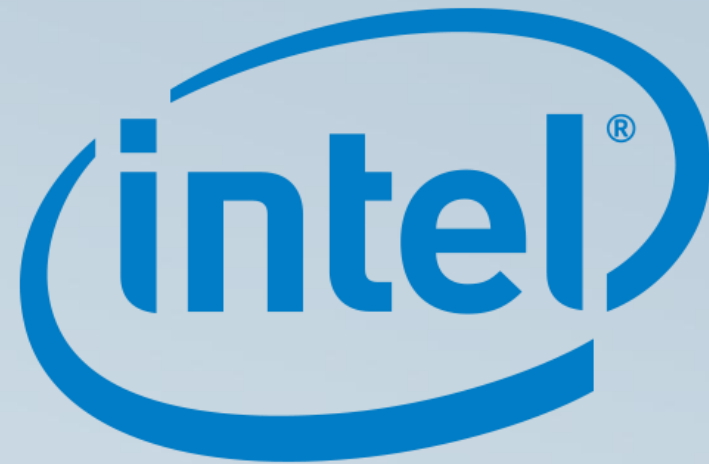
App Dev Tools to Develop, Test & Deploy True Cross Platform HTML5 Apps.
Write Once, Deploy Everywhere
software.intel.com/html5

Summary



- Intel is making HTML5 better through Open Source Contributions, Standards, Tools & Resources
- Intel provides a free, complete, integrated HTML5 development environment to support true cross-platform apps
- Intel® HTML5 App Porter Tool - Beta helps to broaden the market reach for existing iOS* apps by converting them to HTML5 cross-platform

Just register and start to build your HTML5 app today!
<http://software.intel.com/html5>



Software

software.intel.com/html5