Two Steps Forward, One Step Back:
The Return of the Browser Wars?

September 24th, 2007

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Agenda

◆ **One Step Back:**
   Return of the Browser Wars?

◆ **Two Steps Forward:**
   Beyond the Browser

◆ **Next Steps**
   How do I choose?

http://flickr.com/photos/babblingdweeb/25245779/

Adobe vs Microsoft?

Another fight ... Microsoft vs. Adobe

Written by Om Malik
Sunday, April 15, 2007 at 10:54 PM PT

8 comments

It's the season to rumble! Microsoft has just launched beta of a new media

Microsoft Silverlight Takes On Adobe's Flash

Written by **Richard MacManus** / April 16, 2007 / **11 comments**

M$ Silverlight vs. Adobe Flash Player: "Begun the clone war has..."

66 Comments   Published Monday, April 16, 2007 at 8:09 AM .

"The shroud of the dark side has fallen, begun the clone war has." - Yoda

Microsoft vs Adobe Smackdown - Silverlight and Adobe Media Player

April 16, 2007 — 12:32 AM PDT — by **Pete Cashmore** — **Share This**

[1] http://gigaom.com/2007/04/15/another-fight-microsoft-vs-adobe/

[2] http://www.readwriteweb.com/archives/microsoft_silverlight.php

[3] http://www.onflex.org/ted/2007/04/m-silverlight-vs-adobe-flash-player.php

[4] http://mashable.com/2007/04/16/microsoft-adobe-smackdown/

Adobe vs Microsoft?

http://nextlust.com/silverlight-vs-flash-fight-fight-fight

Wait a Minute

- **Silverlight && Flash < The Web (< The Internet)**

- **Microsoft and/or Adobe will never *own* the web**
  - Though they may dominate in some areas (flash video anyone?)
  - And that dominance may be problematic

- **It's an evolving ecosystem, characterized by competition and cooperation at the same time**
  - Browser vs. Desktop
  - Internet Explorer vs. Firefox vs. Safari vs. Opera vs. ?
  - Proprietary vs. Open Source
  - Ajax vs. Flash
  - (.NET vs.) Java vs. PHP vs. Python vs. Perl vs. Ruby
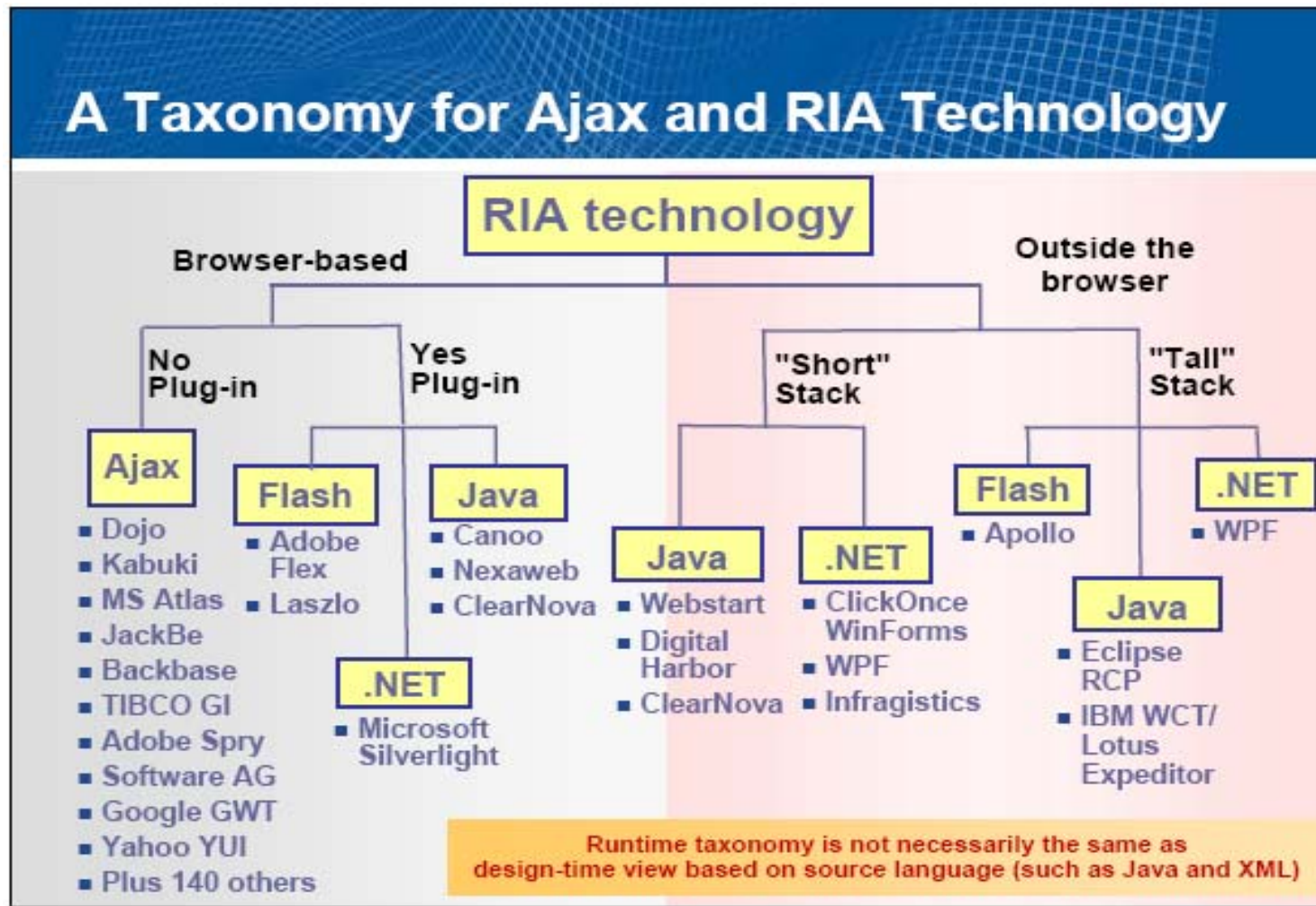 - Web 1.0 vs. Web 2.0
  - Hybrid Approaches

Maybe your map looks like this:

Or this:

Or this:
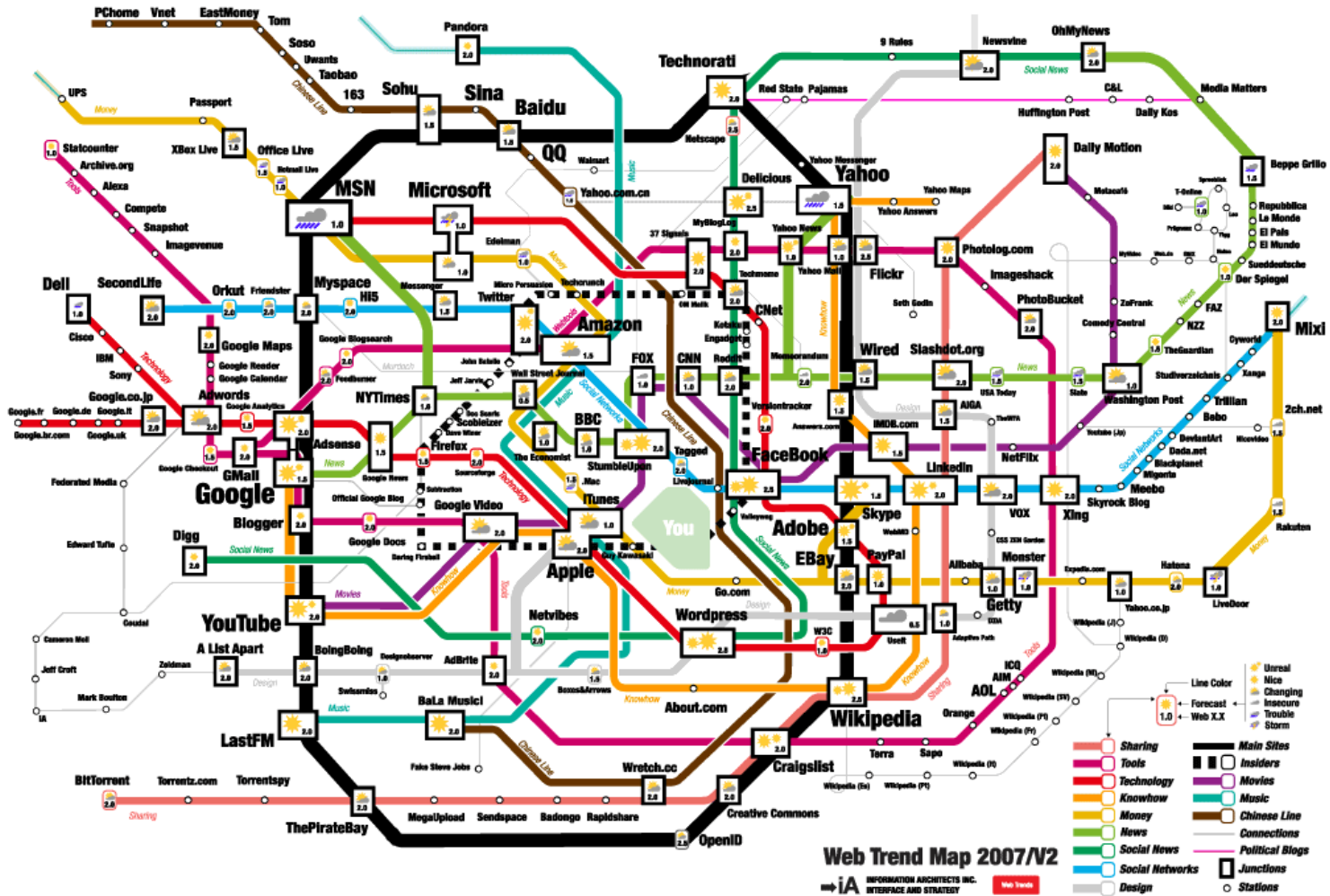
http://www.informationarchitects.jp/ia-trendmap-2007v2

Or Even This:

Beyond the Browser: Why?

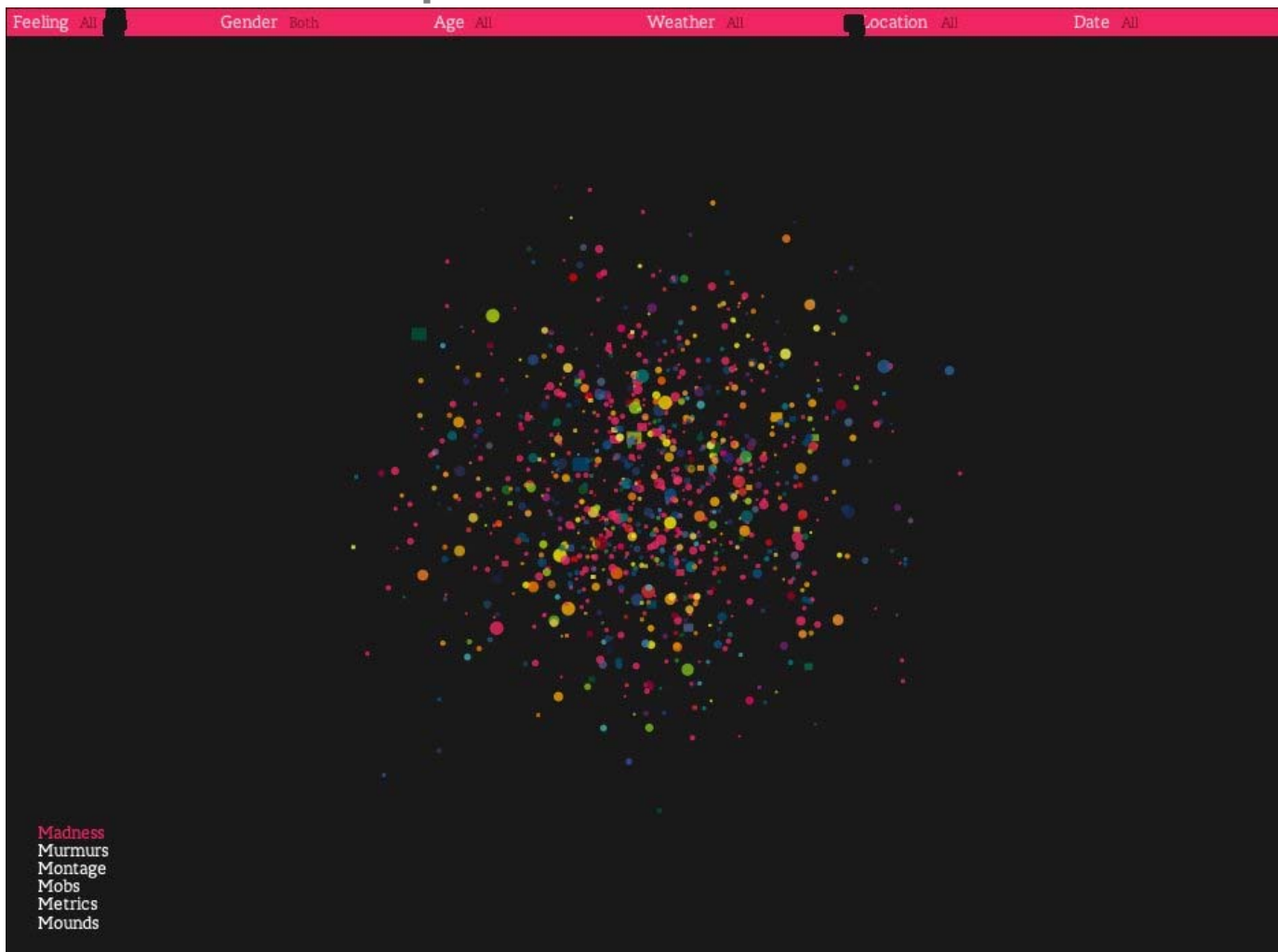**Disconnected Mode**

http://flickr.com/photos/angermann/144046791/
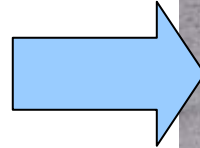
Beyond the Browser: Why?

Richer Media Experience

Beyond the Browser: Why?

Access to Local Resources

Your Application

Local File System

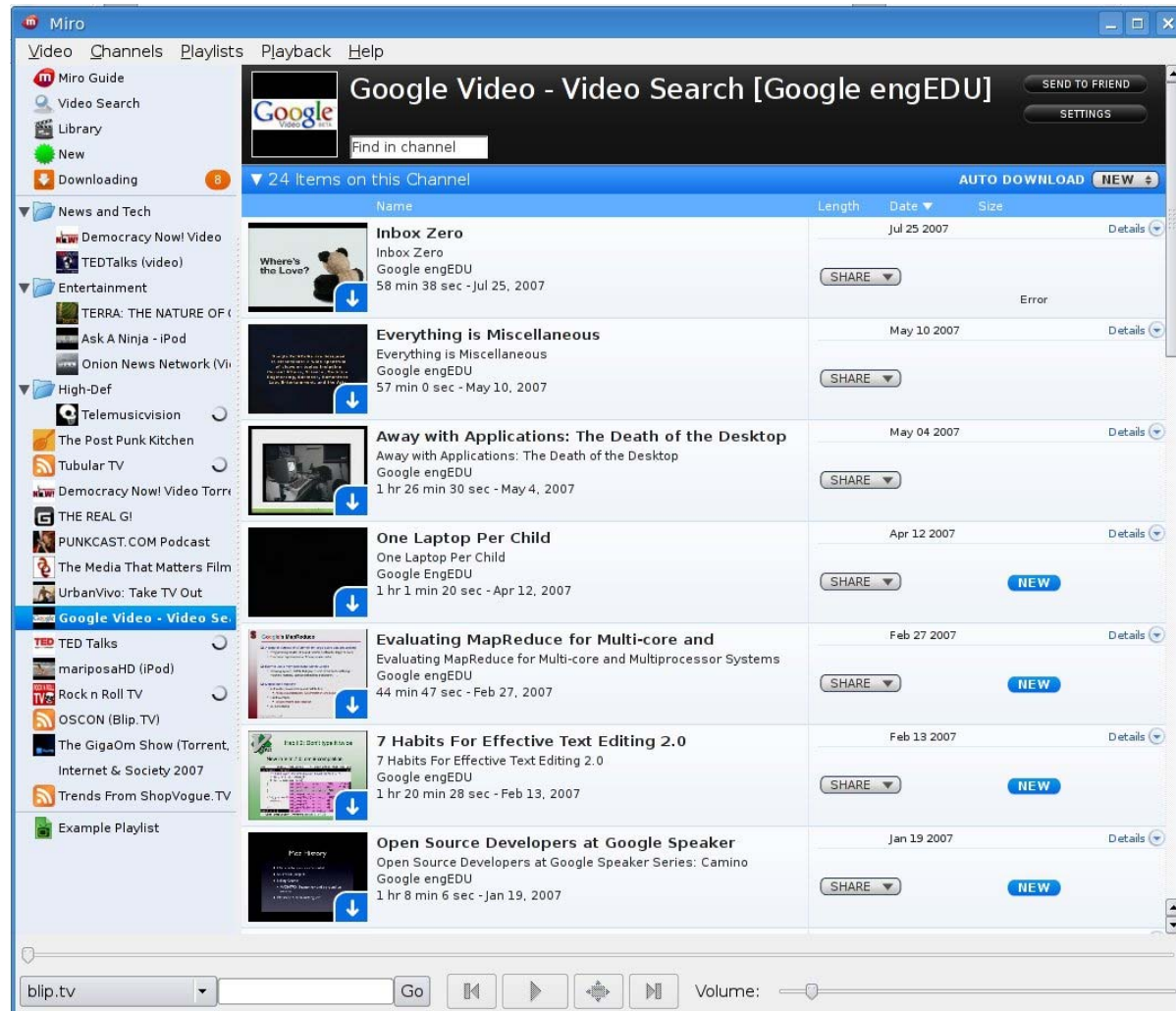http://www.flickr.com/photos/jeckman/454250863/
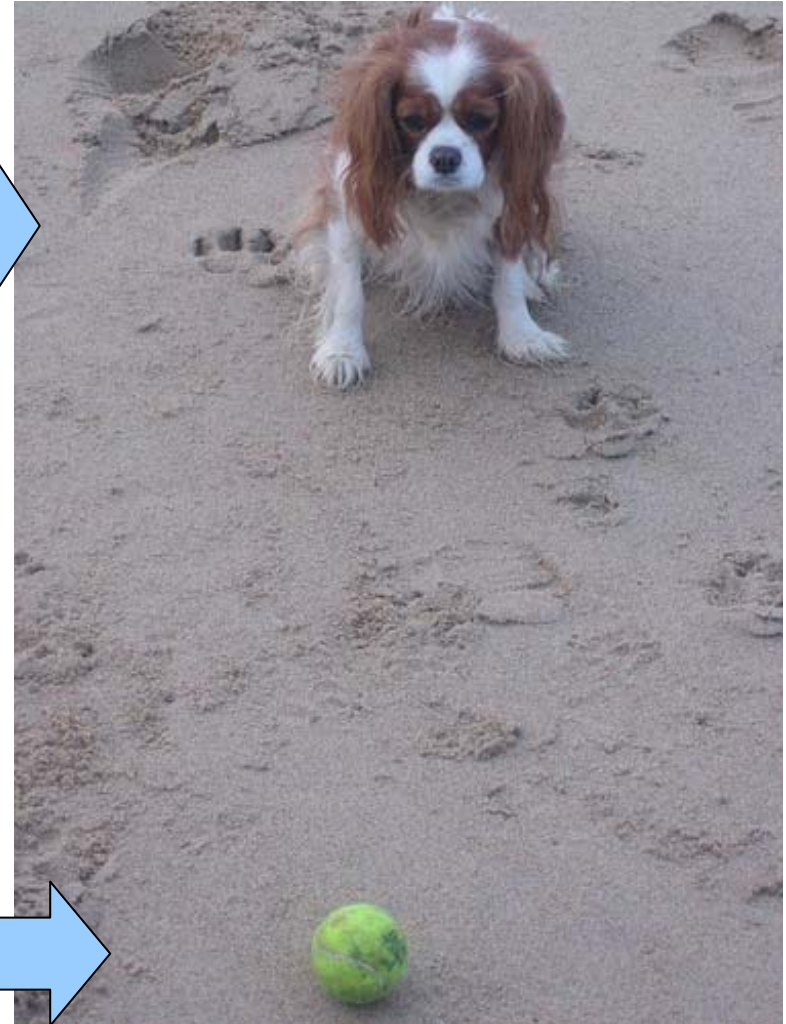
Beyond the Browser: Why?

Richer Media Experience & Access to Local Resources

Beyond the Browser: How?

- ◆ **Enhance the Browser**
  - Ajax Libraries – JavaScript in the browser

- ◆ **Extend the Browser**
  - Plug-ins

- ◆ **Beside the Browser**
  - Widgets & Gadgets

- ◆ **Outside the Browser**
  - Virtual Machines & Application Platforms

http://flickr.com/photos/fornal/429867798/

- ◆ **Hybrid Approaches**
  - Leveraging multiple versions of the above in different contexts

14
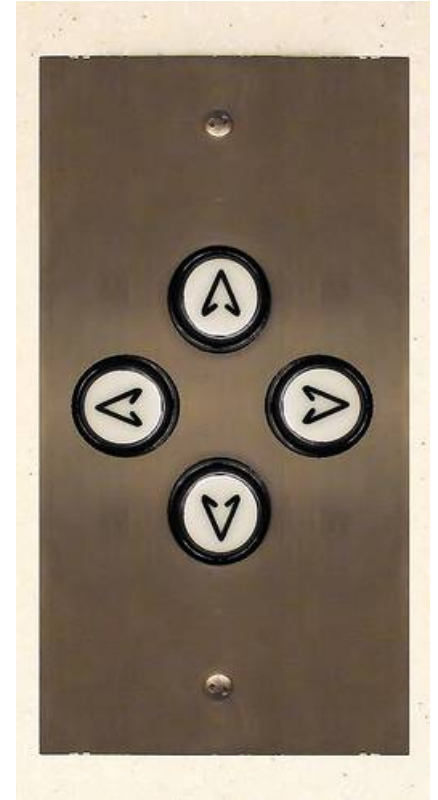
Beyond the Browser: Ajax
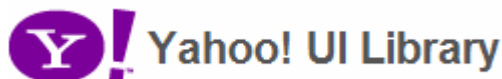
Beyond the Browser: Plug-ins

Enhancing the Browser: Plug-ins
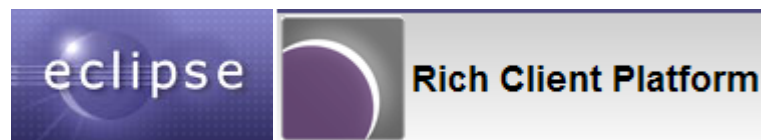
Beyond the Browser: Widgets

Beside the Browser: Widgets / Gadgets

Beyond the Browser: VMs

Outside the Browser: Virtual Machines / Runtimes

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Now what?

- ◆ **Choices may matter more to you than your users**
  - As long as they *can* use it
  - As long perceived cost doesn't outweigh perceived benefits
  - Unless they're all geeks

- ◆ **There will be successful apps on all platforms**
  - And a large number of unsuccessful ones
  - Including a lot of twitter clients

- ◆ **Platform also depends on developers' skill / experience**
  - AIR with Flash/Flex (but also Ajax)
  - Silverlight with .NET
  - JavaFX with Java
  - Mozilla XUL Runner with XUL/JS/XPCOM

How Do I Choose?

Choose Wisely, Padawan:

◆ **Choosing an RIA approach is a first-class architectural decision**
  - Not an afterthought
  - Not the "front end guy's problem"

◆ **Be absolutely certain the browser is not enough:**
  - Identify specific benefits you hope to offer your users:
    – Disconnected Mode
    – Graphics Capability
    – Access to Local Resources
    – Persistent Presence
  - Make certain your users want those things

◆ **Determine what platform(s) you plan to support**

Choose Wisely, Padawan:

◆ **Estimate what footprint your users will accept**
  - The more "invasive" your application the higher the threshold
  - Perceived benefits must outweigh perceived costs

◆ **Platform choices depend on design and development model, not just runtime model**
  - Toolsets for developers (IDEs, source management)
  - Toolsets for designers
  - Deployment / update model (compile, package, version)
  - Communities (support, extend, hire, contribute)

◆ **Compatibility**
  - Existing stack and knowledge base
  - License
  - Future, unknown unkowns
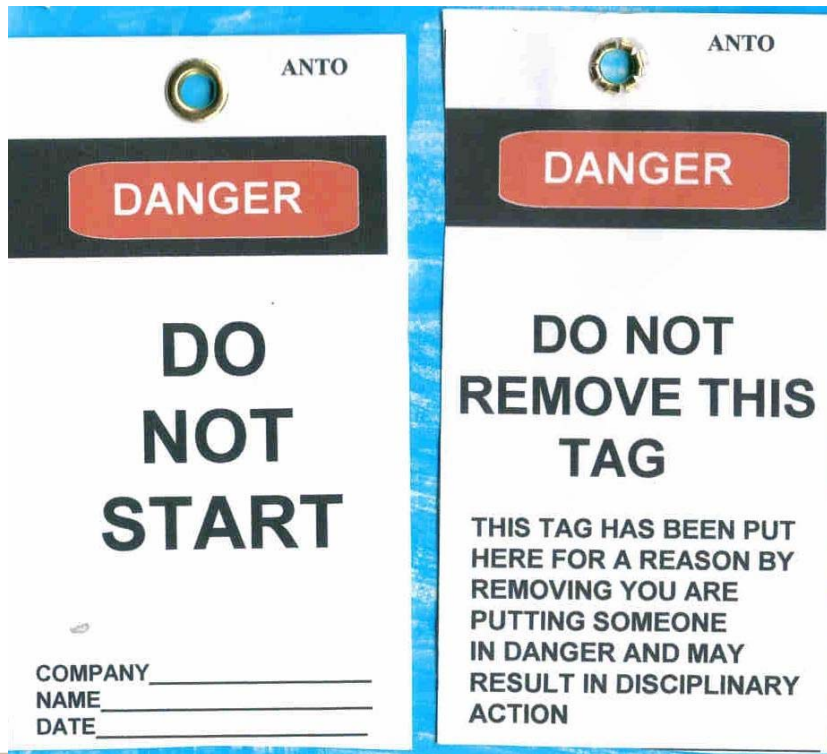
This Way Danger Lies . . .

◆ **Be wary of:**

- Technology overkill (simple problem, complex solution)
- Commitment to the One True Platform™
- Exchanging developer productivity for end user convenience

http://www.sighco.com/store/product.php?productid=28&cat=10&page=1

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THIS TAG HAS BEEN PUT HERE FOR A REASON BY REMOVING YOU ARE PUTTING SOMEONE IN DANGER AND MAY RESULT IN DISCIPLINARY ACTION

DANGER
MAY GEEK OUT WITH NO WARNING

http://www.alibaba.com/catalog/11391387/Danger_Tags.html

There is no Path

"Walker, there is no path. The path is made by walking."
– Antonio Machado (July 26, 1875 – February 22, 1939)

"Do not go where the path may lead, go instead where there is no path and leave a trail."
– Ralph Waldo Emerson (May 25, 1803 – April 27, 1882)
– Also attributed to Muriel Strode

"Let a thousand flowers bloom"
– Chairman Mao

http://www.phrases.org.uk/meanings/226950.html

Let a thousand flowers bloom

Meaning

Encourage many ideas from many sources.

Origin

Let a thousand flowers bloom is a common misquotation of Chairman Mao Zedong's "Let a hundred flowers bloom; let a hundred schools of thought contend". This slogan was used during the period of approximately six weeks in the summer of 1957 when the Chinese intelligentsia were invited to criticize the political system then obtaining in Communist China.

It is sometimes suggested that the initiative was a deliberate attempt to flush out dissidents by encouraging them to show themselves as critical of the regime. Whether or not it was a deliberate trap isn't clear but it is the case that many of those who put forward views that were unwelcome to Mao were executed.

Q & A

Thanks!

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