

# Meeting Objectives

- Current state of the Web Runtime across platforms
- Feature roadmap review
- Expected outcome:
  - Approval for Q2 project kick off – “Minimum Viable Product”
  - Cross functional resources committed at appropriate level
  - Support, awareness and visibility to the runtime effort



# Web Runtime

Standards-based, cross platform solution to create rich applications based on open, standard web technologies such as HTML5/CSS3/JS



Firefox Web Runtime



## *Mozilla Strategic Initiative*

- Move the web forward by making HTML5 apps a first class citizen on par with native apps.
- Compliment the FxOS initiative to open closed mobile ecosystems
- Promote user choice and freedom, a key differentiator for the Marketplace
- Gecko based runtime provides an important voice to standards in an increasingly unipolar (Webkit) mobile web.



# Web Runtime – Value proposition

## End Users

## Developers

## Partners



Operators/  
Manufacturers



Consumers

Webapps are truly yours - to experience on all your devices

Develop once for the Web and optimize for the different platforms

Remove control points and maintain a direct relationship with the consumer

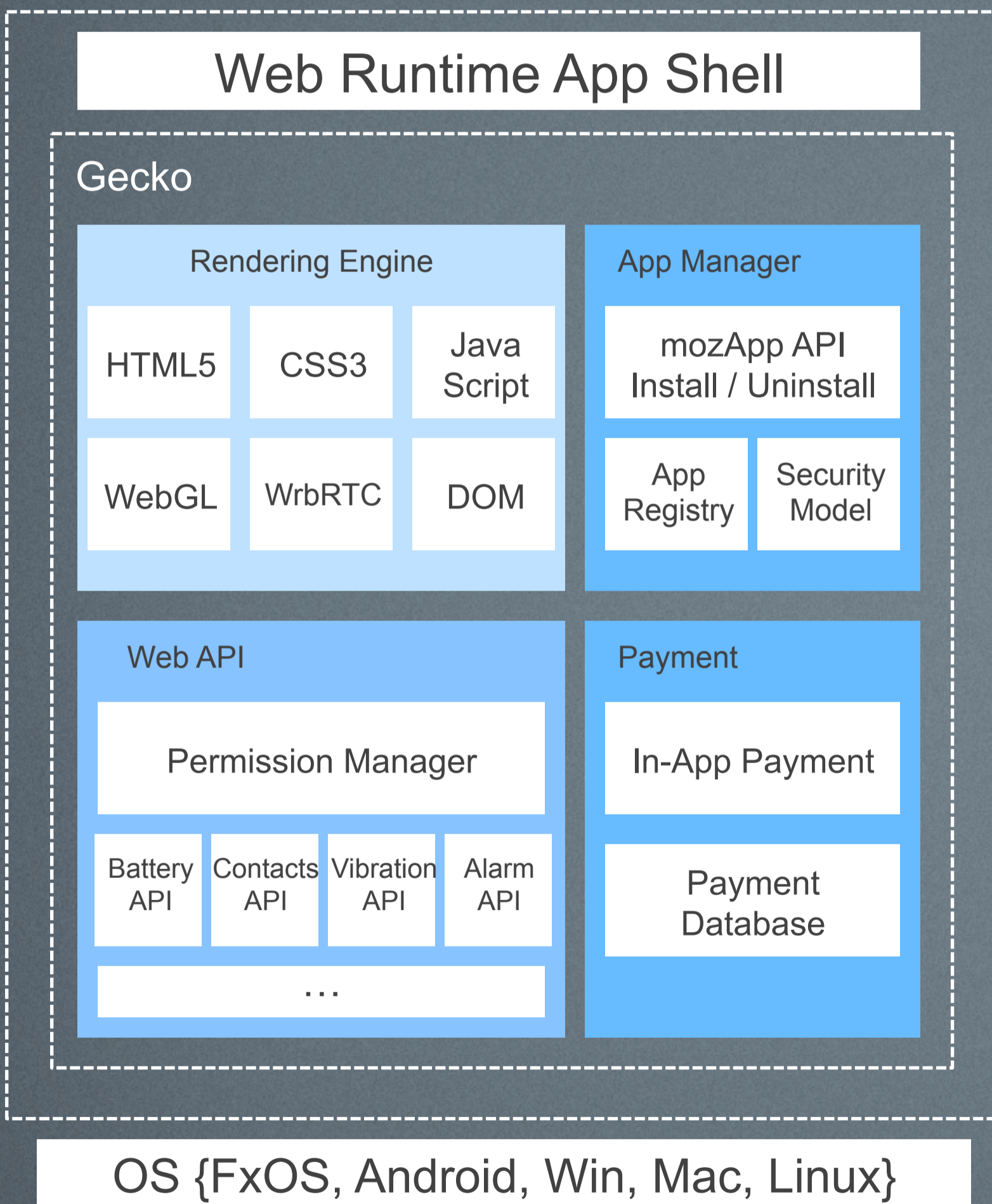




# Current State



# Firefox Web Runtime



- **Rendering Engine**
  - HTML5/CSS3/JS standards based - optimized for the native platform enables creating rich web apps
- **App Manager**
  - Manages the life cycle of the app including install/Uninstall, permissions and security.
- **Payments**
  - Enables monetization through in-app purchases via integrated carrier billing
- **Advanced APIs**
  - Create native-like look, feel and performance



# What can it do today?

- Installs a launch icon in the native operating system
- Verifies and launches app from the native operating system in a frameless window
- Shows the app in the native environment as a typical running application (not on Android)
- Integrates with device capabilities via the WebAPIs
- Checks and verifies app receipts



# Current Web Runtime

	Firefox OS	Android	Mac / Win / Linux
Web Apps	✓	✓	
Privileged and Certified Apps	✓		
Payments	✓		
Identity	✓		
Alarm API	✓		
Contacts API	✓		
Push Notifications	✓		
Web Activities	✓		





# Roadmap



# 2013 Web Runtime Product Roadmap

Committed
Planned
Proposed

DRAFT

Theme

## Minimum viable product to deploy marketplace on android

## Improved user experience

## Expand runtime capabilities

Features

- Implement "Kitchen sink" app to showcase API compatibility across platforms.
- Implement support for packaged apps on Android
- Implement support for privileged apps on Android

- **Payments on Android - 1: Implement MozPay API**
- **Implement support for APIs on Android**
  - **Contacts API,**
  - **Push Notification API,**
  - **Web Activities**
  - **Alarm API [stretch]**
- **Packaged apps user experience improvements.**

- **Payments on Android - 2: integrate payment provider**
- **Provide a native experience for managing apps on Android**
- **App manager**
  - **Support for renaming apps**
  - **Converting from hosted to packaged**
- **Android parity with FxOS**
  - **Support for additional APIs on Android.**

- **Web Runtime on the desktop – Support for Packaged/Privileged apps**
- **Web Runtime on the desktop – Support for payments implement mozPay API on client**
- **Apps in the cloud – maintain app details, receipts in a user centric cloud.**
  - **Integrate with PiCI**
- **In App analytics to improve the user experience/ targeted advertising (UP)**
- **Support for versioning and feature capabilities of the runtime**

Release

- FxOS – Version 1.1
- Android – Nightly Firefox 24
- Desktop - NA

- FxOS – Version 2.X
- Android – Nightly Firefox 2X
- Desktop – 2X

Q1'13

Q2'13

Q3'13

Q4'13





# Next Steps



# Project Charter: Firefox Mobile Apps Q2

## Minimum viable product in Nightly Fennec 24

	Firefox OS	Android
Web Apps	✓	✓
Privileged and Certified Apps	✓	MVP – Ph I
Alarm API	✓	MVP – Ph I
Contacts API	✓	MVP – Ph I
Push Notifications	✓	MVP – Ph I
Web Activities	✓	MVP – Ph I
MozPay API	✓	MVP – Ph I
Identity	✓	Phase II
Marketplace Packaged App		

### In-Scope

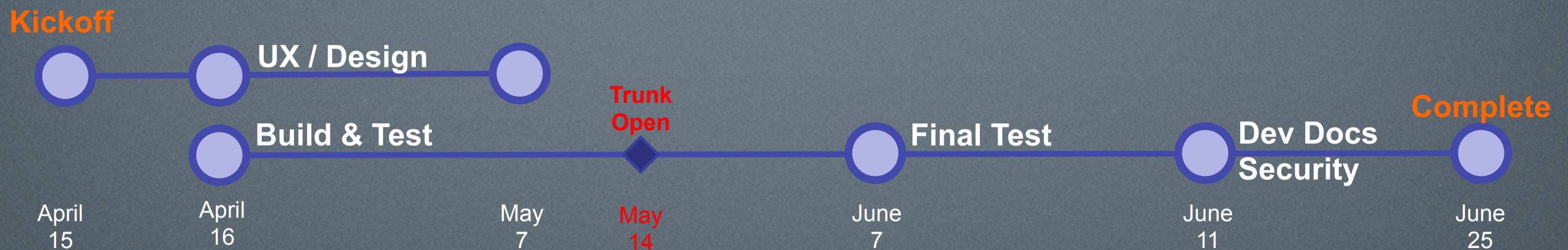
- Security Model
- Showcase App demonstrating cross-platform APIs
- Full lifecycle support for packaged apps on Android
- User Experience of Firefox Mobile Apps on Android

### Out-Of-Scope

- User experience for payments
- Integration of payment provider

### Assumptions:

- Features will ride the trains from Nightly : GA 9/17 \*





# Phase I Project Team

## Resource Needs Met

- Completion of advanced APIs cross-platform
- QA

