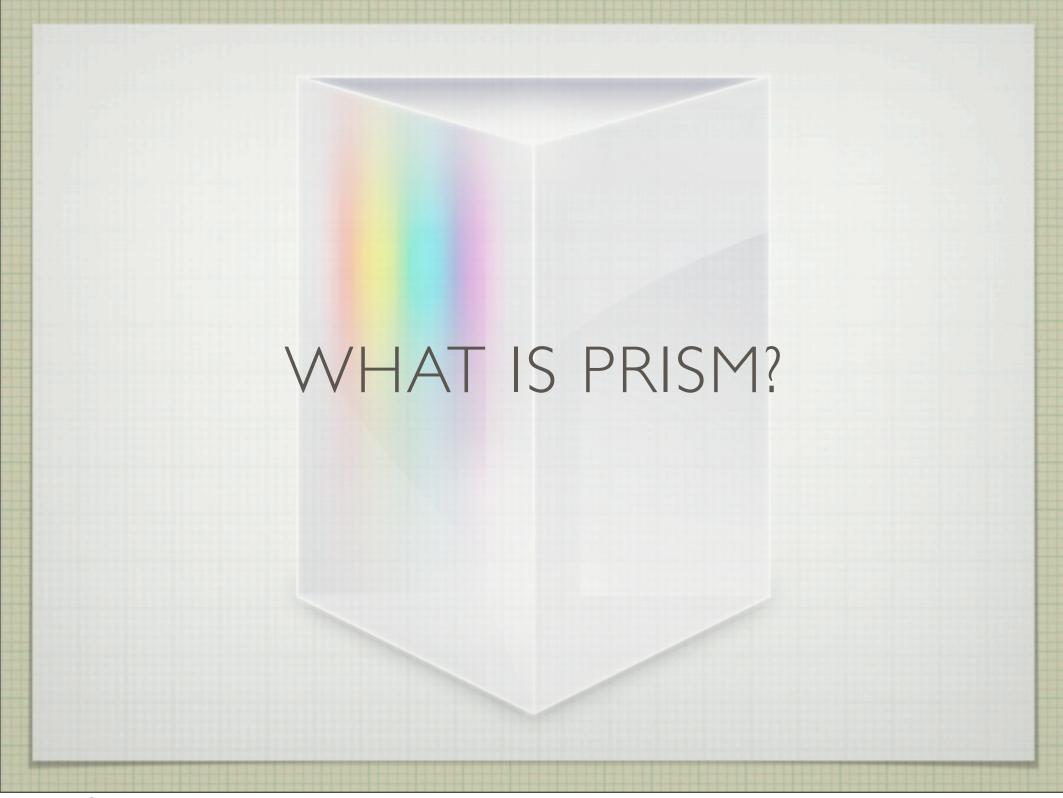


OCTOBER 3, 2009

MOZCAMP

PRAGUE





SINGLE SITE BROWSER

- ☐ WEB BROWSER WITH FULL SUPPORT FOR WEB PROTOCOLS,

 LANGUAGES AND BROWSER FEATURES
- EVERY APP HAS ITS OWN OPERATING SYSTEM PROCESS
- DESIGNED TO MAKE A WEB APP LOOK AND ACT MORE LIKE A
 TRADITIONAL DESKTOP APP
- FEATURES TO ENABLE BETTER INTEGRATION WITH OPERATION SYSTEM AND DESKTOP



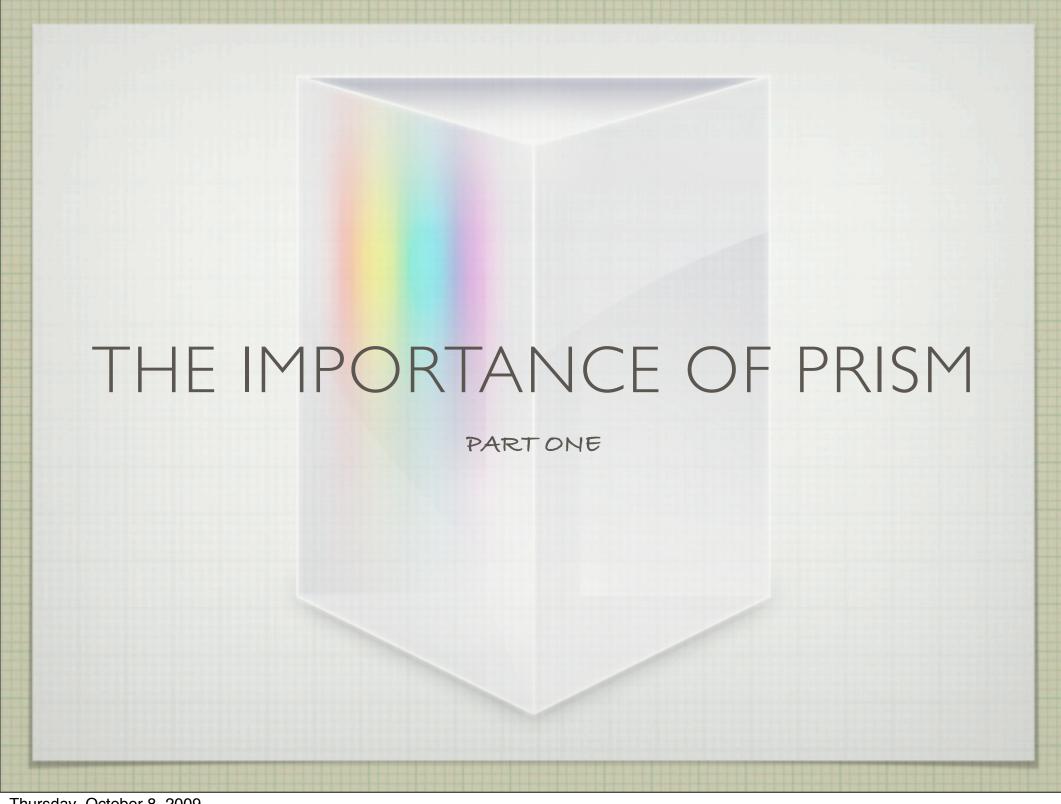
XULRUNNER APPLICATION

- COMPARABLE TO FIREFOX (WEBRUNNER.XUL INSTEAD OF BROWSER.XUL)
- MULITPLATFORM
- ☐ CAN SHARE FIREFOX RUNTIME (FIREFOX -APP)
- FULL SUPPORT FOR EXTENSIONS



PLATFORM API

- IMPLEMENTED AS PROPERTY OF JAVASCRIPT "WINDOW" (WINDOW.PLATFORM)
- APIS FOR DESKTOP INTEGRATION (TRAY ICON, TRAY/DOCK MENUS, PROTOCOL HANDLERS, POPUP NOTIFICATIONS, ETC.)
- DOTENTIAL FOR STANDARDIZATION
- CURRENTLY IMPLEMENTED FOR MAC AND WINDOWS (LINUX PLANNED)





THE RISE OF WEB APPS

- MORE APPS ARE MOVING INTO THE "CLOUD"
- ☐ WEB APPS HAVE MANY ADVANTAGES (DEPLOYMENT, USE OF STANDARDS, ETC.)
- TRADITIONAL APPS STILL HAVE FAR BETTER OPERATING
 SYSTEM AND DESKTOP INTEGRATION



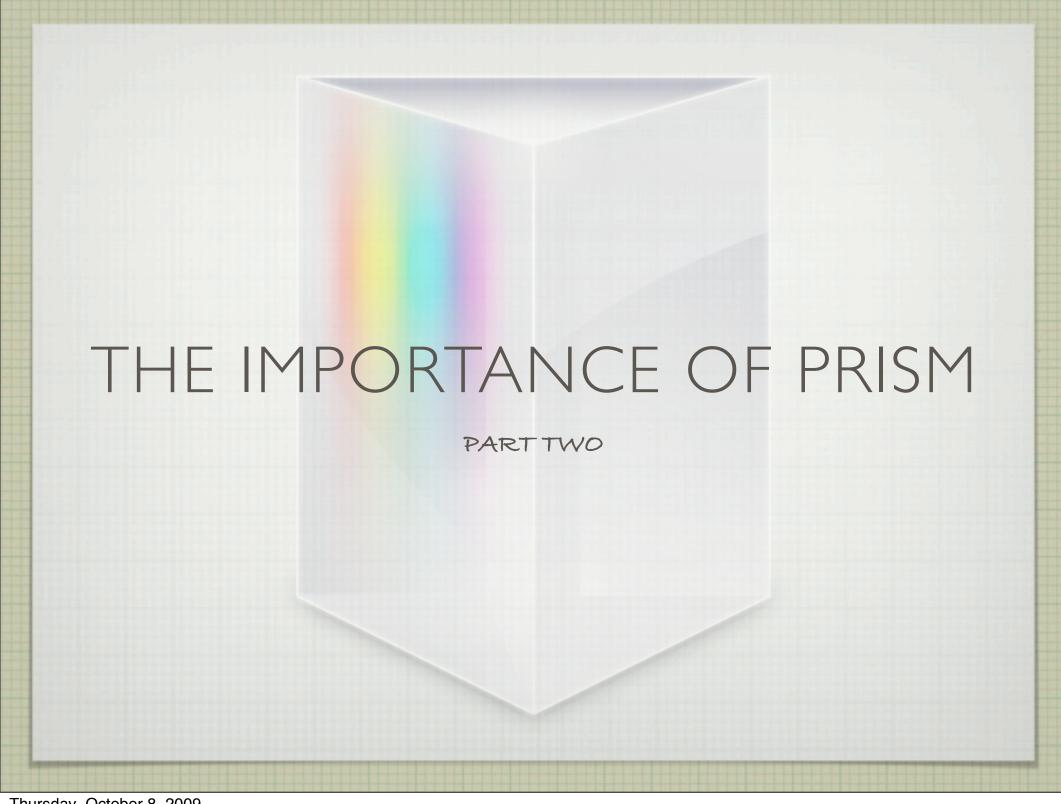
MOZILLA APP STRATEGY

- HTML5 SUPPORT
- ☐ JAVASCRIPT PERFORMANCE IMPROVEMENTS
- CLOSING THE GAP WITH DESKTOP APPLICATIONS



PRISM, THE MISSING PIECE

- DPUTS WEB APPS ON PAR WITH DESKTOP APPS IN TERMS OF OPERATING SYSTEM INTEGRATION
- OMPLEMENTS FIREFOX, POTENTIAL FOR FIREFOX "UPLIFT"
- FUTURE PROOFING OF MOZILLA BROWSER OFFERING





THE BROWSER WARS

- ☐ NETSCAPE NAVIGATOR VS INTERNET EXPLORER (1994-2001)
 ☐ INTERNET EXPLORER DOMINATES (2001-2004)
- FIREFOX VS INTERNET EXPLORER (2004-2007)
- FIREFOX VS IE, CHROME AND SAFARI (2007-PRESENT)
- BROWSER SPACE HAS NEVER BEEN MORE COMPETITIVE



COMPETITIVE ADVANTAGES

- INTERNET EXPLORER BUNDLED WITH WINDOWS
- SAFARI BUNDLED WITH OS X ON MAC AND IPHONE
- ☐ CHROME MINIMALIST UI, JAVASCRIPT PERFORMANCE,
 PROCESS SEPARATION
- FIREFOX EXTENSION ECOSYSTEM



EXTENSION ECOSYSTEM

- THOUSANDS OF EXTENSIONS AVAILABLE
- OVER 1.5 BILLION EXTENSIONS DOWNLOADED
- OVER 150 MILLION EXTENSIONS IN USE
- NO ONE ELSE IS EVEN CLOSE
- DERFECTLY IN LINE WITH MOZILLA MESSAGE OF USER EMPOWERMENT



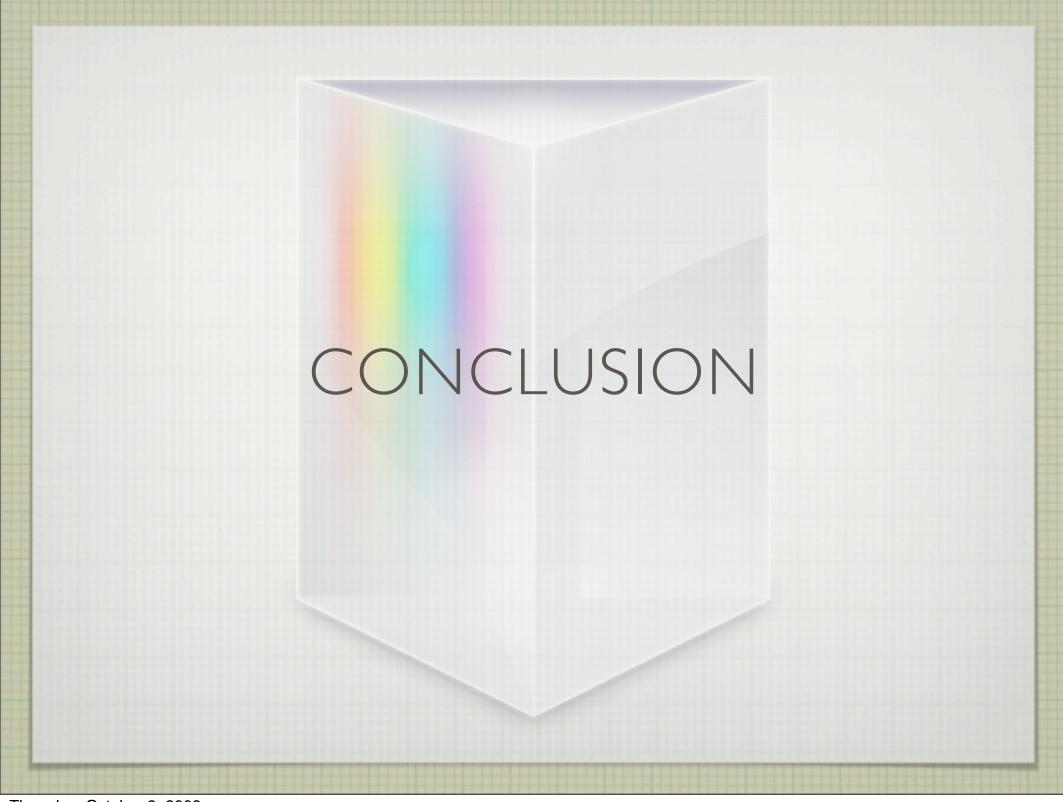
PRISM APP BUNDLES

- BASIC PRISM APP IS JUST A WEB APP RUNNING IN ITS OWN PROCESS
- APP BUNDLE CONTAINS ALL FILES NECESSARY TO CUSTOMIZE A WEB APP (WEBAPP.INI, WEBAPP.JS, ICON, ETC.)
- PACKAGED AS A ZIP FILE FOR INSTALLATION IN PRISM
- CHROME AND SAFARI ENABLE CREATION OF APP SHORTCUTS, BUT NO CUSTOMIZATION
- REMINDS ME OF ... FIREFOX EXTENSIONS!



HOW IT MIGHT WORK

- USER OPENS GMAIL IN FIREFOX
- FIREFOX SAYS: "YOU USE THIS WEBSITE A LOT. DO YOU WANT TO TURN IT INTO A WEB APP?"
- BASIC PRISM APP IS CREATED AUTOMATICALLY WITH SHORTCUT ON DESKTOP AND/OR APP FOLDER
- PRISM PROPOSES BUNDLE INSTALL FOR TRAY ICON, DOCK/ TRAY MENUS, DOCK BADGING, POPUP ALERTS, PROTOCOL HANDLER, ETC.
- RESULT IS A HIGHLY COMPETITIVE STANDALONE MAIL APPLICATION





FIREFOX AND PRISM

- APPS ARE AN INCREASINGLY IMPORTANT PART OF THE WEB
- FIREFOX IS LEADING THE WAY WITH HTML 5, IMPROVED

 JAVASCRIPT PERFORMANCE
- PRISM ADDS PROCESS ISOLATION AND DESKTOP INTEGRATION
- PRISM WEB APP BUNDLES ARE ANALOGOUS TO FIREFOX EXTENSIONS AND A NATURAL FIT FOR MOZILLA



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