

ASHMOLEAN

MUSEUM OF ART AND ARCHAEOLOGY UNIVERSITY OF OXFORD

Web Apps vs Native Apps

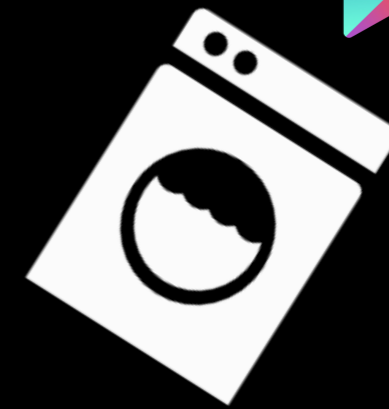


Thank you for being here

Today...



Bonus reveal



App washing



Please...oh please....



WebApps vs Native Apps

What do we do ?



teaching



Permanent exhibits



Education Service



the dining room



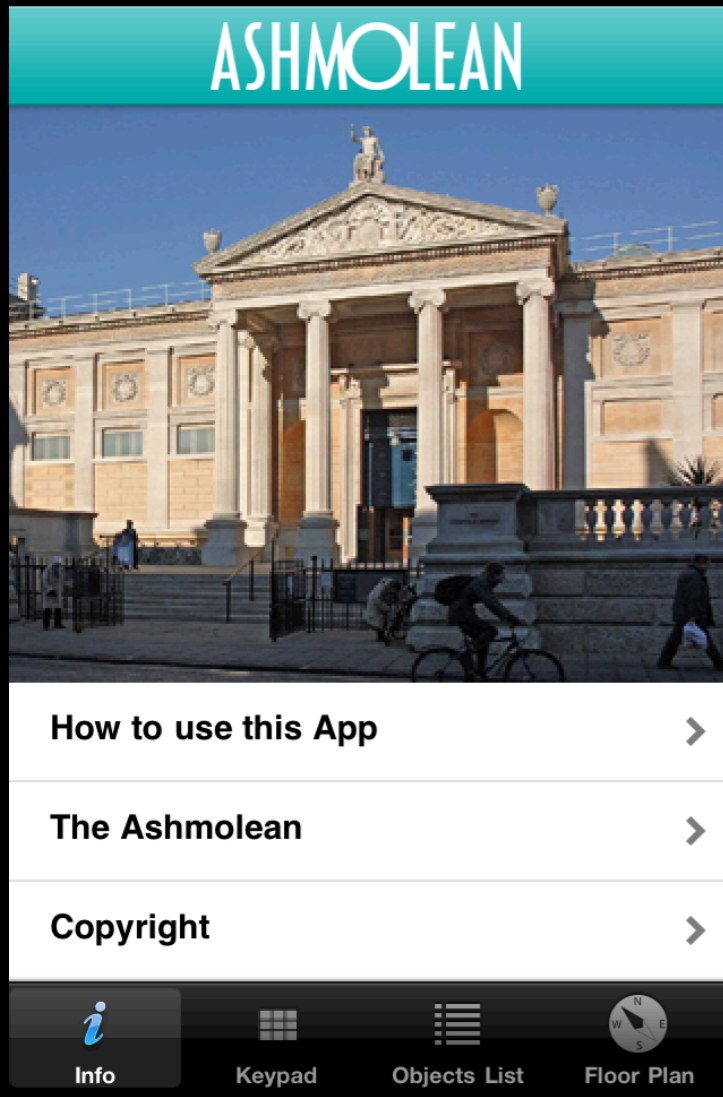
Current exhibitions



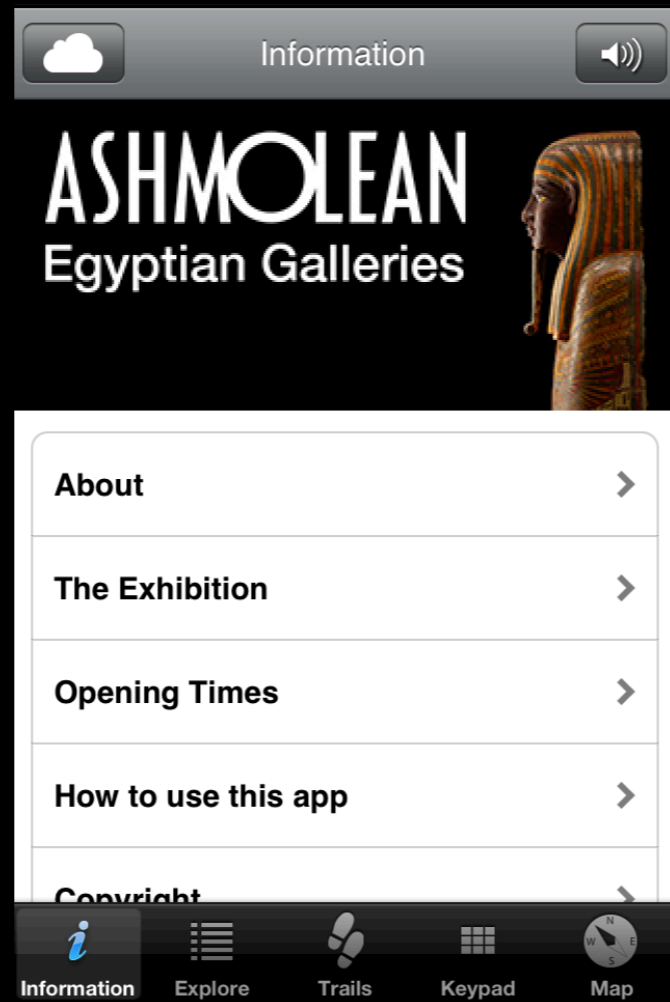
events

Presence on mobile

2011



2009

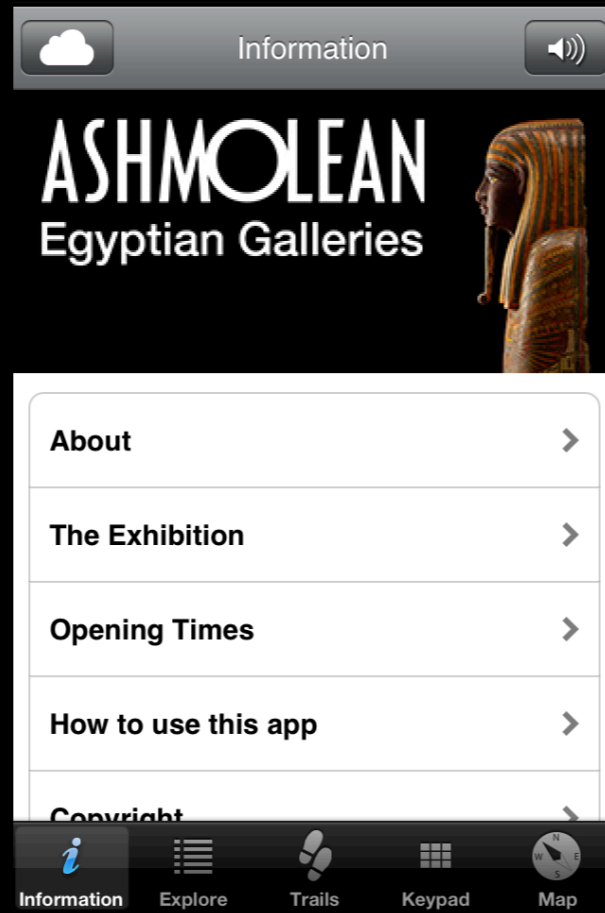


2012

Drivers for innovation



+



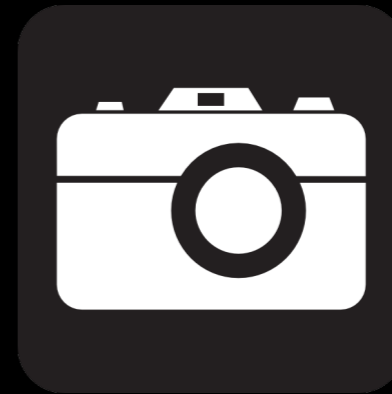
+

Wireless Refresh



Going Native £££

850,000



7,75,000



The WebApp way

- ✓ Avoids Vendor locking
- ✓ Rapid Prototyping
- ✓ Instant publishing
- ✓ Platform neutral
- ✓ Desktop friendly UI
- ✓ Run with it !

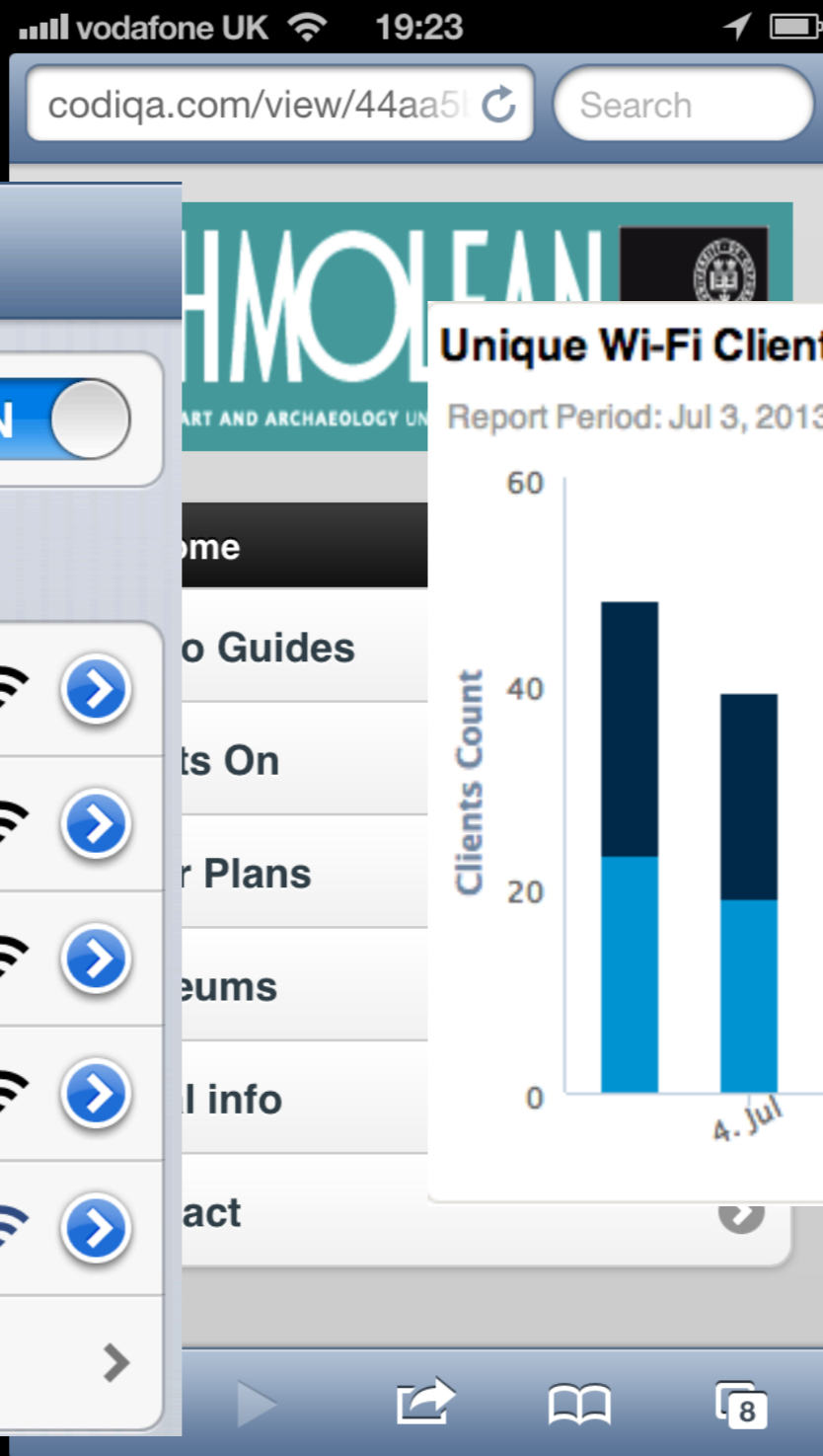
XMonetisation *

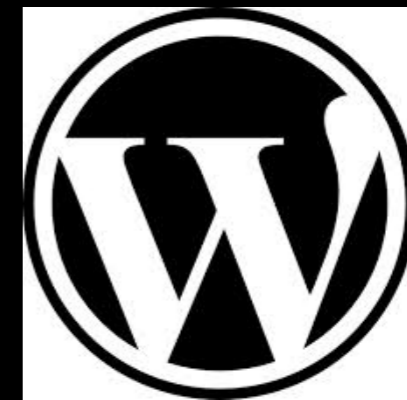
XUnderutilization

XNo Access to hardware *

XPush notification *

X“feels like cheating”







Dreamweaver



Smultron



Notepad++



dashcode

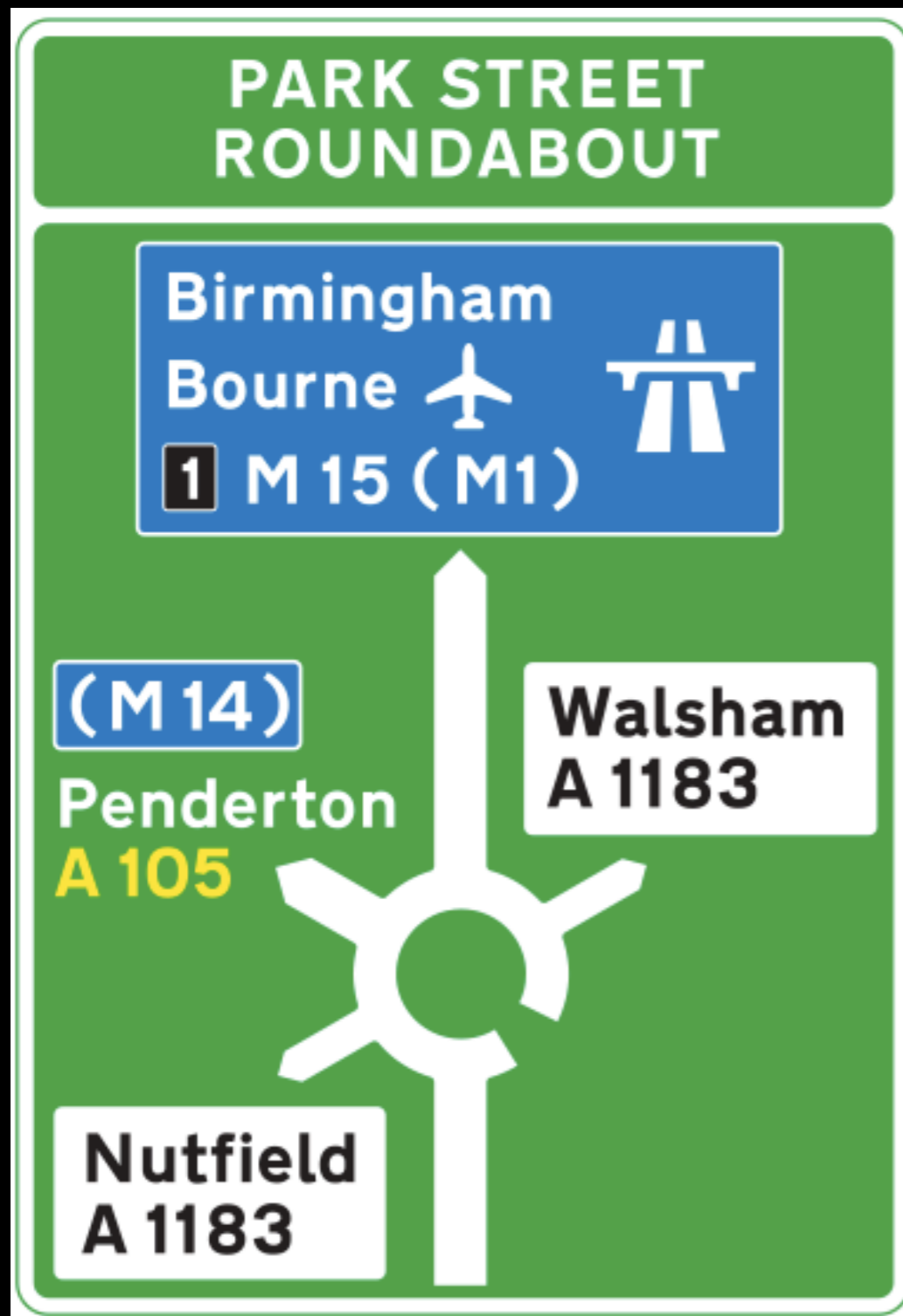
<https://codiqa.com/>



- Instant prototyping.
- No coding.
- All drag and drop.
- One free project.
- View instantly on devices.
- Unbelievably simple.



Result of 4 minute live demo



speeds

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam tincidunt rutrum venenatis. Lorem ipsum dolor sit amet, consectetur ...

Text is your enemy !

Orient

Pacify

Guide

Applications tending to be well designed websites

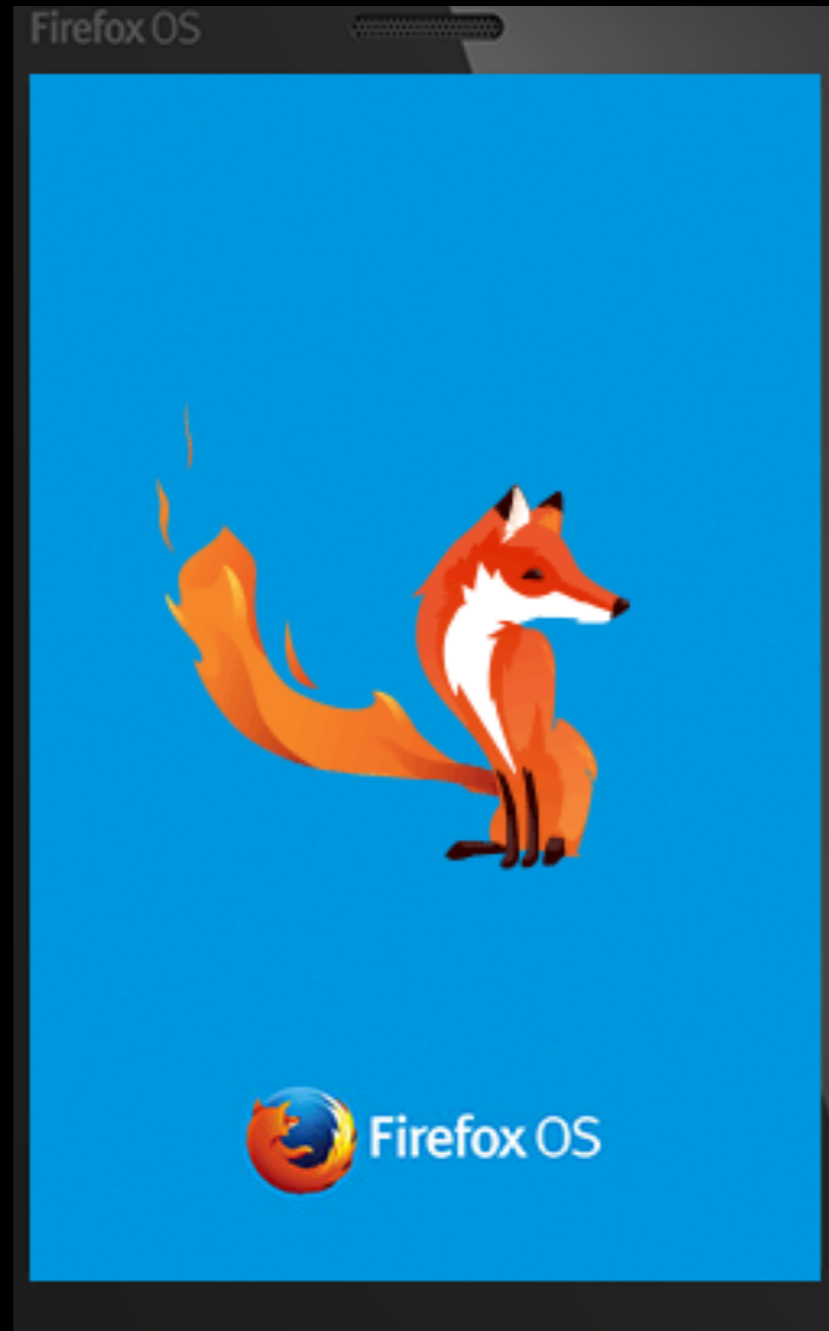


Create more vs code more

Mobile Web customized for Desktops





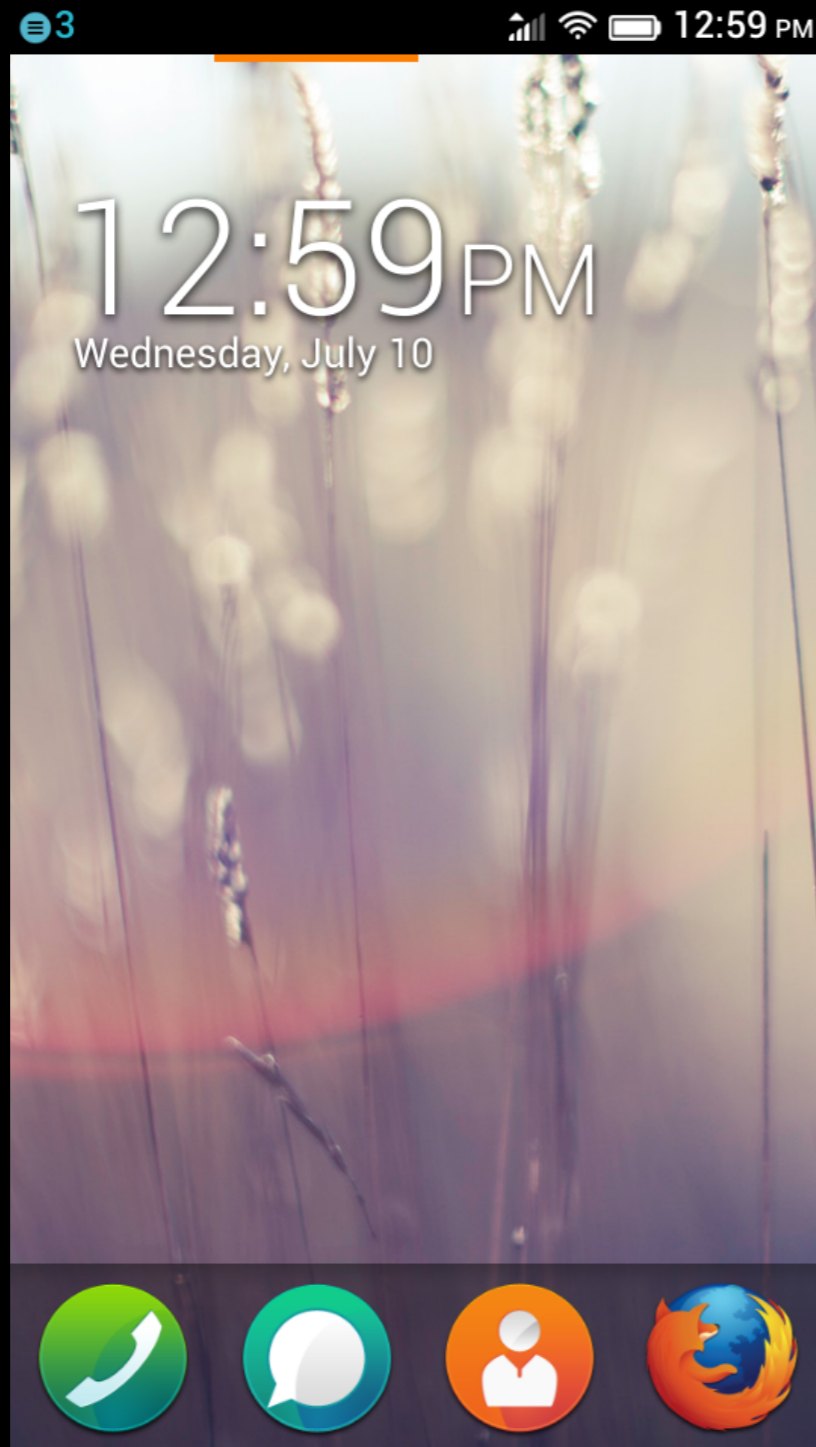




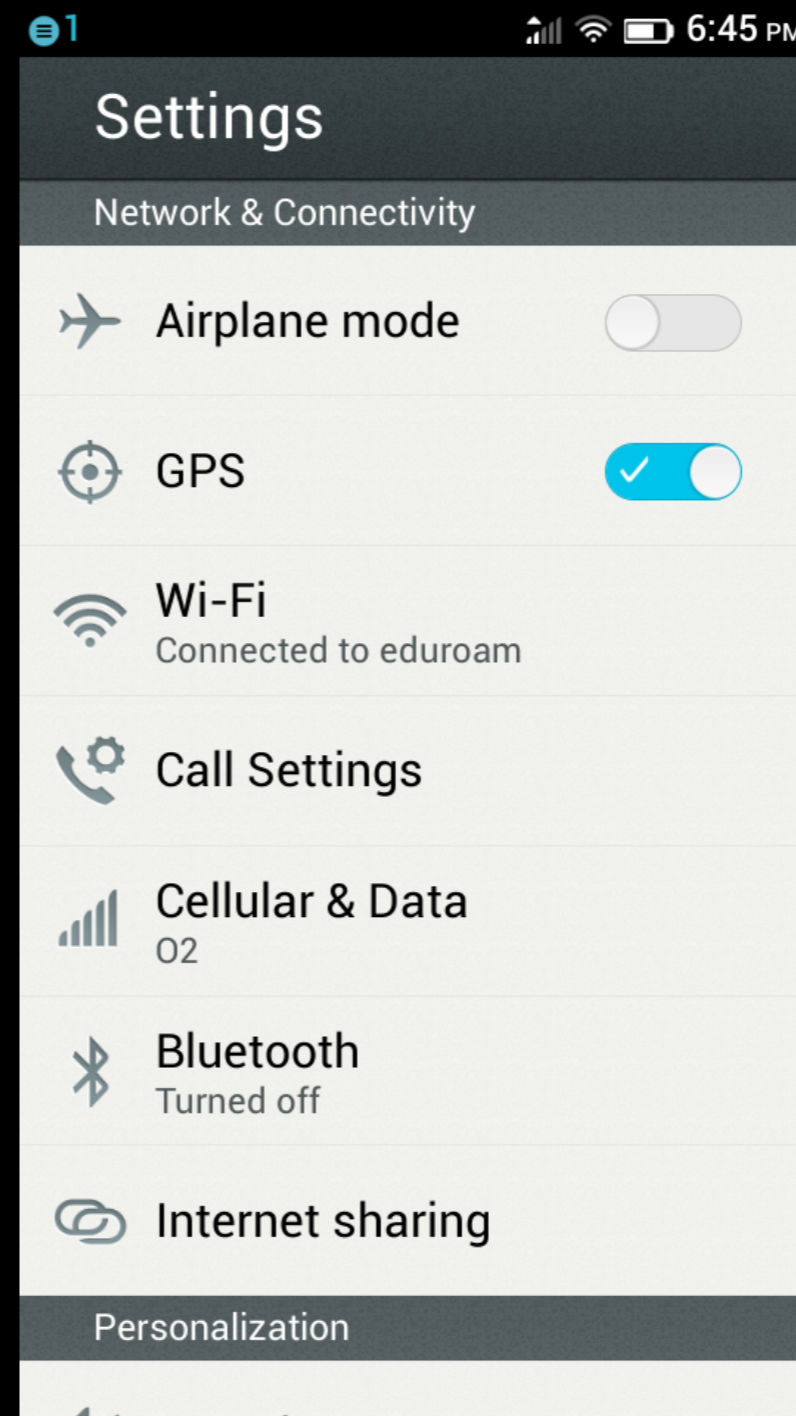
The Peak

- CPU Qualcomm Snapdragon S4 8225 1.2Ghz x2.
- UMTS 850/1900/2100 (3G HSPA).
- GSM 850/900/1800/1900 (2G EDGE).
- Screen 4.3" qHD IPS Multitouch.
- Camera 8 MP (back) + 2 MP (front).
- 4 GB (ROM) and 512 MB (RAM).
- MicroSD, Wifi N, Bluetooth 2.1 EDR, Radio FM, Light & Prox. Sensor, G-Sensor, GPS, MicroUSB, Flash (camera).
- Battery 1800 mAh.

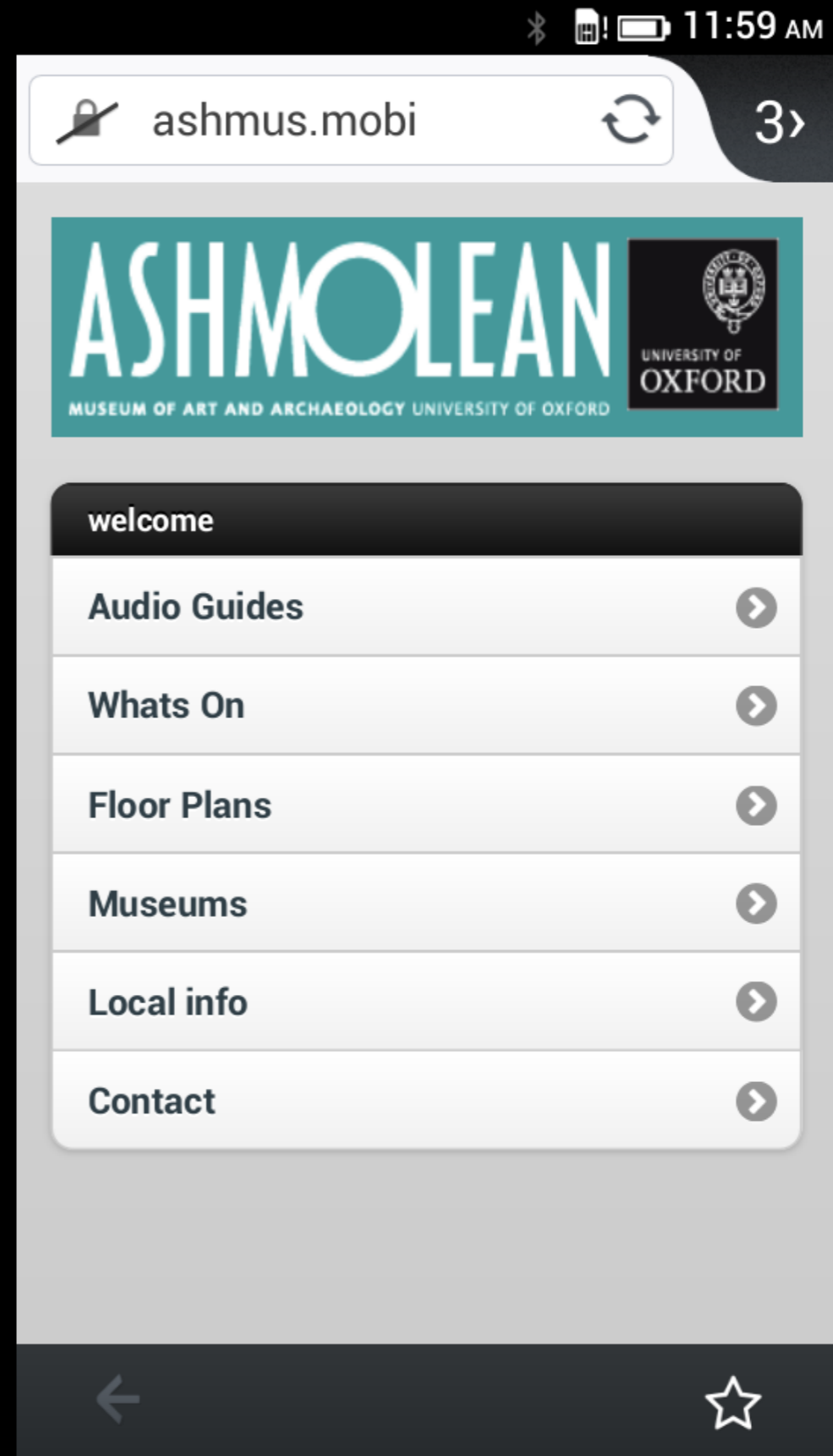
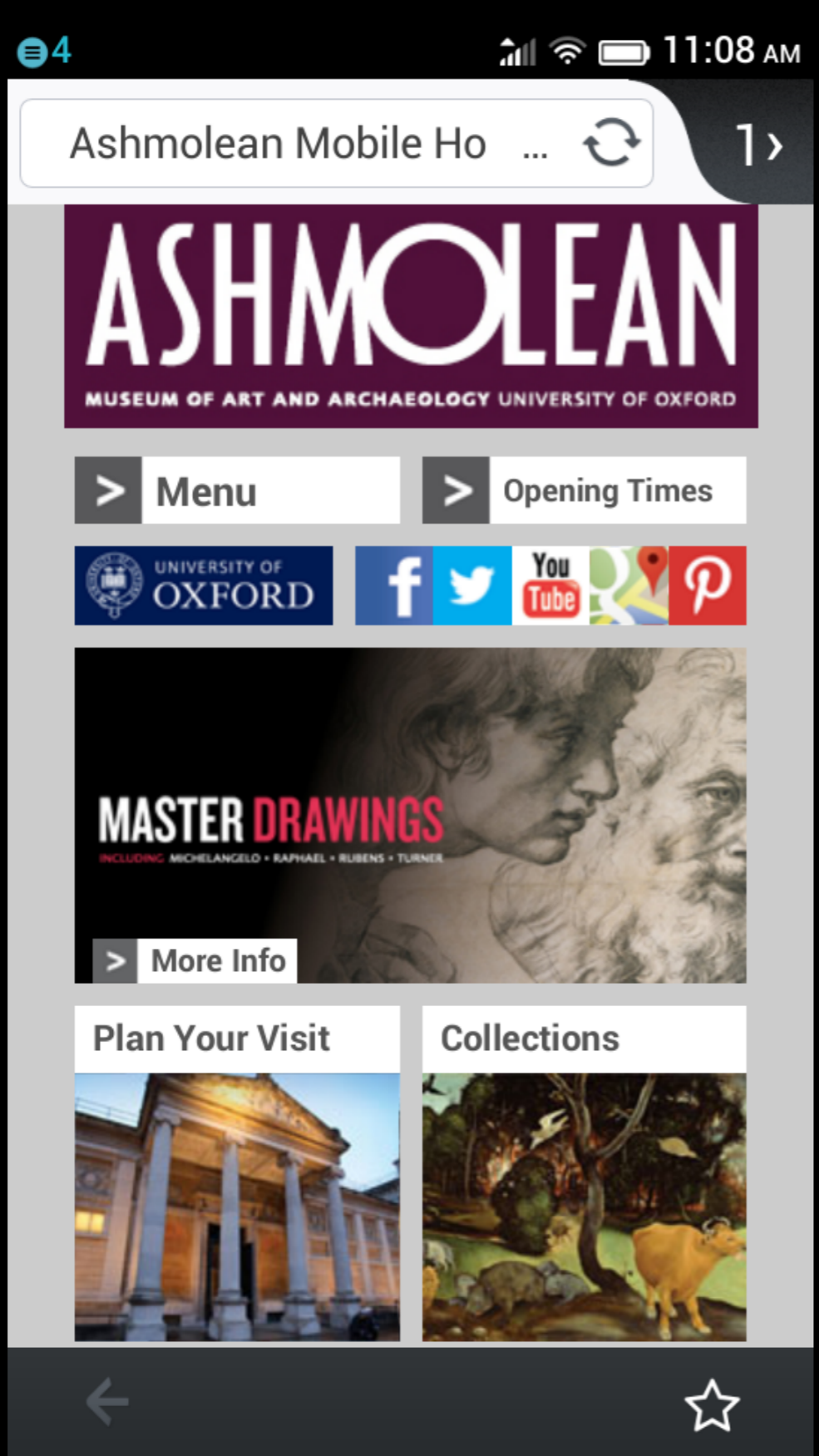
<http://www.geeksphone.com/>



Home screen



eduroam trial by fire : pass





Gaia



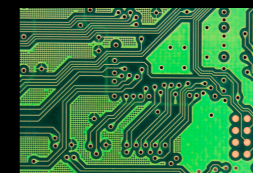
Gecko



Gonk

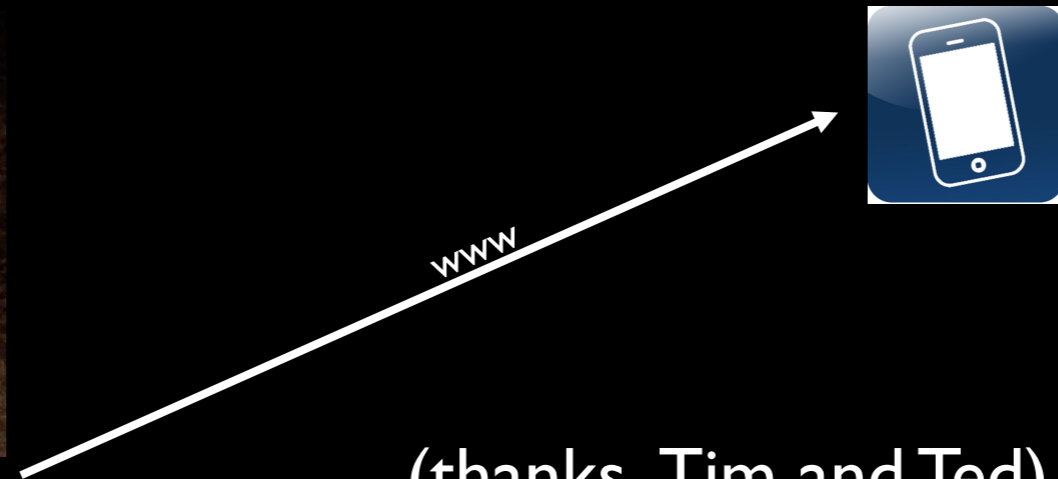


Mobile Device

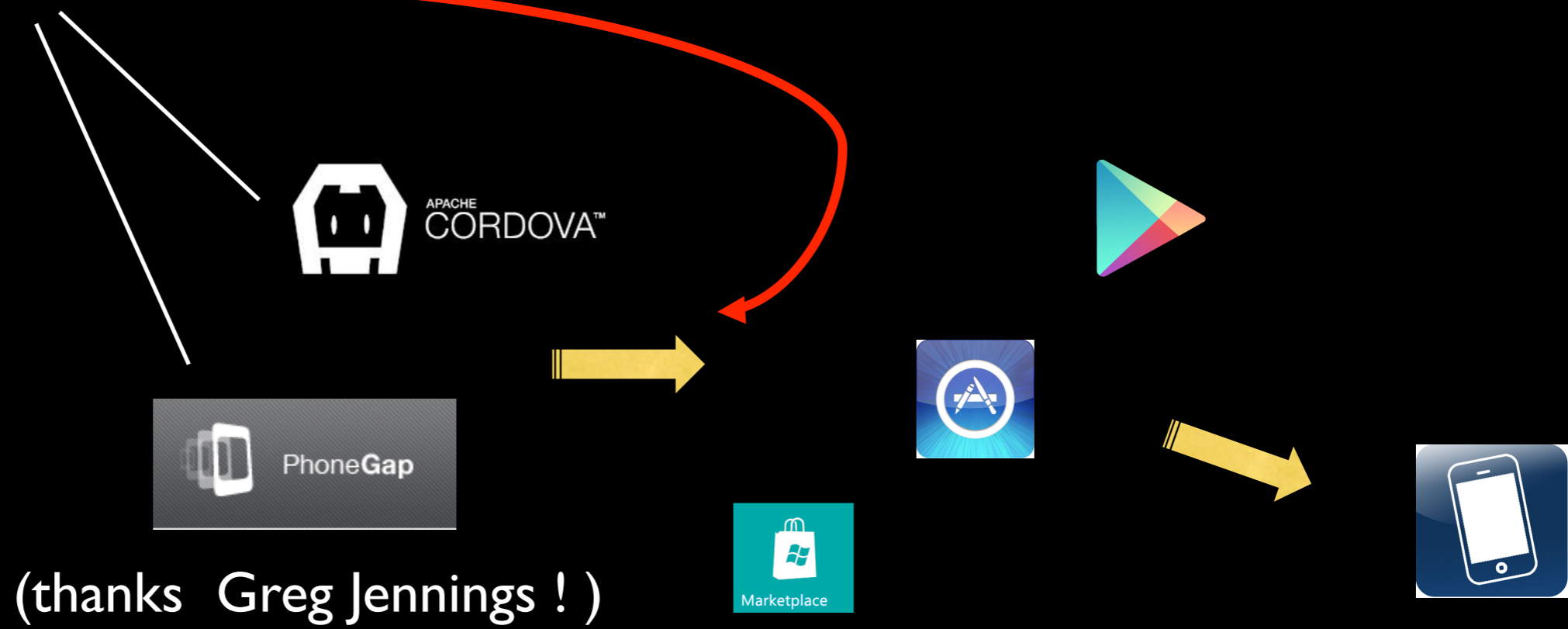




WebApps base

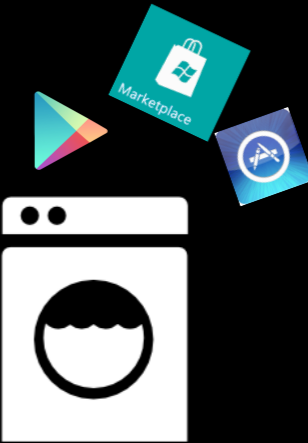
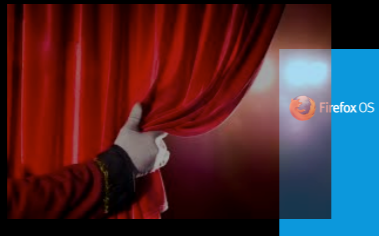


(thanks Tim and Ted)



(thanks Greg Jennings !)

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WebApps vs Native Apps



WebApps & NativeApps



Place your bets.

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Thank you.