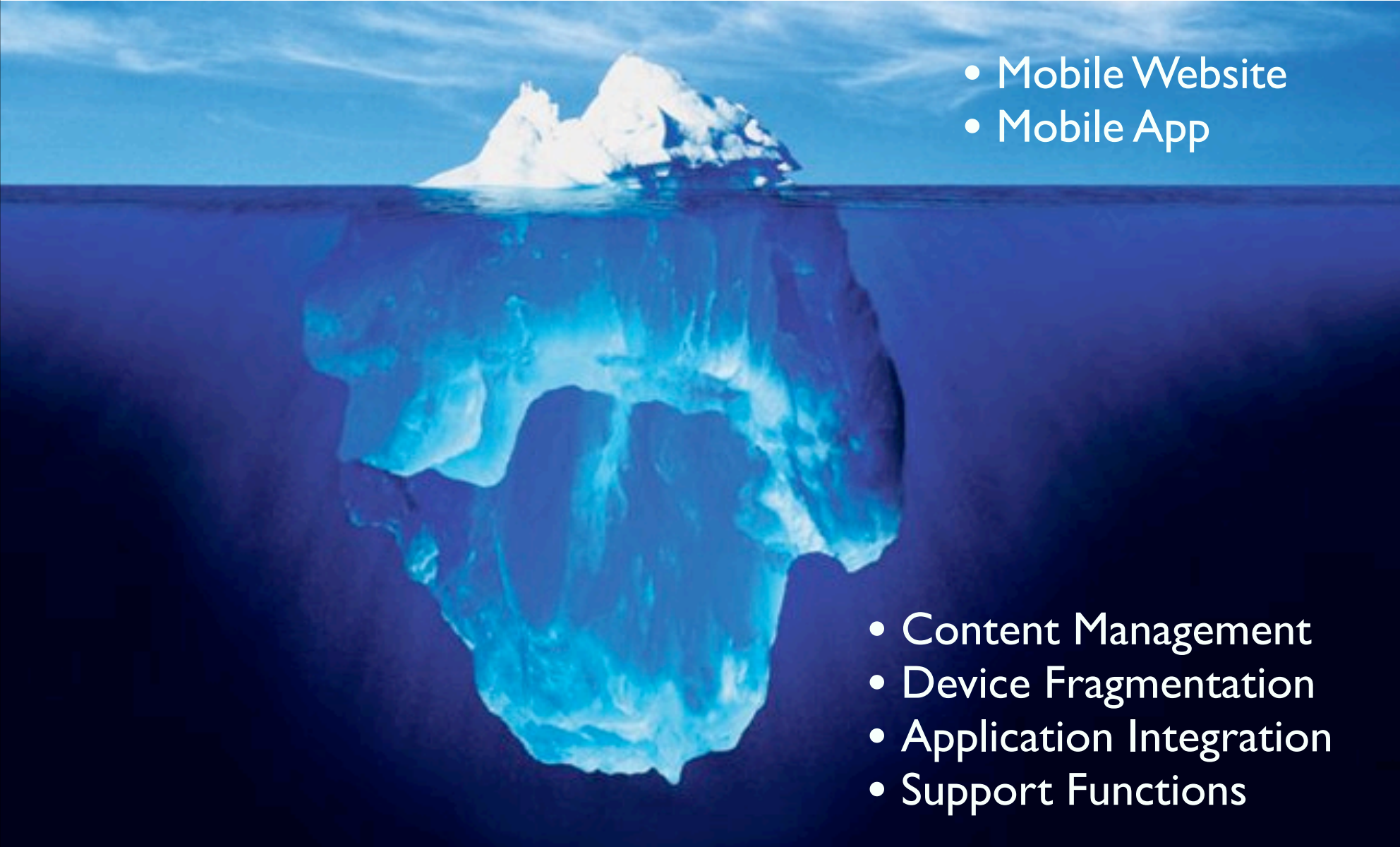


# Die Reise des Mobile Content. Namics.

**Bernd Jansen.** Technical Architect.  
**Alexander Maier.** Senior Software Engineer.

**28. März 2012.**

# Mobile. Eisberg.

- 
- Mobile Website
  - Mobile App

- Content Management
- Device Fragmentation
- Application Integration
- Support Functions

# Agenda.

- 1. Responsive Layout**
- 2. Dediziertes Mobile Web**
- 3. Native App**
- 4. Hybrid App**

# Responsive.

Small Screen

**HTML**

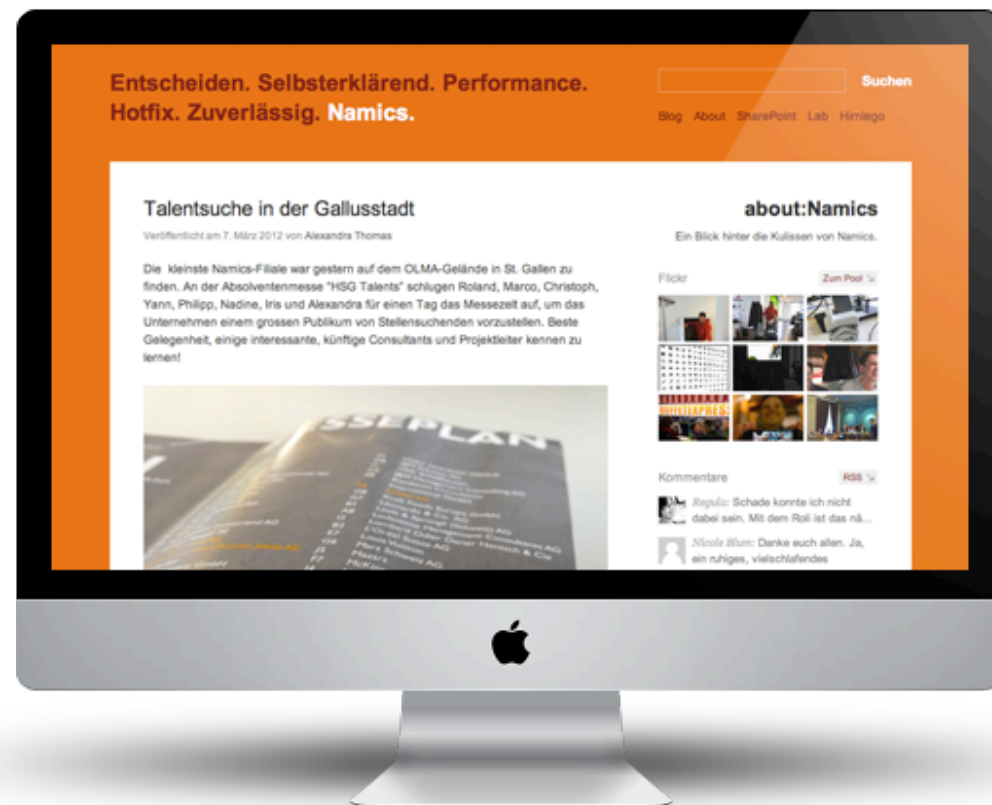
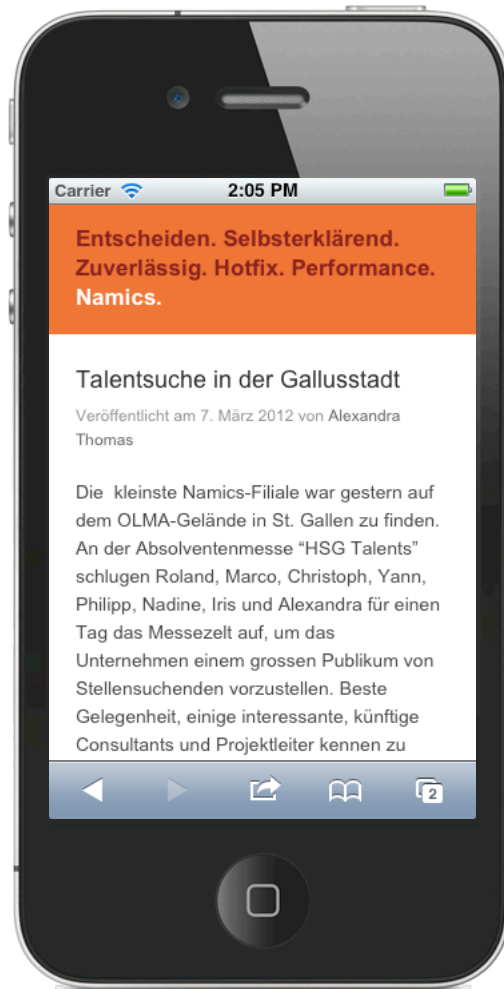


Large Screen

**HTML**

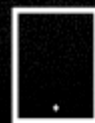
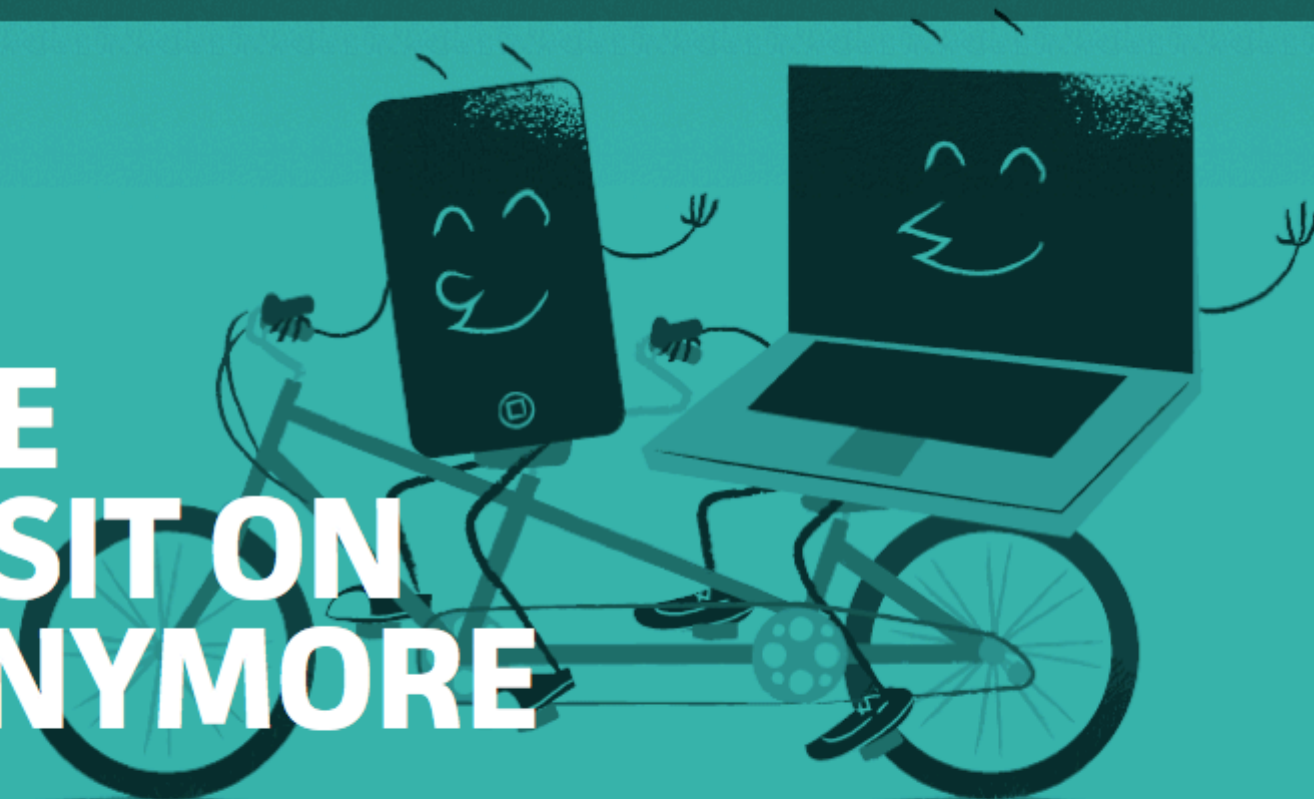


# Responsive. Beispiele.





# YOUR SITE DOESN'T SIT ON A DESK ANYMORE



We specialize in building sites that are just as brilliant for mobile as they are for the desktop. That's why we call them SmartSites.

New in the Foundry

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We love our clients:





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## Website Performance: The New Old Frontier

What is old is new again, and it really will affect the way you build websites. Rob Harr boldly takes us to where we've been before.

20 March 2012



# Responsive. Technologie.



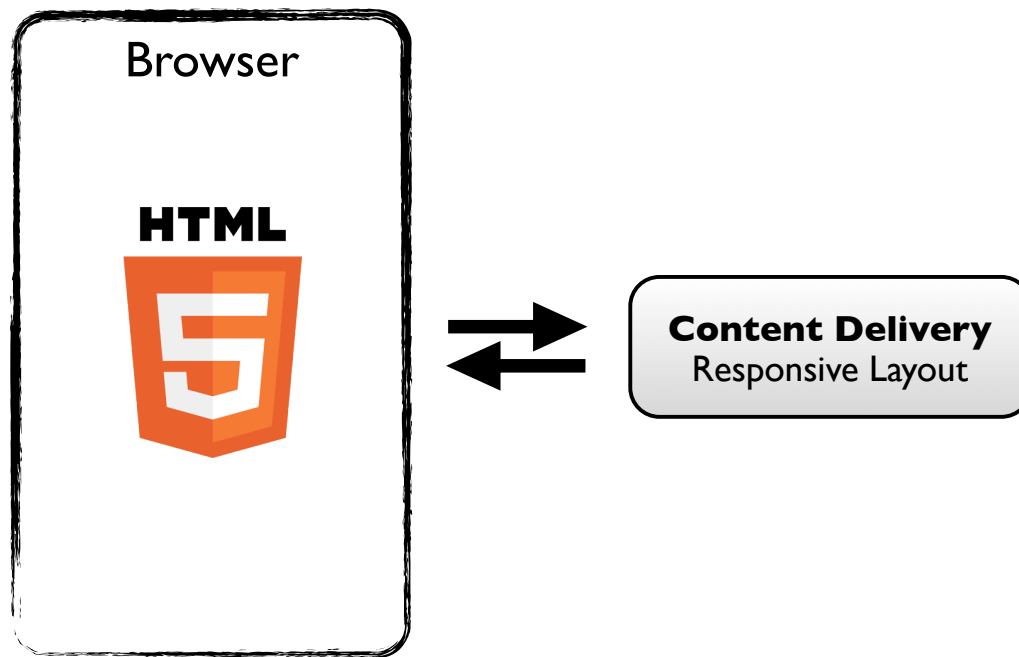
- **Web Standards**
- **Flexible Grid**
- **Media Queries**
- **Mobile Frameworks**
- **Content Management**



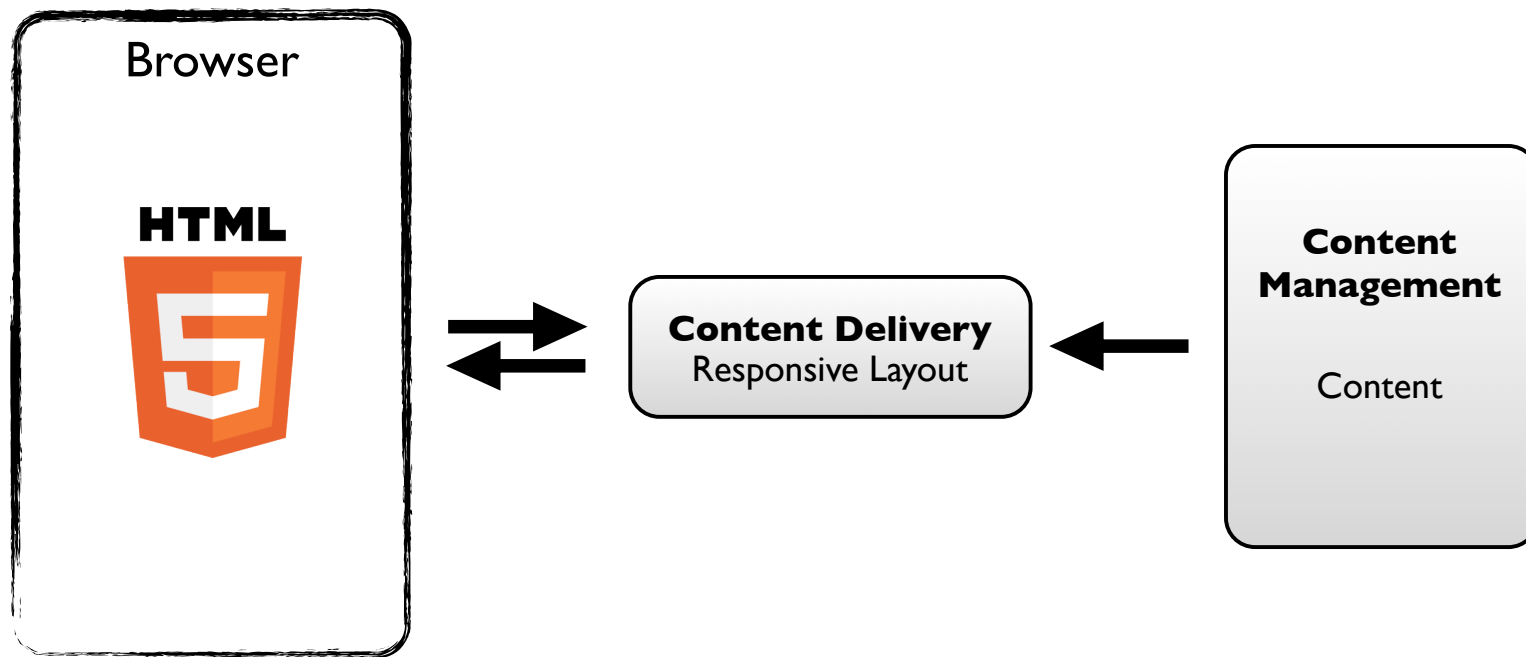
# CSS3. Media Queries.

- **Max Width**
- **Min Width**
- **Device Width**
- **Orientation**
- **Pixel Ratio**

# Responsive. Architektur.



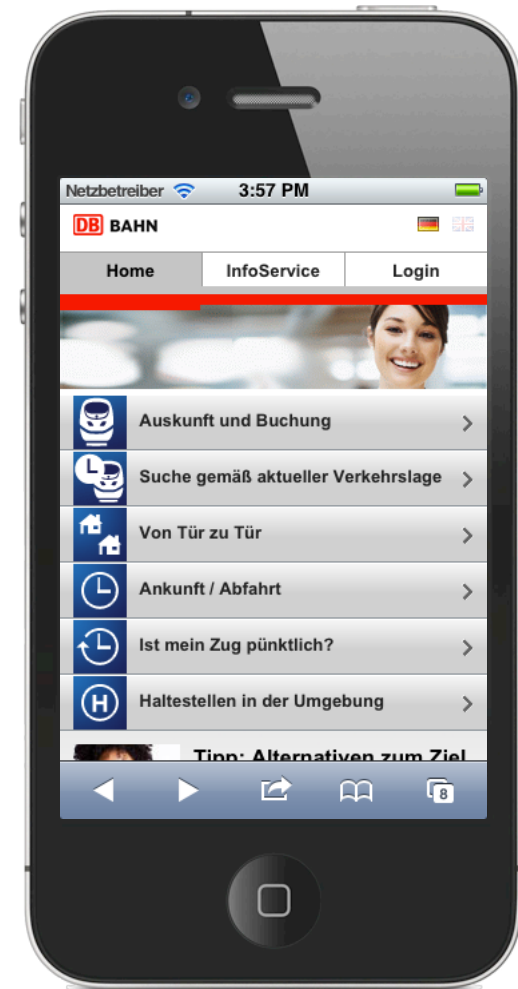
# Responsive. Architektur.



# Mobile Web.



# Mobile Web. Beispiele.



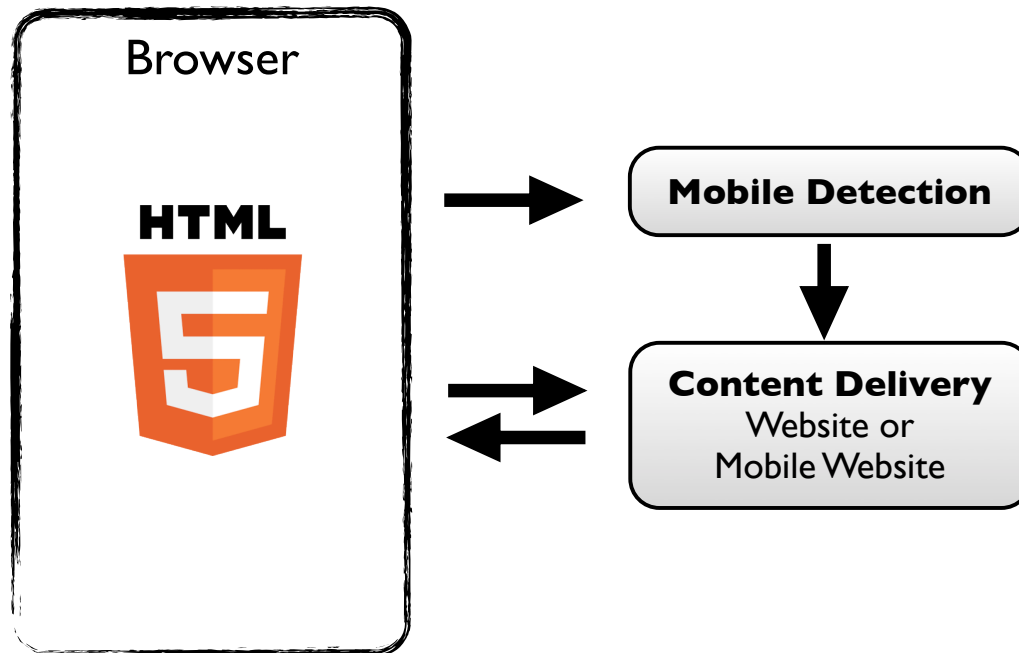
# Mobile Web. Technologie.



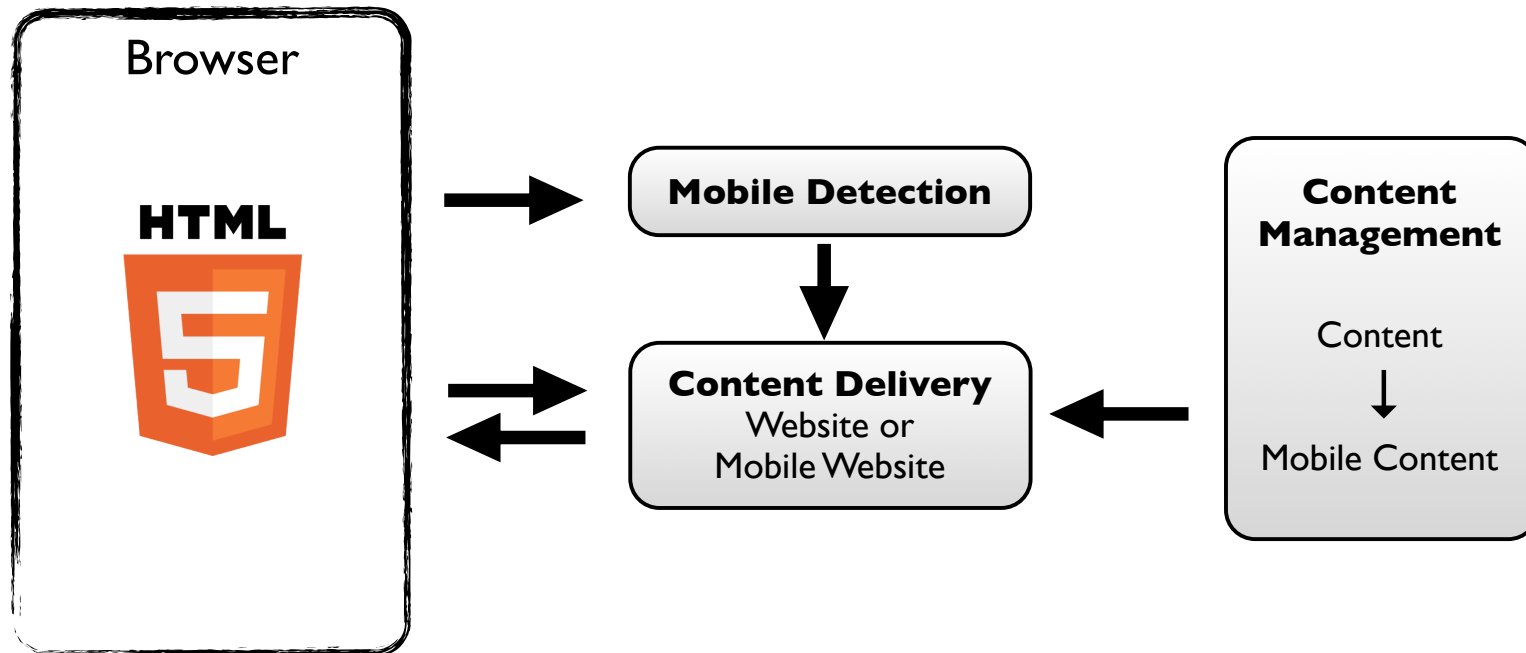
- **Web Standards**
- **Viewport**
- **Flexible Grid**
- **Media Queries**
- **Mobile Frameworks**
- **Dedizierter Content**
- **Device Detection**



# Mobile Web. Architektur.



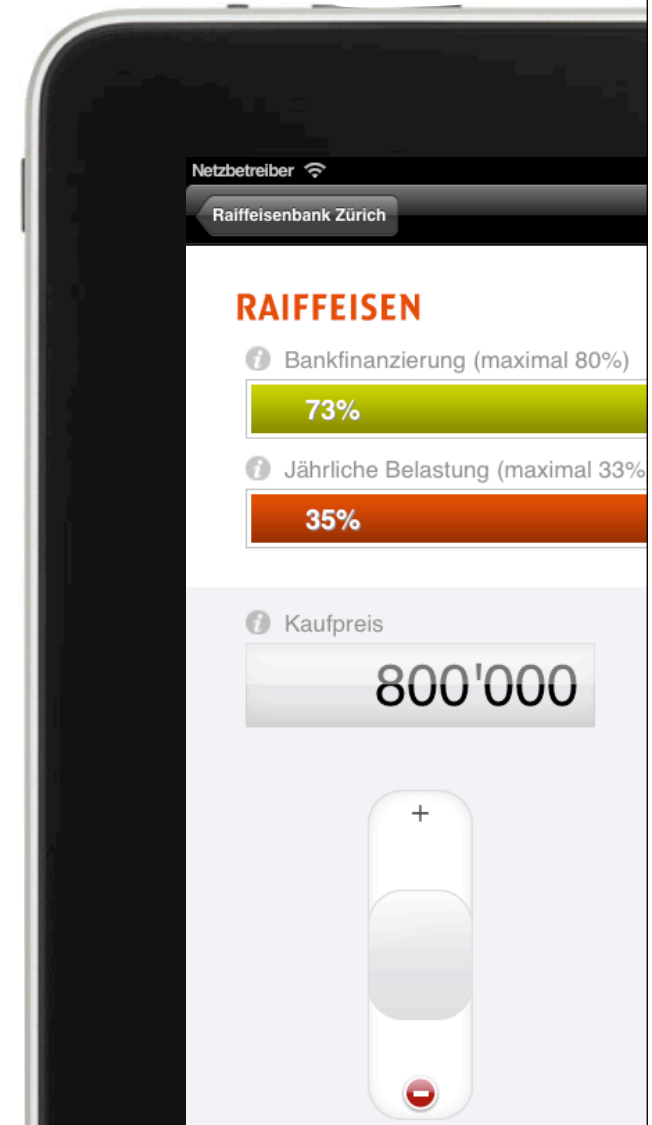
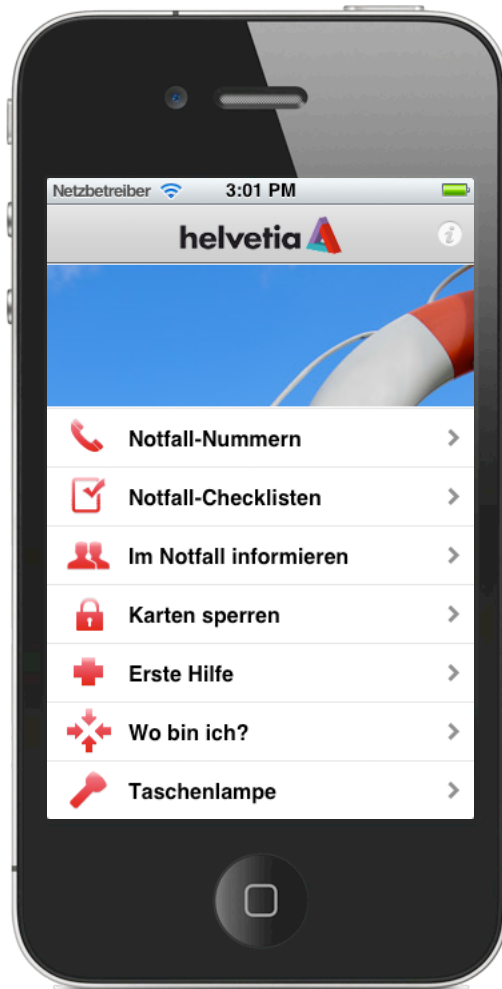
# Mobile Web. Architektur.



# Native.



# Native. Beispiele.



# Native. Technologie.



- **Plattformspezifisch**
- **Hardware Access**
- **Haptik**
- **CRs / Updates**
- **Interface Versioni...**
- **X-Plattform Dev.**

# Hybrid.

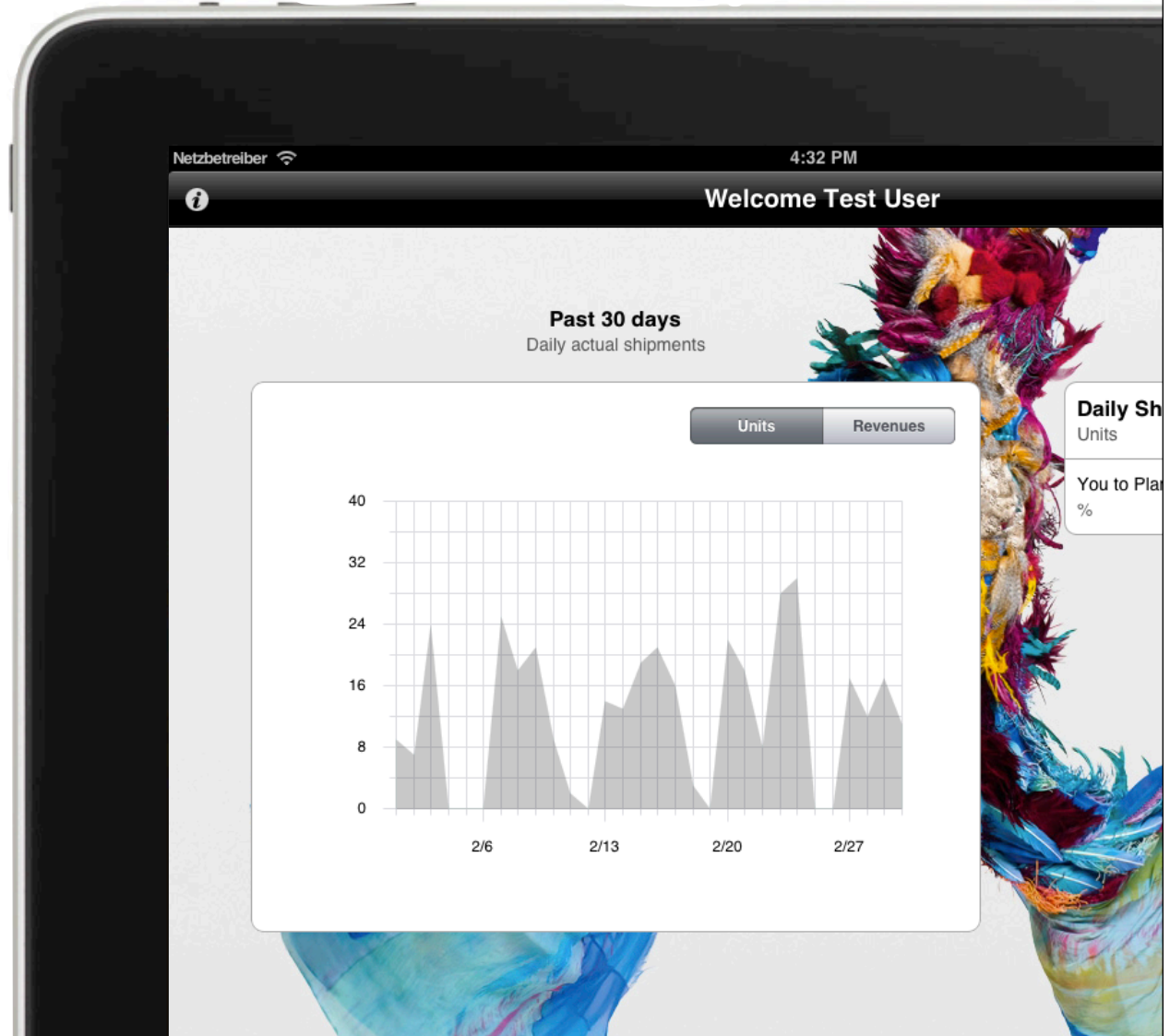




# Hybrid.



# Hybrid. Beispiele.



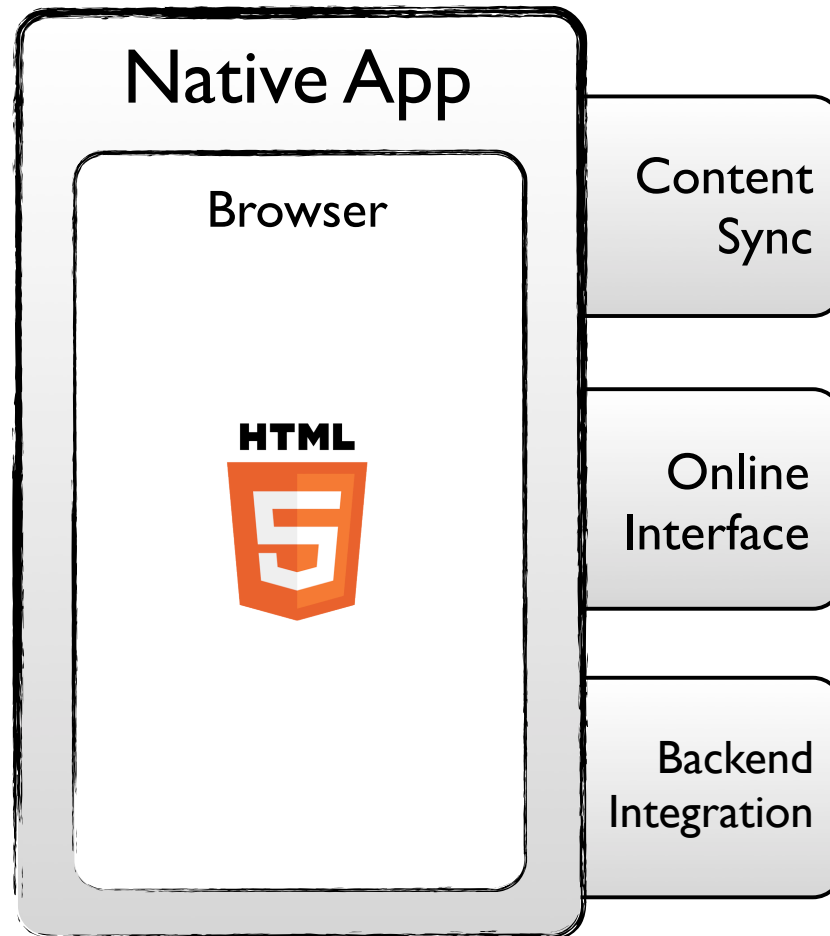
# Hybrid. Technologie.



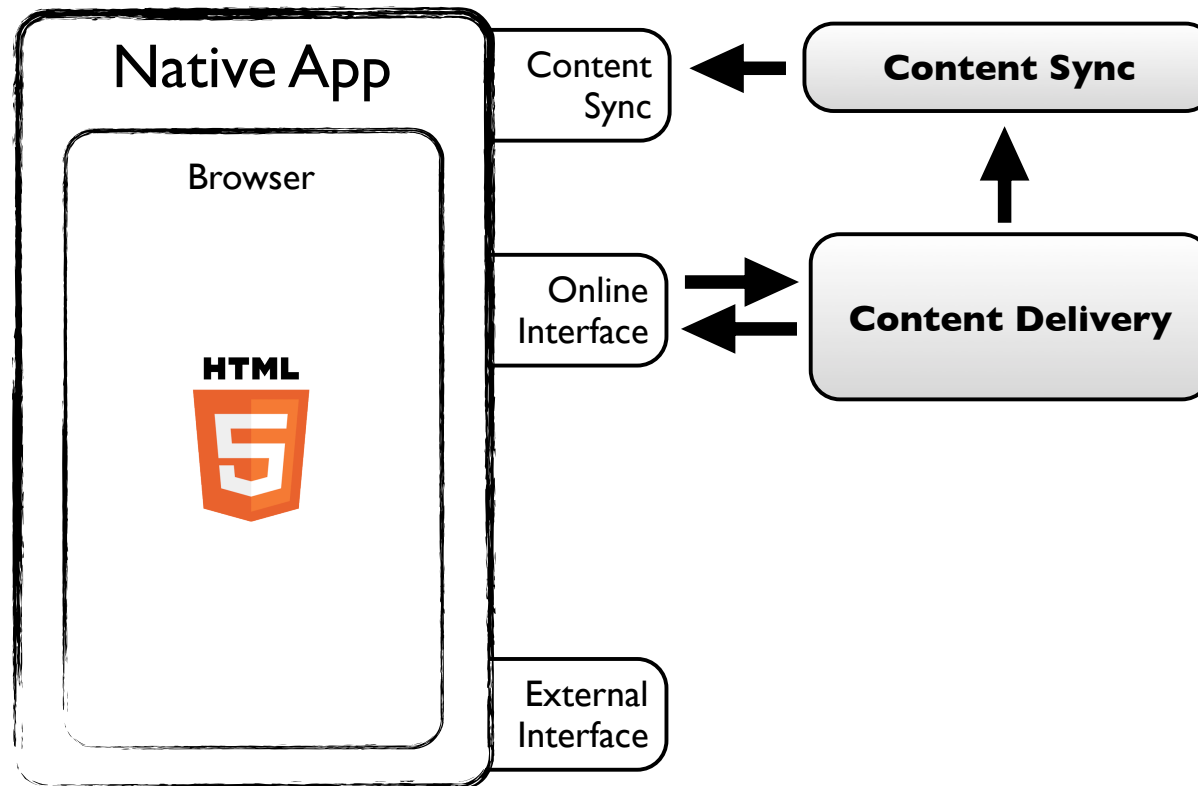
- **Native Wrapper**
- **Web Standards**
- **Hardware Access**

**Best of Both Worlds!**

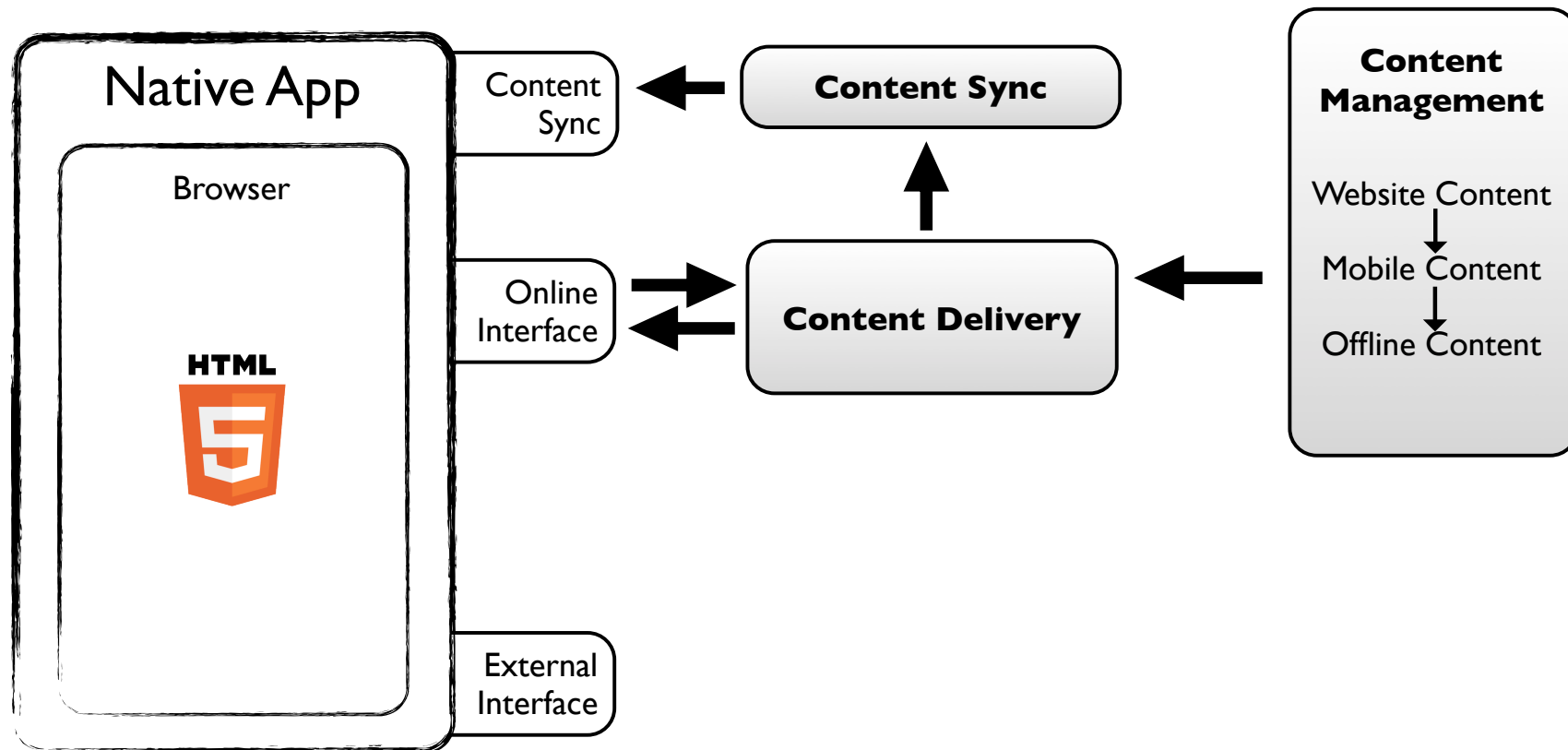
# Hybrid. Architektur.



# Hybrid. Architektur.

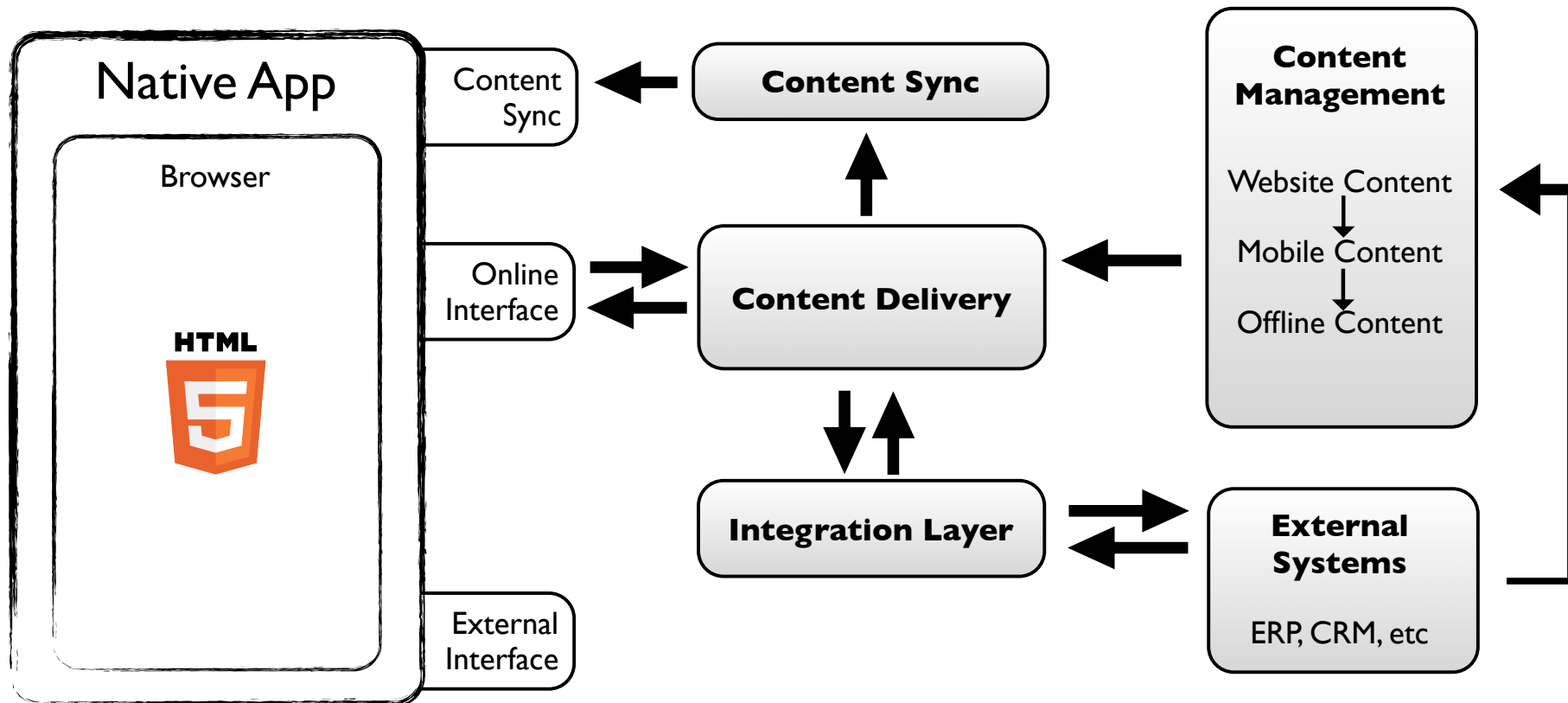


# Hybrid. Architektur.

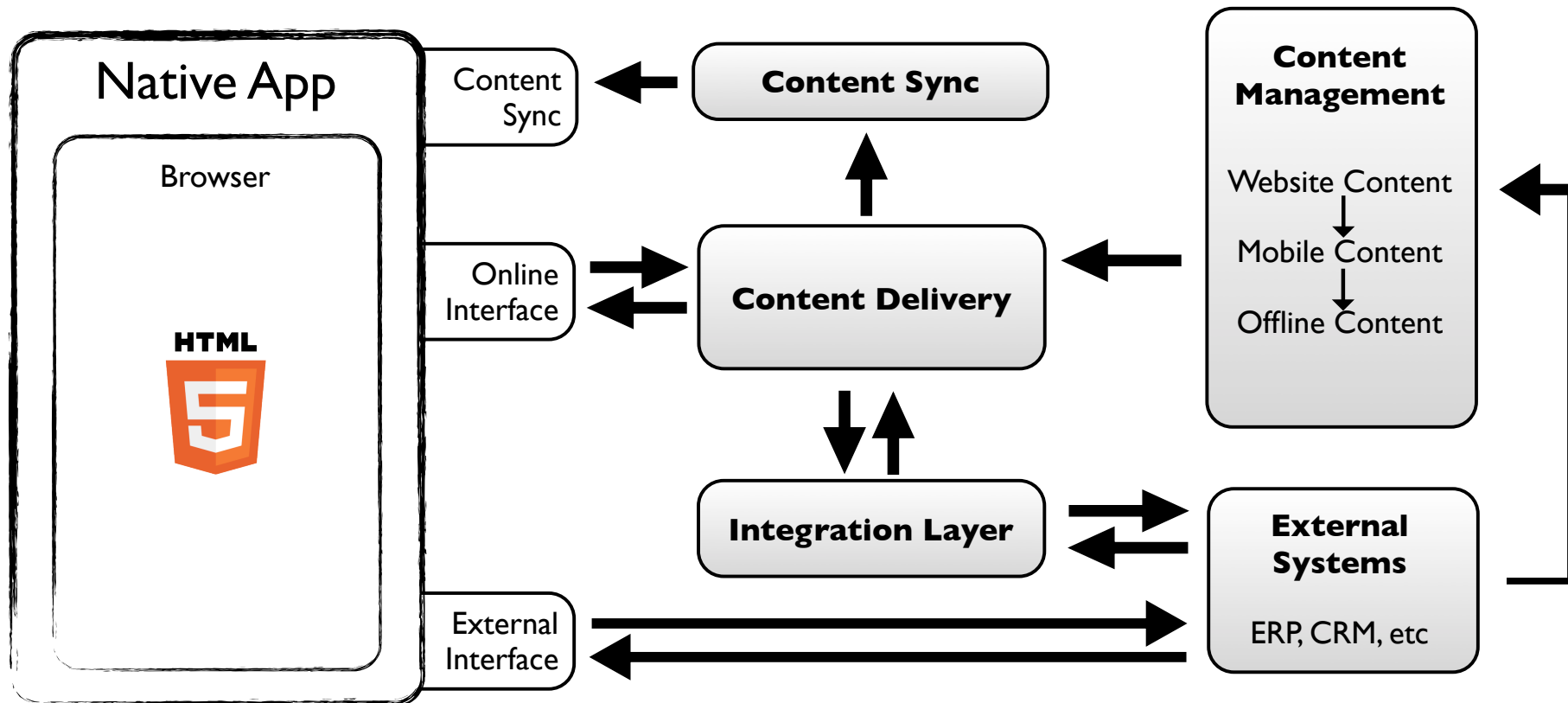




# Hybrid. Architektur.



# Hybrid. Architektur.



# Weiteres.

**Distribution**

**Location based Data Handling**

**Offline**

**Strong Authentication**

**Analytics**

**Transactions (offline)**

**Personalization**

# **Danke.**

**Responsive Layout.**

**Dediziertes Mobile Web.**

**Native App.**

**Hybrid App.**

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