



WAC

Wholesale Applications Community

Complete multi-platform widget development
environment



Status for Developers...

“Openness in the mobile app market is still a dream?”

- Closed app environments
- Development of standalone apps
- App stores are linked to the specific operating systems
- Environments in the ecosystem are not integrated

The future?

Develop and submit once, sell everywhere



Mobile App Ecosystem

Developer

Handset

User

Operator & network

Legal

App markets

Commercial
agreements

Billing vendors



... and many more





What is WAC...

- an open global alliance, formed by the world's leading telco operators and device manufacturers.
- WAC will provide the platform of which the entire mobile app ecosystem will benefit



WAC in the Press...

THE WALL STREET JOURNAL.	“Operators Join To Develop Open Apps Platform”
 Associated Press	“Wireless carriers unite on mobile apps project”
 REUTERS	“Operators unite to challenge Apple’s apps”

 MobileMarketingWatch The Pulse of the Mobile Marketing Community	Wholesale Applications Community Gains Steam In Creating An “Open Mobile App Standard”
 MOBILE EUROPE	“Wholesale Apps by February 2011”
 newmediaage MAKING SENSE OF INTERACTIVE BUSINESS	“Is challenge to app market leaders a false hope?”
 total telecom	“Mobile operator app initiative takes a (very small) step forward”

WAC Evolution...

W3C[®]
evolution

Continued evolution
Device API & Web Apps etc.

WAC
evolution

BONDI 1.1 &  1.2
Available now – merged SDK Q4 2010

WAC

Waikiki
Public review
Q3 2010

beta
Q4 2010

Final
Q1 2011

WAC Objectives



Acceleration and Expansion of Apps Market



...offer a developer alternative to vertical platform



...easier for developers to create and distribute apps and get paid

WAC Solution



Multi-platform widget development environment

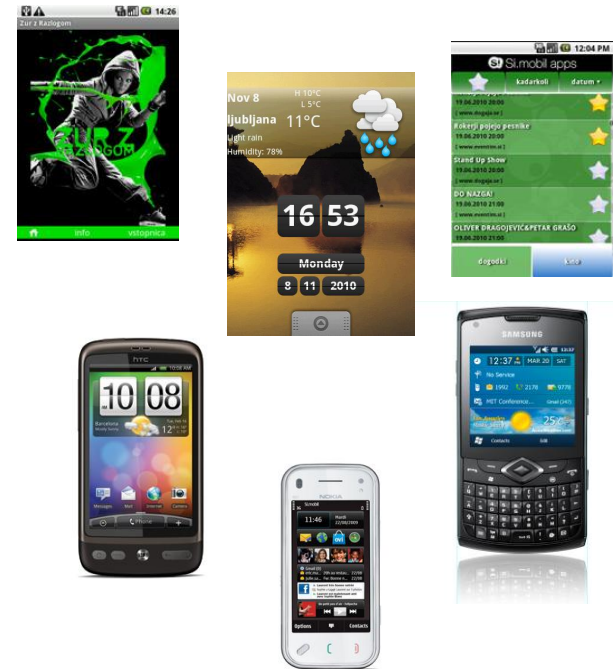
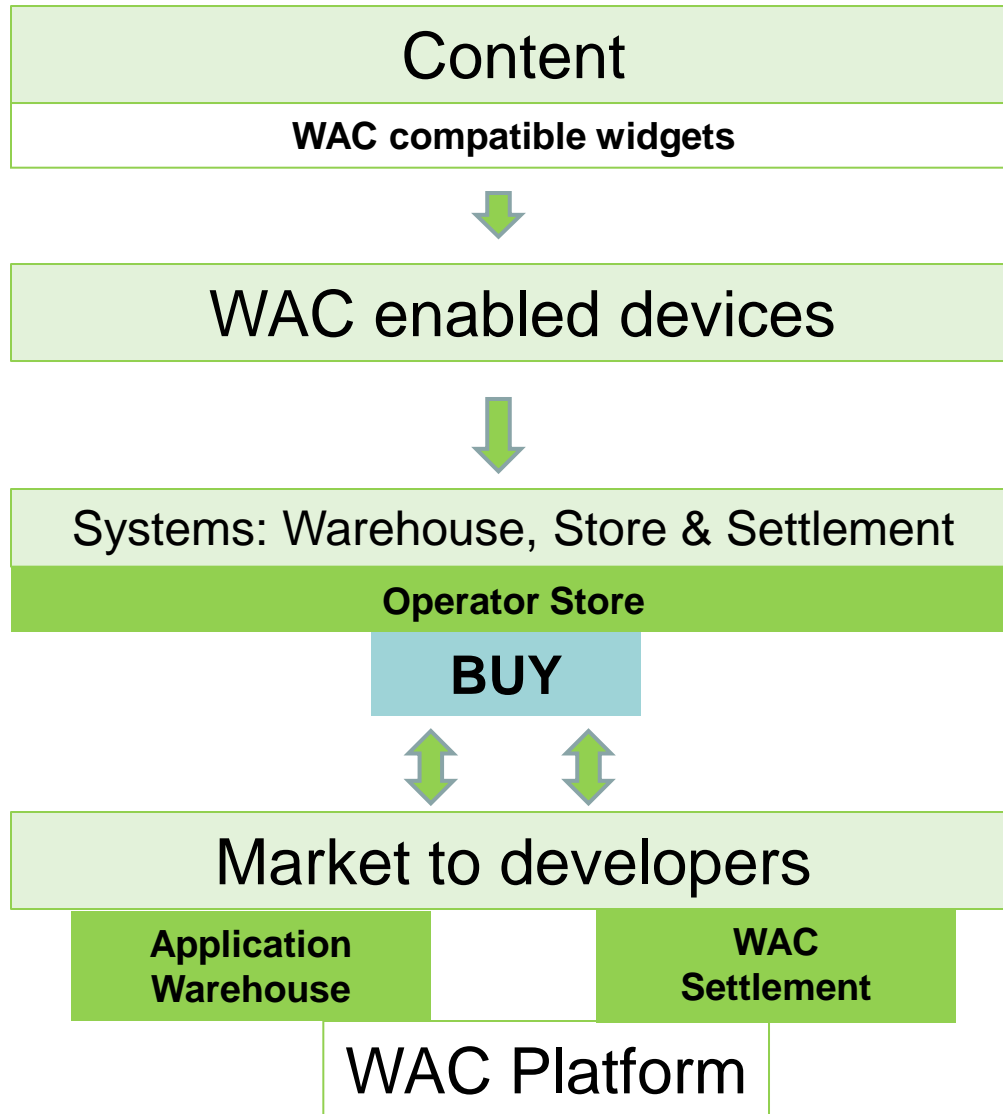


Connected to all WAC members' retail shops



Offering network and device API's for more compelling apps

What's in for operators...



The WAC Platform



E2E flow of apps from the developer to the storefront



WAC business models

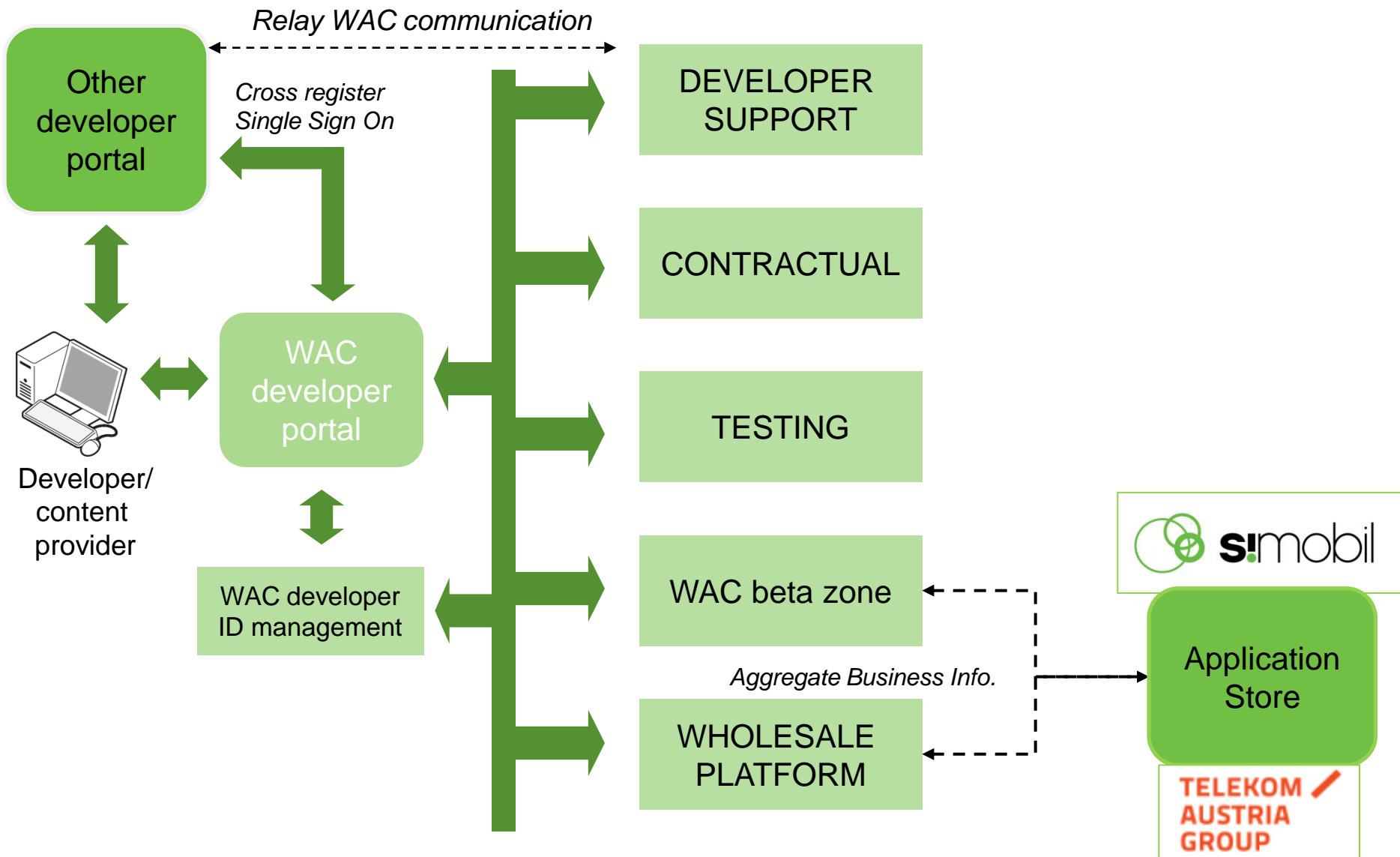


Certification and testing



One “port of call” to deploy widgets to all WAC members

WAC platform components



What is a widget?

- Advanced browser features enable interactivity and application-like behavior
- Most apps and graphically simpler games **can be** implemented as a widgets
- High-end games **cannot be** implemented as a widget



WAC concept...

**WEB
technology**

+

**Device
API**

+

**Operator
API**

WAC widget



**App
markets**



1. Consistent technology for app development

- **The WEB runtime offers to developers the opportunity to write an app which runs on many different devices and operating systems**
- Standardized APIs application can have access to device and network functionalities
- A security framework protects the user from malware



2. Device APIs

Device APIs can **enhance the functionality** of the widget beyond what is possible with existing WEB (widget) technologies

Location

Audio

Camera

Contacts

Messaging

Accelerometer

Application launch

...



3. Operator API

- Access to selected network and back-end enablers
- The GSMA OneAPI activity will play a core role

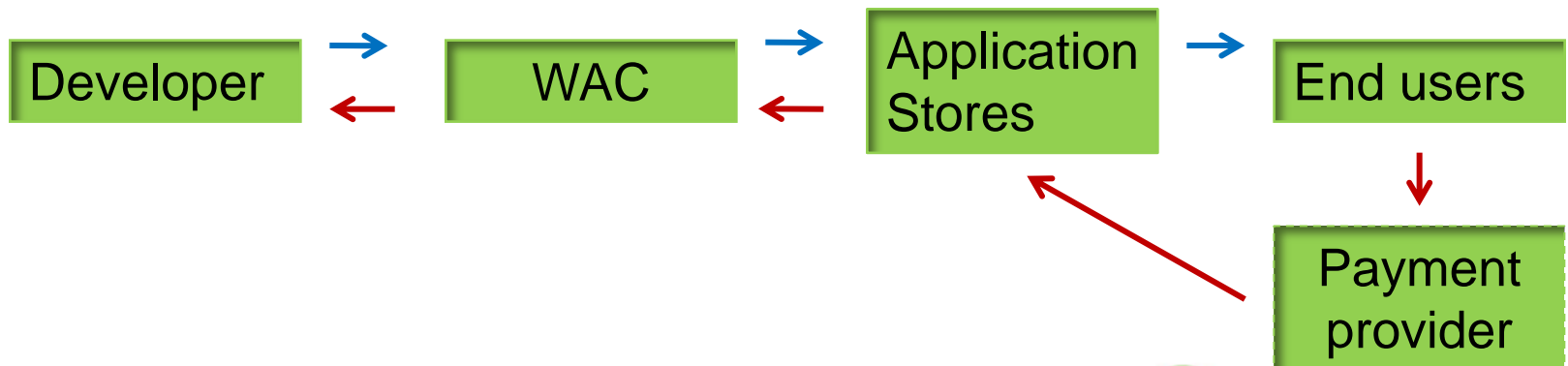


One API



4. WAC Business Model

- “Free” and “paid for” WAC application distribution through platform
- Revenue share for participants in the applications value chain
- Use of operators backend systems



Device support

- Samsung, LG and Sony Ericsson and industry body the GSMA have committed to support WAC
- WAC community has recently expanded with network equipment manufacturers and consulting companies
- WAC 1.0 devices:
 - announced at MWC 2011
 - available from May 2011



Developer community strategy

- Work with existing developer communities
- Community are able to actively steer the development of the platform
- Invitation to comment on current **WAC Waikiki** developer release:

<http://public.wholesaleappcommunity.com>

Domov

WAC Open Collaboration Platform - Waikiki

Pregled Datoteke Specifications

Pregled

WAC Waikiki

An overview to introduce you to the project and help you navigate this site.

What is Waikiki

The Wholesale Application Community **WAC** has been working on Project WAC Waikiki for several months now. The project will produce a new, consolidated, specification for web runtimes (WRT) and Apps (Widgets). The WRT specification defines what is needed on a device (or client) to deliver a rich web and widget application ecosystem.

The scope of project Waikiki

In scope are currently

- Production of a WRT specification (Device APIs, and Core Spec)
- Creation of developer tools and WRT implementations via the industry
- Creation of a compliance process for WRTs and relevant test assets/scripts/code.

The daring vision

The idea is to achieve something special: Being able to offer to developers the opportunity to write applications (widgets) and via WAC's wholesale infrastructure to distribute those apps to appstores around the world, where in turn consumers may purchase the apps, download them to a variety of mobile devices and enjoy the benefits of a new generation of widgets across their favourite devices.

Where project Waikiki pushes the boundaries

The project is ambitious. It must provide rich on-device Javascript APIs. It must create high quality, flexible, but most importantly usable security mechanism to protect consumers and their devices. And it must address the challenge of widget portability across many mobile device platforms and of



Benefits for the developers

- Access to a 3 Bn potential user base
- Cost efficient development process
- New business models and revenue opportunities
- Access to operator's backend systems
- Direct access to operators community



In Summary...

**WAC aims to build the best
content portfolio by being the
best developer platform**



WAC momentum is building

- High level technical specification ver. 1.0 published and available for download at <http://www.wholesaleappcommunity.com>
- WAC is starting to on-board operators
- Documentation and development tools in preparation
- Official launch with WAC 1.0 devices and 2.0 specs will be announced at MWC





...appreciates your attention...