

The background of the poster is a long-exposure photograph of a city highway at night. Light trails from cars are visible in the foreground. In the middle ground, there is a large, modern, curved building with a glass facade, illuminated from within. In the background, several tall skyscrapers of a city skyline are visible against a dark night sky. The overall color palette is dominated by the blues and greys of the city lights, with a bright orange-red accent for the '5' in the logo and the top/bottom borders.

DevCon5

HTML5 & Mobile App Developer Conference

December 10-11, 2013
Hilton Los Angeles/Universal City,
California

www.devconfive.com

@DevConFive
#DevCon5



Firefox Marketplace:
Breaking the Stranglehold of App Stores
Bill Walker, Senior Manager, Mozilla

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Doing good is part of our code

Different by design



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for you

Fast, flexible,
secure



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for Firefox



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The Alcatel OneTouch Fire

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62

51

48

6

1. Web Components



Brick

UI Components for Modern Web Apps

What is Brick?

Brick is a bundle of reusable UI components created to enable **rapid development** of cross-browser and mobile-friendly HTML5 web applications.

Neat. How?

Brick components are custom HTML tags created using [X-Tag](#) — a library that makes developing Web Components easier.

Um, Web Components?

[Web Components](#) is a series of emerging W3C standards that allow developers to define custom HTML elements, and interact with them using the native DOM.

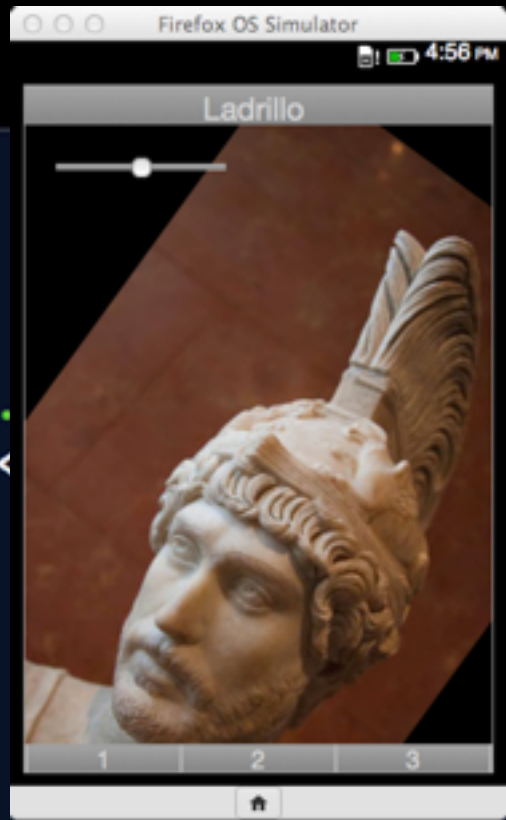
I'm the front
face.

Brick in Action

Toggle flip

Markup

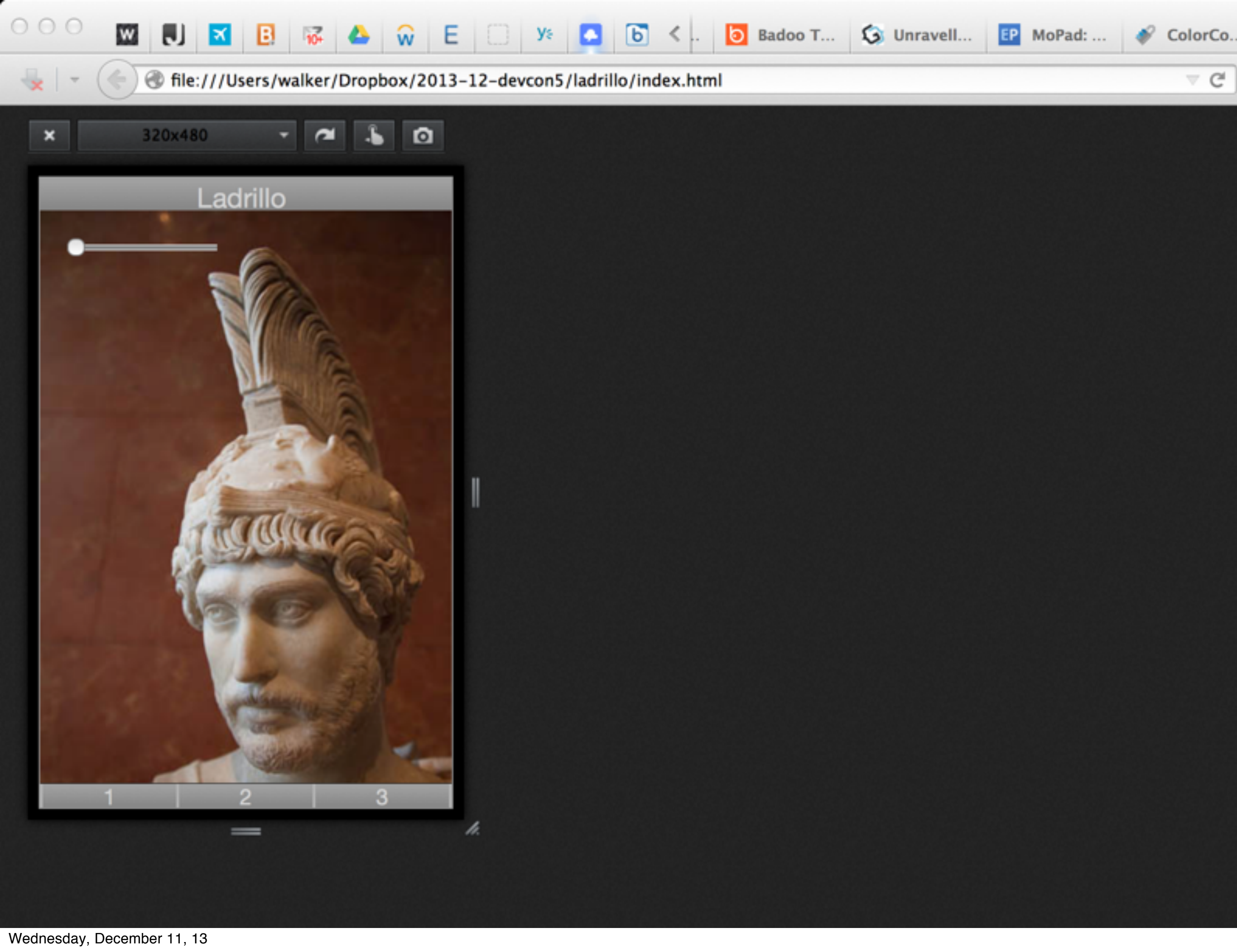
```
<x-flipbox>
  <div>I'm the front face.</div>
  <div>And I'm the back face.</div>
</x-flipbox>
```

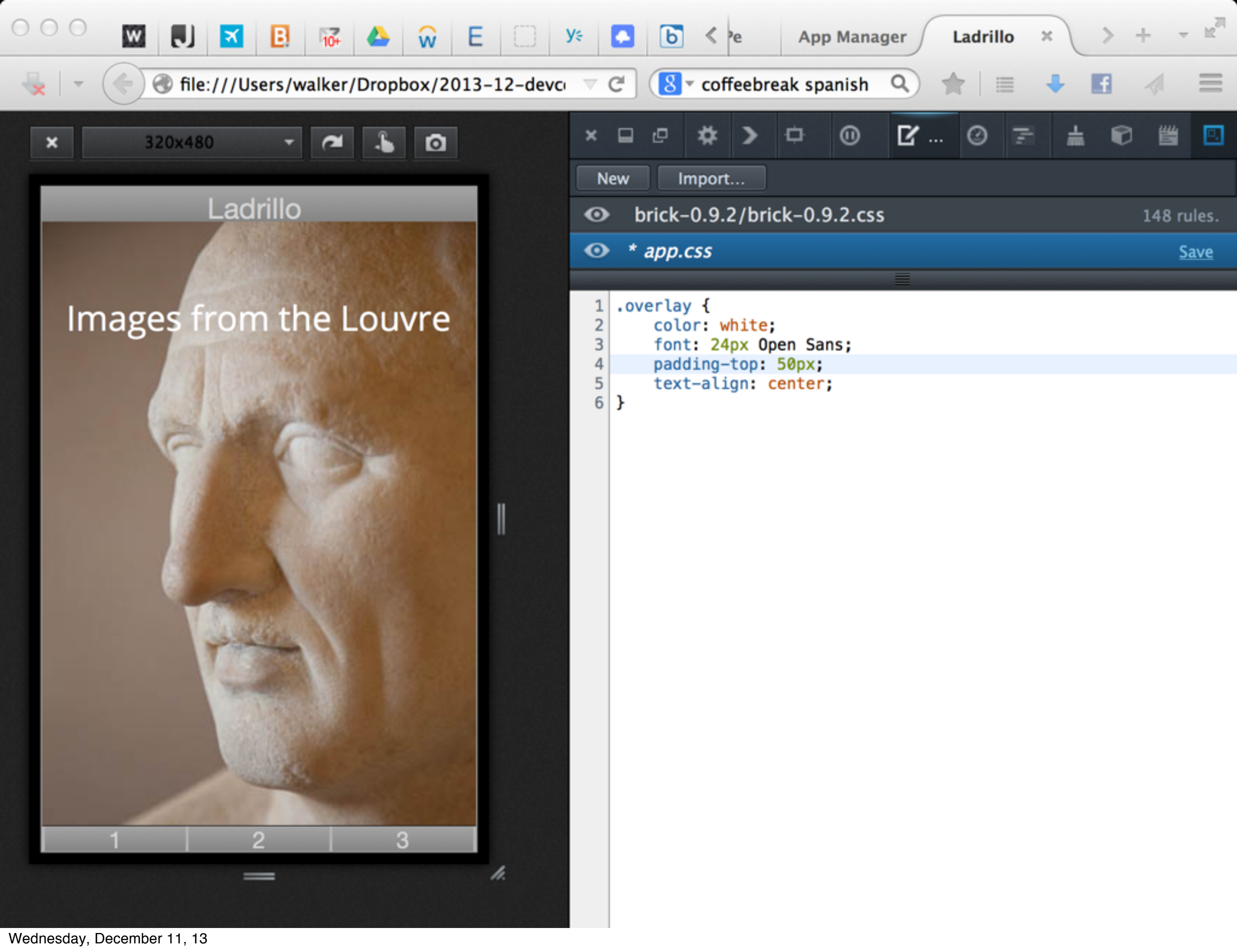
```
1 <html>
2   <head>
3     <title>Ladrillo</title>
4
5     <link rel="stylesheet" type="text/css" href="brick-0.9.2/brick-0.
6     <script type="text/javascript" src="brick-0.9.2/brick-0.9.2.js"><
7   </head>
8
9   <body style='background-color: black'>
10    <x-layout>
11      <x-appbar>
12        <header>Ladrillo</header>
13      </x-appbar>
14
15      <x-deck class="component-demo" transition-type="coverDown">
16        <x-card><img src='_MG_8401.jpg' /></x-card>
17        <x-card><img src='_MG_8405.jpg' /></x-card>
18        <x-card><img src='_MG_8411.jpg' /></x-card>
19      </x-deck>
20
21      <x-tabbar>
22        <x-tabbar-tab target-selector="x-deck x-card:first-child">1</x-tabbar-tab>
23        <x-tabbar-tab target-selector="x-deck x-card:nth-child(2)">2</x-tabbar-tab>
24        <x-tabbar-tab target-selector="x-deck x-card:nth-child(3)">3</x-tabbar-tab>
25      </x-tabbar>
26    </x-layout>
27  </body>
28 </html>
```

<https://github.com/wfwalker/ladrillo>

2. Develop in Browser







3. Add App Manifest


```
1  {
2      "version": "0.1",
3      "name": "DevCon5 Demo",
4      "description": "DevCon5 Demo",
5      "launch_path": "/index.html",
6      "icons": {
7          "64": "/ladrillo-64.png",
8          "128": "/ladrillo-128.png"
9      },
10     "developer": {
11         "name": "Bill Walker",
12         "url": "http://github.com/wfwalker/"
13     },
14     "installs_allowed_from": [
15         "*"
16     ],
17     "locales": {},
18     "default_locale": "en",
19     "permissions": {
20         "geolocation": {
21             "description": "Used to know where you are"
22         }
23     }
24 }
```

4. Develop on Device

Nightly Start Page

App Manager

+

Nightly

about:app-manager

g

Google

Apps

Device

DevCon5 Demo

Help

DevCon5 Demo

DevCon5 Demo

PACKAGED

DevCon5 Demo

DevCon5 Demo

VALID PACKAGED

Bill Walker

/Users/walker/Sites/ladrillo

DevCon5 Demo

UPDATE

DEBUG

Manifest Editor

SAVE

default_locale: "en"

description: "DevCon5 Demo"

▶ developer: Object

▶ icons: Object

▶ installs_allowed_from: undefined

launch_path: "/index.html"

▶ locales: Object

name: "DevCon5 Demo"

orientation: "portrait"

▶ permissions: Object

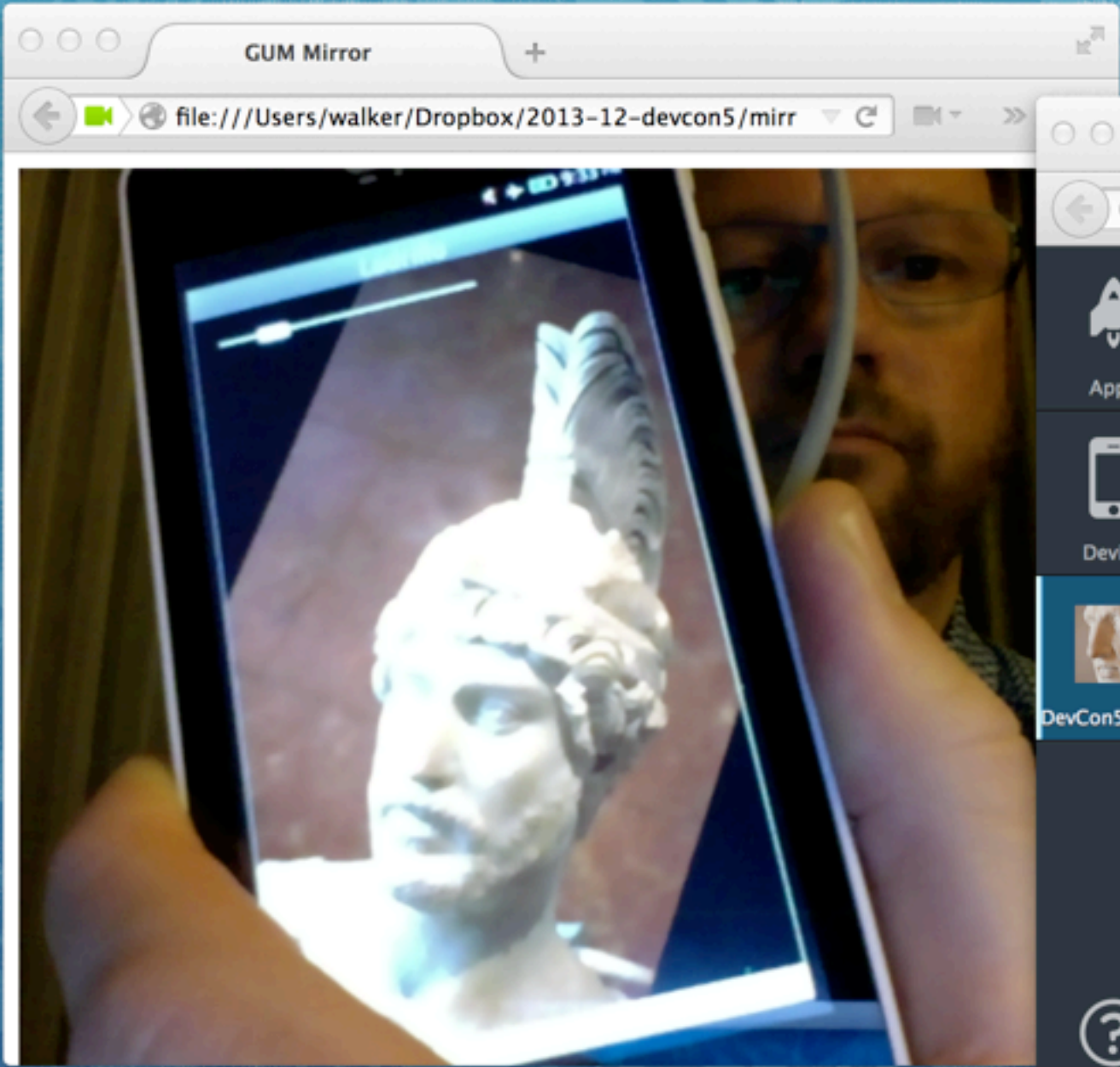
version: "0.1"

Add Packaged App

Add Hosted App

http://example.com/app/manifest.webapp

Wednesday, December 11, 13



Nightly Start Page x App Manager x +

about:app-manager

Google

Console Inspector Debugger Style Editor Profiler

Net CSS JS Security Logging Clear

9
14
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34
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21
19
17

Apps
Device
DevCon5 Demo
Help

Connected to B2G Disconnect

21:29:31: connecting to 1
21:29:43: connected

GUM Mirror

file:///Users/walker/Dropbox/2013-12-devcon5/

Apps

Device

DevCon5 Demo

Help

Connected to B2G

Disconnect

21:29:31: connecting to localhost:57157

21:29:43: connected

Nightly Start Page

App Manager

Nightly

about:app-manager

Google

Inspector

Console

Debugger

Style Editor

Profiler

Scratchpad

html

body

x-layout

x-tabbar

x-

Rules

Computed

Box Model

element {

inline

}

x-tabbar >

brick-0.9.2.css:1206

x-tabbar-

tab:first-child {

border-left-width: 2px;

}

x-tabbar >

brick-0.9.2.css:1169

x-tabbar-tab

{

letter-spacing: normal;

overflow: hidden;

background-color: #A0A0A0;

background-repeat: no-repeat;

background-position: 0px 0px;

background-image: linear-gradient(-180deg, #A0A0A0 14%, #858585 100%);

border-right: 1px solid #B4B4B4;

border-left: 1px solid #B4B4B4;

}

x-tabbar >

brick-0.9.2.css:808

x-tabbar-tab {

-moz-box-flex: 1;

flex: 1 1 0%;

-moz-box-sizing: border-box;

display: inline-block;

height: 100%;

vertical-align: middle;

}

<html>

<head></head>

<body style="background-color: #000">

<x-layout>

<x-appbar subheading=""></x-appbar>

<x-deck class="component-demo" transition-type="coverDown" selected-index="1">

<x-card class="photo-1-background" style=""></x-card>

<x-card style="" selected="true">

<div>

<div id="pictureframe" style="transform: rotate(0.085turn);"></div>

<div class="slider-container"></div>

</x-card>

<x-card class="photo-3-background"></x-card>

</x-deck>

<x-tabbar>

<x-tabbar-tab target-selector="x-deck x-card:first-child"></x-tabbar-tab>

<x-tabbar-tab target-selector="x-deck x-card:nth-child(2)" selected="true"></x-tabbar-tab>

<x-tabbar-tab target-selector="x-deck x-card:nth-child(3)"></x-tabbar-tab>

</x-tabbar>

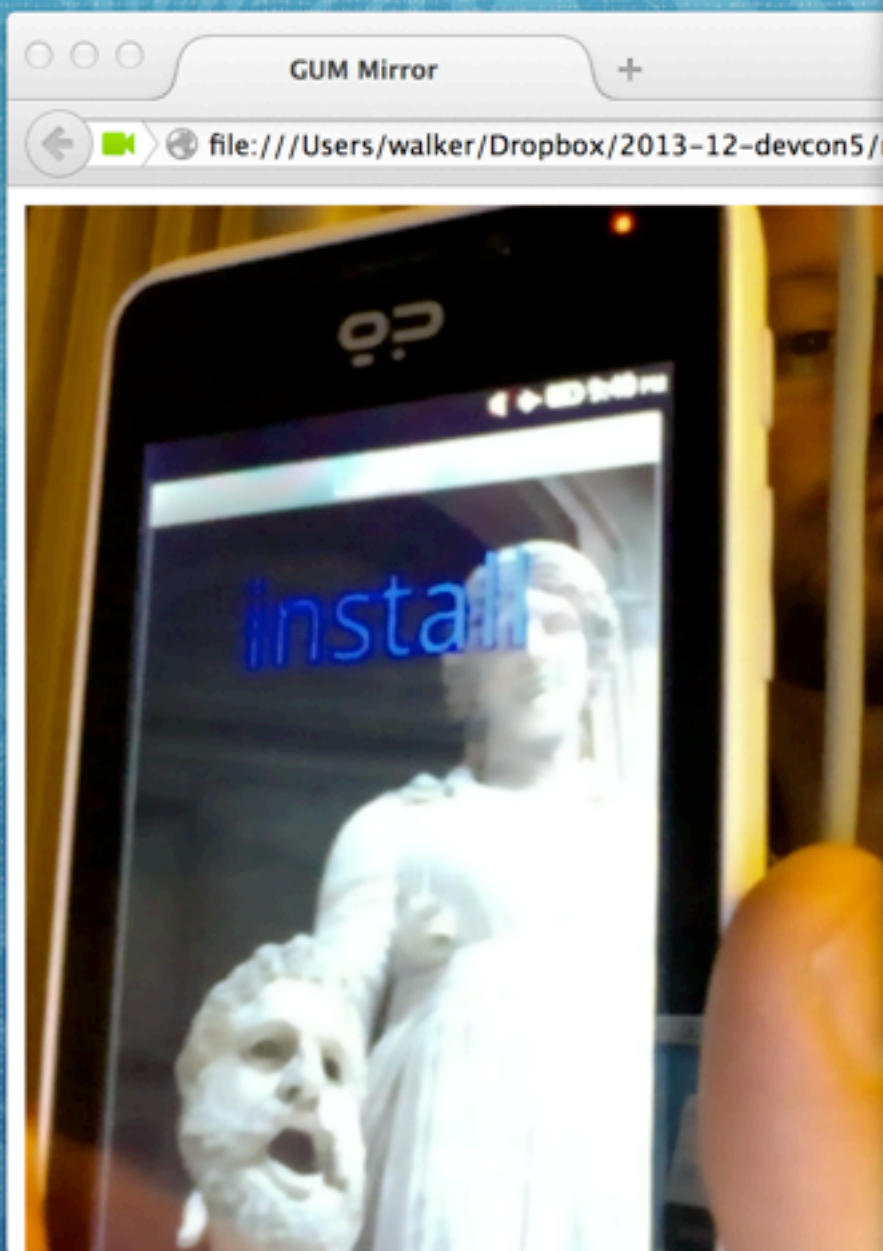
</x-layout>

<script></script>

</body>

</html>

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Nightly Start Page x App Manager x +

Nightly about:app-manager

Google

Apps Inspector Debugger Style Editor Profiler Scratchpad

New Import...

brick-0.9.2/brick-0.9.2.css
148 rules.

* app.css
7 rules. Save

Device

DevCon5 Demo

Help

Connected to B2G Disconnect

```
1 .overlay-title {
2   color: white;
3   font: 24px Open Sans;
4   padding-top: 20px;
5   text-align: center;
6   text-shadow: 1px 1px 1px #000;
7 }
8
9 .overlay-button {
10  color: blue;
11  font: 72px Open Sans;
12  margin-top: 20px;
13  text-align: center;
14  text-shadow: 1px 1px 1px #000;
15 }
16
17 .photo-1-background {
18   background-image: url(../_MG_8401.jpg);
19   background-position: center center;
20   background-size: auto 100%;
21 }
22
23 .photo-2-background {
24   background-image: url(../_MG_8405.jpg);
25   background-position: center center;
26   background-size: auto 100%;
27 }
28
29 .photo-3-background {
30   background-image: url(../_MG_8411.jpg);
31   background-position: center center;
32   background-size: auto 100%;
33 }
34
35 .slider-container {
36   position: absolute;
37   top: 20px;
38   left: 20px;
```

21:29:31: connecting to localhost:57157
21:29:43: connected

5. Publish



Develop HTML5 Web Apps for an open marketplace.

Design

Learn how to design apps that provide a user experience optimized for Firefox OS & Mobile

[Concept: A Great App](#)

[Design Fundamentals](#)

[UI Guidelines](#)

Build

All the tools, docs and references you'll need for development and testing of your app

[Quick Start](#)

[Firefox OS Simulator](#)

[Reference Apps](#)

Publish

Find out how to distribute your apps on an open marketplace that puts users and developers first

[Deploying Your App](#)

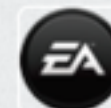
[Hosted Apps](#)

[Packaged Apps](#)



Do you have an app ready for liftoff?

[Submit your app to the Marketplace](#)



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+

Mozilla Foundation (US)

https://marketplace.firefox.com/developers/submit/

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Google

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Submit an App

1 Agreement


2 **Submit**

3 Details

4 Done!


Free

Paid / In-app




Firefox OS
Fully open mobile ecosystem

☐




Firefox
Windows, Mac and Linux

☐



Firefox Mobile
Android smartphones

☐



Firefox Tablet
Tablets

☐

Hosted

Packaged

Submit your app manifest URL

https://wfwalker.github.io/opensun/manifest.webapp

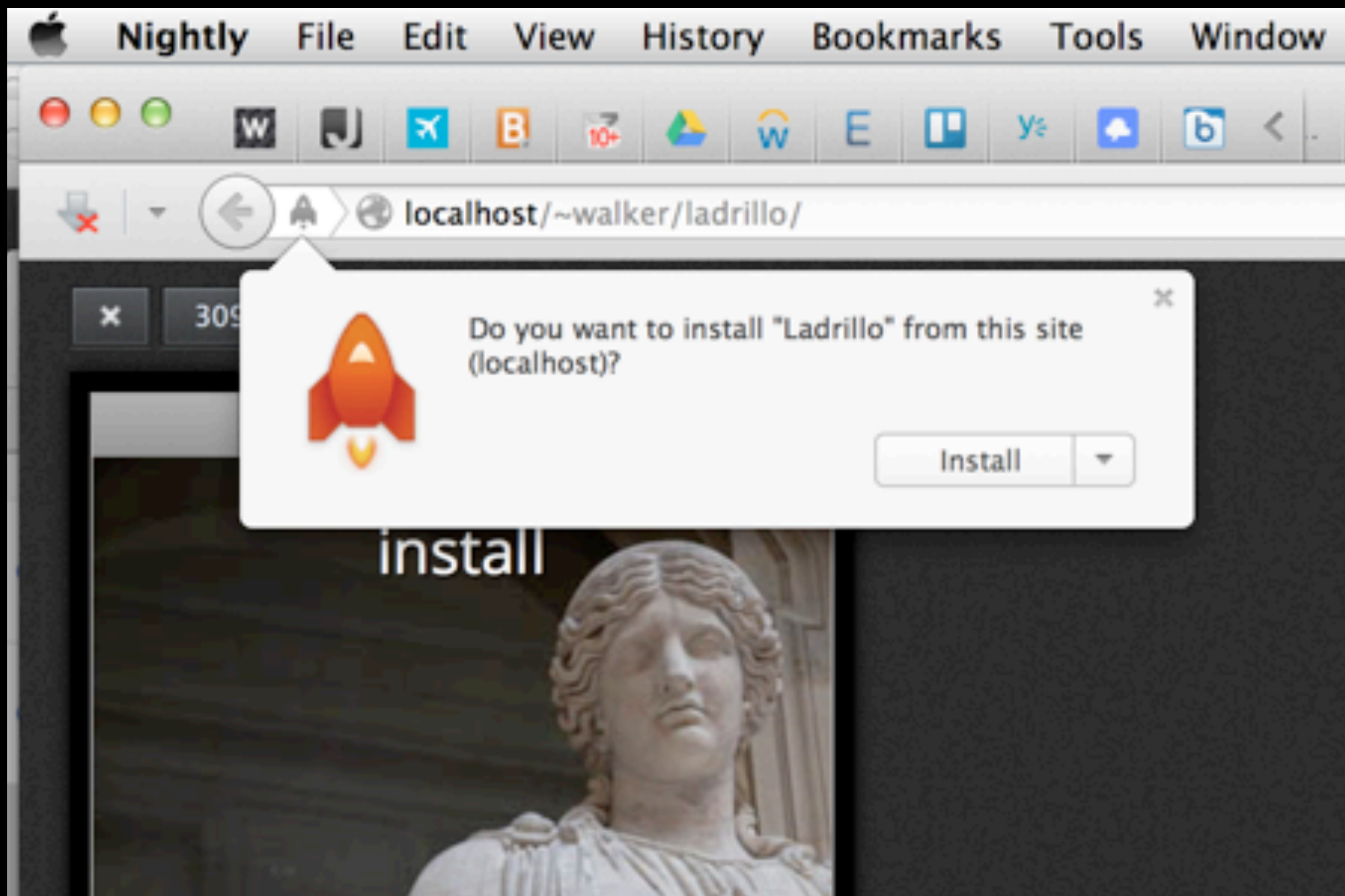
Validate

✖ Your app failed validation with 1 error and 2 message(s).

- Web App Manifest expecting "description"
- 60x60px icon should be provided for Firefox OS.
- Suggested icon sizes not included.

[See full validation report](#)

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```
installButton.addEventListener('click', function (e) {  
  var installRequest = navigator.mozApps.install('http://localhost/~walker/ladrillo/online.webapp');  
  
  installRequest.onsuccess = function (data) {  
    console.log(data);  
  };  
  
  installRequest.onerror = function (err) {  
    console.error(this.error);  
  };  
}, false);
```



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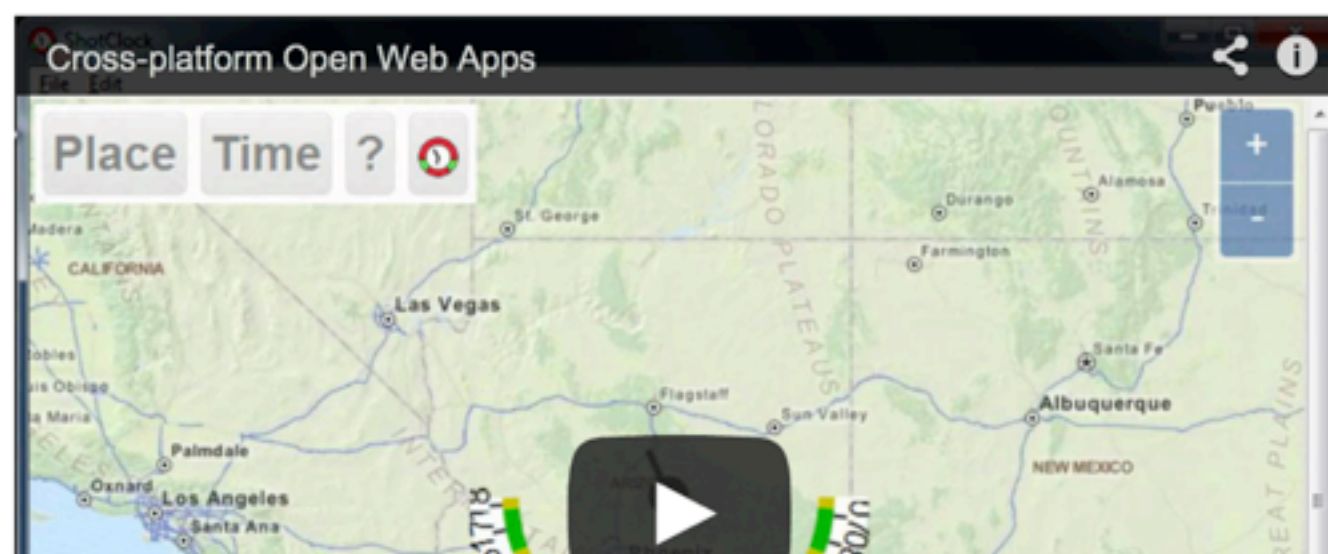
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Progress report on cross-platform Open Web Apps

on October 28, 2013 by [Bill Walker](#) and [Robert Nyman](#) [Editor] in [Apps](#)

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Here in the Hacks blog we've written a lot about [building apps for Firefox OS using HTML, JS, and CSS](#). We're working to ensure that those same apps can also run on Android, Windows, Mac OS X, and Linux devices. If your app can adapt to those screen sizes, CPU's, and device capabilities, then we've got a plan to ensure that your apps install, launch, quit, and uninstall as native apps on each of those platforms.



ABOUT THE AUTHORS

Bill Walker

Bill Walker is a Senior Manager at Mozilla. While working at Apple's research division, Xerox PARC, Reactivity, and Cisco, he became passionate about software process, automated testing, and helping prototypes turn into products. At Mozilla he manages teams working on PDF.js, Partner Engineering and Cross-platform Apps. Bill holds a Ph.D in Computer Science from University of Illinois at Urbana-Champaign.



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