

The Japanese Mobile Web

A Developer's Perspective

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iKnow! mobile

かんたんログインする

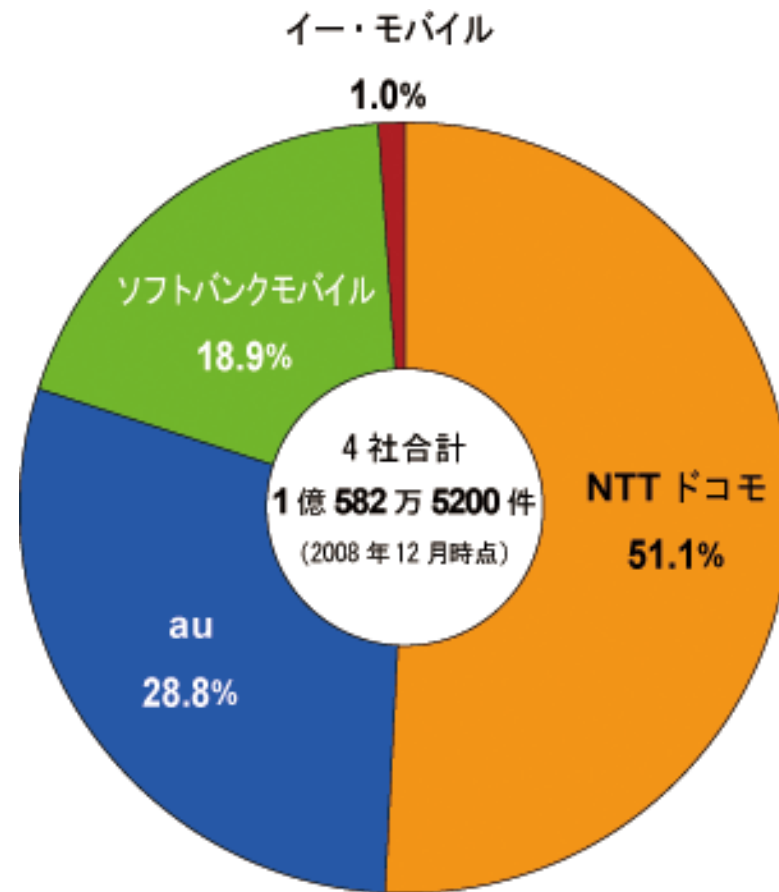
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Carrier Market Share



http://markezine.jp/static/images/article/6297/kt_200812_4c.gif

Types of Sites

- On Portal (公式サイト)
 - Carrier's menu
 - Billing
 - Arduous process
- Off Portal (勝手サイト)
 - Search Engine
 - Advertising, Affiliate, E-Commerce
- Carrier
 - Single vs. Multi

Technical Challenges

Many technical challenges when developing mobile sites

All mobile site developers, please join us at:

wiki.mobalean.com

Handsets

- About 750 devices in market
- Increasing by about 100 per year
- Testing is expensive
- Test a range of devices from different classes

Markup

Older handsets

- i-mode HTML, HDML, etc

3G and on


- Approx. 90% of market
- XHTML and CSS
- But, docomo only allows inline styles:
`<div style="color:#FF0000">test</div>`

Images


- JPEG ok on 99% of handsets
- GIF mostly ok
(only pre-3G Vodaphone have issues)
- docomo doesn't support PNG
- Width of 220px is safe

Emoji

docomo 

- Unicode entity: ``
- Binary code 

au 

- `` 
- Automatic conversion from docomo binary codes

SoftBank 

- webcode 

Limitations

- Maximum page size including images
- Recent phones have 100kb limit
- If size limit is exceeded, handset shows error
- Partition pages

Mobile + PC Site

- Challenge: avoiding duplication
- Different urls
 - www.iknow.co.jp
 - m.iknow.co.jp
- Redirection
- Transparent switching
 - www.mobalean.com

Other Challenges

- GPS
- Content downloads
- Video streaming/playback
- Themes
- etc

Closing Thoughts

No silver bullet

Understand your target

- On Portal vs. Off Portal
- Tailored vs. Generic

We want to help you

- Public Wiki: wiki.mobalean.com
- Questions: info@mobalean.com

Additional Resources

Carrier reference

- <http://www.nttdocomo.co.jp/english/service/imode/make/>
- http://www.au.kddi.com/ezfactory/tec/dl/cgi/download_1.html
- <http://creation.mb.softbank.jp/index.html>

Others

- <http://firemobilesimulator.org/>
- <http://ke-tai.org/>
- <http://34567.jpn.org/>

Thank You!