Taking Your Content Mobile

30 minute quick intro...
Dallas Open Camp 2010

http://www.flickr.com/photos/87919923@N00/346563918/
HELLO!
Taking Your Content Mobile
blogs
micro-blogs
magazines
marketing
brochure
information
video
photos
e-commerce
applications
blogs
micro-blogs
magazines
marketing
brochure
information
video
photos
e-commerce
applications

Needs custom experience...
How many of you have a website?
How many of you have a **mobile** website?
Do I need a mobile website?
Do I need a mobile website?

Maybe?!
pre 2007
Mobile Web is the killer app on Smartphones

**Major Data Activities by OS**

*Q3 2009, US*

- **Internet**
  - All Subscribers: 23%
  - All Smartphone: 69%
  - All iPhone: 88%
  - All Android: 88%

- **Apps**
  - All Subscribers: 13%
  - All Smartphone: 46%
  - All iPhone: 72%
  - All Android: 75%

- **Location**
  - All Subscribers: 11%
  - All Smartphone: 40%
  - All iPhone: 70%
  - All Android: 65%

- **Video**
  - All Subscribers: 7%
  - All Smartphone: 22%
  - All iPhone: 39%
  - All Android: 41%

Source: Mobile Media Marketplace - US
goal vs. leisure

“I need to find a pizza joint”

“I’m just playing around”
Mobile First
“only”

Addicted Devotees

Social Animals

Mobile Lifestyle

Mix leisure leisure goal

BBC Future Media & Technology

http://www.bbc.co.uk/blogs/bbcinternet/2010/02/bbc_online_our_mobile_future.html
MIT unveils swimming, oil-
Mobile First

Addicted Devotees

Social Animals

Mobile Lifestyle

“only”
Meet the OpenCamp Team

John Pozadzides
John P. is the CEO of iFusion Labs (parent company of Woopra), host of the popular Wealth Nation podcast, former CMO for Layered Tech, and founder of HTMLHelp.com. Oh, and he's also the man behind One Man's Blog.

Cali Lewis
Cali Lewis is the host and producer of GeekBeat.TV, an online news show about technology, gadgets, and research that shapes our future.

Jennifer Conley
Jennifer Conley is the co-founder of ILiveinDallas.com, a website featuring art, advocacy and cultural events. She has a strong passion for the online industry and tech community, having been involved with local Meetup groups and national tech camps for the past 2 years. She is currently freelancing as a Project Manager and Web Architect, utilizing Drupal, WordPress, and custom web app projects.

Scott Ellis
Scott Ellis is a partner at BlackBox Technologies and helps non-techies get the most out of technology through VSEllis.com. Scott is also currently working with Verizon Wireless on building mobile application storefronts. Scott grew up in Indianapolis and currently resides in Dallas, TX.

Matthew McGarity
Matthew McGarity began blogging in 2003 in an effort to entertain his friends and chronicle their many adventures together. These stories have been collected on his website, an ongoing, ever-updated, never-finished autobiography powered by WordPress and fueled by his passion for story-telling.

http://openca.mp/
Let's get started!
Do I need a mobile website?

You may already have one!
Jeremy (at) 23hd.com

Reblog: Junkbots galore!

Reblog: Tin-Toy Robot Print

Star Wars Tile Mosaic

Janitor of Lunacy

evil robots

Reblog: Lost Valentines

posterous.com
23hd.com
Behind the scenes at Big De...
Categories: conference, me, user experience

Will gaming move towards …
Categories: gaming, mobile, technology, trends

Create your own Mini-Mobil...
Categories: design, how to, mobile, pdf, presentations, user experience

All the news that’s fit to shar...
Categories: design, mobile, social, technology, trends, user experience

Wordpress
jeremyjohnsononline.com
J Style: Pink and Yellow
Author: juleed
Categories: Clothing
Tags: yellow, pink
On Saturday I dressed Jenna in a yellow and white check dress from Crazy 8. I love the dress but rarely take it out of her closet because of her ...

Read This Post

Daily Art: Moon and Stars
Author: juleed
Categories: Children's Activities, Daily Art
Tags: collage

Weekend Top 5
Author: juleed
jeremyjohnson (Jeremy Johnson)
Following: 212  Followers: 545

 jeremyjohnson Hale double fisting ice cream cones
http://flic.kr/p/8utrSt
1 day ago

 jeremyjohnson Photo: My life will be complete in spring of 2011 — at Grapevine Mills Mall
http://gowal.la/r/24bqC
1 day ago 📍

 jeremyjohnson A 16-year-old girl
Directing mobile traffic.
When creating mobile web apps like our [wordpress theme series](http://mobile.tutsplus.com/tutorials/html5/mobile-browser-detection/), it is important to be able to detect a mobile browser and serve the appropriate mobile version. Many readers requested information on how to do this in the comments, so here it is! First, we will cover a wordpress solution, then a PHP solution, and then a popular existing solution. By the end of this tutorial, you will be exposed to the whole spectrum of options and well equipped to handle this scenario!
<?php

$agent = $_SERVER['HTTP_USER_AGENT'];

if(preg_match('/iPhone|Android|Blackberry/i', $agent)){
    header("Location: mobile.html");
    exit;
}

?>

No mobile browser detected.
Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10_6_4; en-US) AppleWebKit/533.4 (KHTML, like Gecko) Chrome/5.0.375.126 Safari/533.4

Download Scripts

Redirect Mobile Browsers
If it's not a mobile browser, take them to:

Otherwise, send them to:

The redirect service is currently offline.

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Last Updated: 30 June 2010

http://detectmobilebrowser.com/
Description

Mobile_Detect is a simple PHP class for easy detection of the most popular mobile devices platforms: Android, Blackberry, Opera Mini, Palm, Windows Mobile, as well as generic ones.

Usage

Include and instantiate the class:

```php
include("Mobile_Detect.php");
$detect = new Mobile_Detect();
```

Check for a specific platform:

```php
if ($detect->isAndroid()) {
    // code to run for the Google Android platform
}
```

Available methods are isAndroid(), isBlackberry(), isOpera(), isPalm(), isWindows(), isGeneric(). Alternatively, if you are only interested in checking to see if the user is using a mobile device, without caring for specific platform:

```php
if ($detect->isMobile()) {
    // any mobile platform
}
```

http://code.google.com/p/php-mobile-detect/
The WURFL is an XML configuration file which contains information about capabilities and features of many mobile devices.

http://wurfl.sourceforge.net/
Lets look at some options!
hosted
plug-ins
custom dev
themes / templates
style-sheets
adaptive-layouts
auto-generate
Strategy #1: Code well and do nothing special for mobile
Strategy #2: Make a separate “mobile” site
Strategy #3: Build mobile-aware adaptive sites

The hardest to pull-off methodology is the one that can bring the best of all worlds to your site visitors. A fully mobile-aware site has adaptive content that reacts to device capabilities, and is therefore future-proof as it tests features rather than sniffing browsers.

http://dev.opera.com/articles/view/the-mobile-web-optimization-guide/
hosted
plug-ins
custom dev
themes / templates
style-sheets
adaptive-layouts
auto-generate
sites that are hosted, with ready-to-go mobile versions served up automatically.
+ • easy
• no setup
• auto updates
hosted plug-ins
custom dev themes / templates style-sheets adaptive-layouts auto-generate
these CMS plug-ins, once installed give you options and themes to make your site mobile ready.

http://www.bravenewcode.com/products/wptouch-pro/
WPtouch Pro

The best mobile plugin for WordPress just got a whole lot better.

Install and setup your WordPress website with a rich mobile theme easily, with more customization & capability than ever before.

Get WPtouch Pro Buy Now

Whoosh!
In a few clicks your WordPress site is touch smartphone superpowered!

Overview Theme Highlights Admin Highlights What’s New? Gallery Compare & Pricing FAQ Requirements

Theme Features

Classic Overview Classic Style Web-App Mode

Classic Look, All New Code
WPtouch Pro’s default theme, Classic, looks a lot like the familiar theme in 1.9, but don’t be fooled—under the hood and sprinkled everywhere are updates, refinements, and powerful additions.

All new-template code makes it easy to make changes to a copy of Classic, and add your own features.

New Drop Menu
The new drop-menu adds new effects, support for hierarchal menu pages, custom menu items, and the ability for a custom theme template to hook into and add a menu item.

Show popular tags, categories and posts. Setup push direct messaging. Enable registered visitors to login / logout and access their profile.

http://www.bravenewcode.com/products/wptouch-pro/
WordPress Mobile Edition enhances your site’s interface for visitors using a mobile device. By automatically detecting mobile browsers, this plugin gives your blog a mobile/phone/PDA-friendly interface with progressive enhancement for advanced mobile browsers.

Screenshots

Mobile phone and smart-phone-friendly
Whether your visitors are using a mobile phone such as a Blackberry or Nokia, or a smartphone like an Android or iPhone device with touch capabilities, WordPress Mobile Edition will detect and display a different stylesheet for these two categories. This way, users with touch screens have nice big tap zones, and users with pointers or scroll wheels have shorter scroll areas.

Demo
You can see the mobile theme in action by visiting the Carrington theme site in a mobile browser, or view the advanced mobile theme in your desktop browser.

Enable The Mobile Web With MobilePress

MobilePress is a free WordPress plugin which turns your WordPress blog into a mobile friendly blog when viewed on a cell phone. MobilePress also allows you to create custom mobile themes for different handheld devices and mobile browsers such as the iPhone, Opera Mini and Windows Mobile. Read More...

DOWNLOAD

Are you ready to enable the mobile web on your blog? Great! You can download MobilePress by clicking the link below...

DOWNLOAD MOBILEPRESS 1.1.5

Latest Stable Release: Version 1.1.5

CHANGELOG FOR VERSION 1.1.5

- Updated the Aduity libraries to support the new mediation layer from Aduity.com

LATEST FROM OUR BLOG

MobilePress - Opening Up Development
Help us develop MobilePress into the number one WordPress plugin for mobile. MobilePress is now hosted on Github.

Recent Bug Fixes
The MobilePress team has pushed a number of version updates over the past week. Find out what's been up and why you need to update to the latest stable release.

MobilePress Now Supports Ad Serving and Inclusion

SCREENSHOTS

http://mobilepress.co.za/
Mobile Themes for Wordpress

WordPress Plugin/Themes Pack for iPhone, iPod Touch, Android, and touch-based Blackberry.

Read More »
The dotMobi WordPress Mobile Pack

POSTED BY JAMES PEARCE 1 YEAR 16 WEEKS AGO

The dotMobi WordPress Mobile Pack is a complete toolkit from dotMobi to help mobilize your WordPress site and blog.

It includes a mobile switcher to select themes based on the type of user that is visiting the site, a selection of mobile themes, extra widgets, device adaptation and a mobile administration panel to allow users to edit the site or write new posts when out and about.

The pack has been tested on WordPress 2.5, 2.6, and 2.7. It is also compatible with WordPress MU 2.6 in the 'plugins' mode. The download itself (and the very simple installation instructions) are available at the end of this article.

The pack contains the following functionality:

- **Mobile switcher** to detect mobile visitors and provide an appropriate experience
- **Base mobile theme** for quick-and-easy XHTML-MP compliance
- **Extended mobile themes** so you can unleash your mobile creativity
- **Transcoding and device adaptation** to optimise the mobile experience
- **DeviceAtlas integration** for world-class adaptation
- **Mobile admin panel** for when posts can't wait
- **Mobile ad widget** to make you some money
- **Barcode widget** to help users bookmark your blog
+ 

• pretty easy
• minor setup
• available for a wide selection of CMS
• ability to customize
hosted plug-ins

**custom dev**

themes / templates

style-sheets

adaptive-layouts

auto-generate
e-commerce applications Needs custom experience...
You asked us to remember:

- Photo taken: Dec 30
  Similar product found:
  **Speed Racer Vol 1**

- Photo taken: Dec 30
  Similar product found:
  **Tiny Titans**

- Photo taken: Dec 6
  Similar product found:
  **Transformers Animated: Season One**
01. <ul class="rounded">
02.   <li><a class="blog-title" href="#livetest">Post Title</a><br />
03.   <div class="month">Jun</div>
04.   <div class="date">30</div>
05.   <p class="post-author">By: <i>Connor Zwick</i></p>
06.   <p class="post-description">This is a short description. Here will be a short excerpt of the post, for the viewer to judge if he or she wants to read more.</p></li>
07. </ul>

• total control
• you’ll learn a lot
• explore new mobile interactions
hosted plug-ins custom dev themes / templates style-sheets adaptive-layouts auto-generate
templates that have specifically formatted designs and markup for mobile devices.

http://www.bravenewcode.com/products/wptouch-pro/
I feel glad to introduce a **free WordPress theme** for the **Mobile Phones**. This is a minimalistic theme that can be used by bloggers who want to target mobile phone users. This theme will fit perfectly in all the mobile phones (any resolution) and because of its light weight, will also reduce loading times. The three key features that I have included with this theme are:-

Simple Mobile

SIMPLEMOBILE

- can be used parallel with another theme and presented to mobile users
- 8 color schemes
- collapsible mutli level menu
- Flickr buffering
- language translations
- 9 page areas
- easy GoogleAnalytics integration
- Wordpress 2.8 – 3.0 compatible (including WP 3.0 menus support)
- sweet options to tweak the blog
- easy to customize (PSD included)

Simple mobile theme has 8 color schemes.

http://themeforest.net/item/simple-mobile/110202?redirect_back=true&ref=wpexplorer&clickthrough_id=11329982
Nokia Mobile Theme

This a theme designed for a mobile experience, it provides different presentation layers to best serve basic devices and high-end smartphones.

This theme is based on the original work of teemule and his Mobile Plugin and the design is based on the official Nokia templates that can be found on Forum Nokia, Nokia Mobile Web Templates - Introduction to the templates. Download is free, but might require free registration.

This theme and integration were done by Andrea Trasatti and kindly sponsored by Forum Nokia. This theme is meant to work great on ALL mobile devices.

Special features

1. Integrated detection of device families (low, mid and high end) specific for Nokia, but supporting many popular devices such as iPhone, Android-based and Palm Pre/Pixi
2. Show different theme features depending on browser capabilities (use accordions to hide areas that are not used frequently, use of shades and CSS to make the look nicer, more)
Article Watermelon

When an Unknown Printer Took a Gallery of Type

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a gallery of type and scrambled it to make a type specimen book. It has survived not only five.

- Nunc nonummy metus.
- Vestibulum volutpat pretium libero.
- Cras id dui.
- Aenean ut eros et nisl sagittis vestibulum.


Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisl. Curabitur ligula sapien, tincidunt non, euismod vitae.
+ 
- free/cheap
- OK selection
- tested
hosted plug-ins
custom dev
themes / templates
style-sheets
adaptive-layouts
auto-generate
separate CSS layer specifically for mobile devices
As early as 1998, the HTML 4 specification offered ways to link to different style sheets depending on the devices targeted, including handheld media:

```html
<link rel="stylesheet" href="screen.css" media="screen"/>
<link rel="stylesheet" href="handheld.css" media="handheld"/>
```

CSS included a similar feature via `@media`:

```css
@media screen { /* rules for computer screens */ }
@media handheld { /* rules for handheld devices */ }
```

http://www.alistapart.com/articles/return-of-the-mobile-stylesheet
• only extra CSS / style sheets
hosted plug-ins
custom dev themes / templates style-sheets adaptive-layouts auto-generate
layouts that use media-query to detect size of the browser, and adjust appropriately.
Established Nottingham 2003

THE CELEBRATED NEW MISCELLANY OF

MR. SIMON COLLISON

* A.K.A COLLY

Bottled for your pleasure
POTTED AUTOBIOGRAPHY

Dropping science like it's hot
THE SPLENDID JOURNAL

Catalogued nocturnal matter
EXHAUSTIVE ARCHIVES

Mr. Collison is currently
AVAILABLE FOR HIRE

---

Carry On Responsively

16th JULY 2010

http://colly.com/comments/carry_on_responsively/
THE CELEBRATED NEW MISCELLANY OF
MR. SIMON COLLISON
* A.K.A COLLY

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Dropping science like it's hot
THE SPLENDID JOURNAL

Catalogued nocturnal matter
EXHAUSTIVE ARCHIVES

Mr. Collison is currently
AVAILABLE FOR HIRE
“Over several days he forcibly manipulated the layout with CSS media queries, and in turn created initial dynamic layouts for certain desktop browser widths, and various orientations of iPad and iPhone.”

http://colly.com/comments/carry_on_responsively/
The Hickensian is the journal of Jon Hicks, one half of Hicksdesign. Tea and crumpets in web form.

THE ORCHID - NEW MEXICO EP

The Hickensian is the journal of Jon Hicks, one half of the creative partnership Hicksdesign. See the work we do.

Path Finder - the advanced file browser
The Hickensian is the journal of Jon Hicks, one half of Hicksdesign. Tea and crumpets in web form.

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THE ORCHID
NEW MEXICO
EP

Path Finder
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THE ORCHID - NEW MEXICO EP

THE ORCHID
NEW MEXICO EP
The Hickensian is the journal of Jon Hicks, one half of Hicksdesign. Tea and crumpets in web form

THE ORCHID - NEW MEXICO EP
+ street cred
• only extra CSS / style sheets
• consistent design
hosted
plug-ins
custom dev
themes / templates
style-sheets
adaptive-layouts
auto-generate
a mobile version is “scraped” from your desktop site and generated on the fly.
HOW IT WORKS

Begin by creating a mobile layout from elements of a live website (it helps to know CSS!). Then, deploy one of the mobile device detection plugins provided by Mobify. Whenever a mobile user visits, Mobify generates a real-time mobile version, optimizing images, styles and advertising for the small screen.
WHO SHOULD GO?

Webmasters and web developers, bloggers, podcasters, social media enthusiasts and anyone interested in web content creation!... Read More

HOW DO I...

Register?

Become a Sponsor?

Book a Hotel Room?
“It took me less than 4 minutes to create a professional mobile version of my existing website”

What is bMobilized?
bMobilized is the easiest way for anyone to get a mobile version of their website. Automatically we generate a mobile version of your website, and then you can adjust design, menu and content with easy to use tools. Support more than 13 000 different handset configurations.

Read more

Why get a mobile website?
It is the fastest growing market on the Internet. More than 1 billion handsets support web surfing, and mobile browsing has increased by more than 90% the last year in several markets.

So to increase access to existing and new users, mobile is the way to go!

Read more about opportunities and how to create traffic to your mobile website

http://b mobilized.com/
+ 

- no changes to your site
- zero need for any IT involvement
- quick! (but sometimes dirty...)

Tracking!

http://www.flickr.com/photos/34838158@N00/3370167184/
### Mobile Traffic Statistics

**PercentMobile / Accounts / jeremyjohnsononline.com / jeremy johnson // online - Private Report**

**74%**

**PercentMobile**

**Filters**

Hint: Create a filter by clicking a linked item.

**Visits:** 78
**Visitors:** 78
**Pageviews:** 78
**Ret. Visitors:** 0%
**Pages per Visit:** 1.0
**Bounce Rate:** 100%

**Visits**

<table>
<thead>
<tr>
<th>Visits</th>
<th>Avg / Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>39.0</td>
<td></td>
</tr>
</tbody>
</table>

**Devices**

- **4 Devices**
  - **100% WiFi Capable**
  - **100% Touchscreen**
  - **0% Full Keyboard**
  - **0% Feature-Phones**
  - **0% Smart-Phones**
  - **97.4% Experience-Phones**
  - **2.6% Non-Phones**

**Devices by Visits**

- **76.9%** Apple iPhone 4
- **16.7%** Apple iPhone 3GS
- **3.8%** Apple iPhone 2G/3G
- **2.6%** Apple iPad

[http://analytics.percentmobile.com/](http://analytics.percentmobile.com/)
These mobile devices sent 7 visits via 3 operating systems

<table>
<thead>
<tr>
<th>Operating System</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPad</td>
<td>4</td>
<td>1.50</td>
<td>00:00:29</td>
<td>100.00%</td>
<td>50.00%</td>
</tr>
<tr>
<td>iPhone</td>
<td>2</td>
<td>1.00</td>
<td>00:00:00</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>1</td>
<td>1.00</td>
<td>00:00:00</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Visits: 7
Pages/Visit: 1.29
Avg. Time on Site: 00:00:16
% New Visits: 100.00%
Bounce Rate: 71.43%
Testing
Will gaming move towards mobile?

http://www.opera.com/mobile/demo/
Extra!

http://www.flickr.com/photos/33859819@N00/342958601/
Sencha Conference 2010
November 14–17 · San Francisco
Meet the Sencha team and learn about the next stage of web app development at the historic Fairmont San Francisco.
Register today for a $400 early bird discount!

Register Now  Learn more
Tweet this!

Develop amazing apps built on web standards.

**Sencha Touch**
Build rich web apps for Android, iPhone & iPad.
Download
Learn more Demos

**Ext JS**
Cross-browser JavaScript library for rich web apps.
Download
Learn more Demos

**Ext GWT**
Java library for building rich internet apps with GWT.
Download
Learn more Demos

**Ext Designer**
Create amazing web interfaces with drag & drop.
Download
Learn more Watch demo video

http://www.sencha.com/
Pure CSS social media icons

By Nicolas Gallagher

Demo page for Experimental: pure CSS social media icons.

For a detailed explanation view the CSS file.

All examples use simple, semantic HTML. No empty elements, no unnecessary extra elements, no JavaScript, no images.

You should follow me on twitter.

http://nicolasgallagher.com/demo/pure-css-social-media-icons/
HTML5 and web standards.

Every new Apple mobile device and every new Mac — along with the latest version of Apple's Safari web browser — supports web standards including HTML5, CSS3, and JavaScript. These web standards are open, reliable, highly secure, and efficient. They allow web designers and developers to create advanced graphics, typography, animations, and transitions. Standards aren't add-ons to the web. They are the web. And you can start using them today.

questions?
thanks!

jeremy johnson
@jeremyjohnson

www.jeremyjohnsononline.com