The Physical Web

ThingsExpo - Nov 2014

@scottjenson

jenson.org
We’re starting to see lots of smart devices
We’re starting to see lots of smart devices
Gimme an app...
I can’t be bothered…

“Thin crust of effort”
Don’t Get Used to Mobile Apps—Their Days Are Obviously Numbered

By Alyson Shontell

THE END OF APPS AS WE KNOW THEM

The experience of our primary mobile screen being a bank of app icons that lead to...
It’s not just retail…
The Long Tail of interaction

Number of devices
Loose apps,
Think small
Why can’t the web do this today?
But this place is BORING...
The Web needs a discovery service

1. Discovery
2. Ranking
3. Interacting
The Physical web
Bridge web & physical devices

Everything has ‘a web page’
‘Instant interaction’, walk up and use
No app install/manage/delete
Proximity DNS
How does this work?

“https://coke.com/v/23432”

“https://coke.com/v/23432”

“https://coke.com/v/23432”

“https://coke.com/v/23432”
I. Simple Web
Route: M-Ocean View
Direction: Outbound to Balboa Park Station from West Portal Ave & Ulloa St
Stop: 19th Ave & Holloway Ave

No Elevator at Van Ness Station
For real time srv alerts follow us on Twitter: sfmta_muni

Next tracked vehicles in:
3 min (Outbound to Balboa Park Station)
17 min (Outbound to Balboa Park Station)
Updated: 9:14 PM
2. Cloud Passthrough
3. Direct Connect
What about tracking?
This is NOT the Internet of Things!
The Physical Web: walk up and use anything
http://physical-web.org

277 commits, 2 branches, 2 releases, 26 contributors

Merge pull request #159 from matthewsbigbrother/lengthen_short_urls

- add todos for ensuring network op is off ui thread
- Add FCC warning
- RFduino firmware: advertise as non-connectable peripheral
- Update build.sh with pull request changes
- Bill's comments
- Add editorconfig file to help with code style guidelines: http://edit...
- Ignore emacs backup files
- Setup Travis CI for google/physical-web
- Add CONTRIBUTING.md
- RFduino firmware: advertise as non-connectable peripheral

3000!!!!
Truck idea

Road idea
Malcom McLean
Truck  
Train  
Boat
What would you rather have?

75% of this

25% of that
scottj@google.com
@scottjenson
jenson.org