

Opera and WAC

Opening up the app marketplace

What is the Wholesale Applications Community (WAC)?

WAC is comprised of many of the world's leading mobile operators and OEMs, who have joined together to simplify the development and distribution of applications. Its purpose is to make mobile applications (apps) more interoperable across devices, easier for developers to create, and more compelling and useful for end users. WAC is an open platform for developers to build an application once and deploy it to work on any carrier, device and OS. This, in turn, empowers both developers and consumers with choice.

Supporting the WAC vision

To bring about the world's biggest app marketplace, the WAC initiative aims to take a number of actions:

- Support standardized technologies (creating apps using open web standards).
- Be a central distribution platform and central point of contact between applications developers and operators/OEMs.
- Streamline developers' route-to-market in order to achieve more and better applications.
- Create value and choice for users.

Opera and WAC

WAC applications are web applications. The success of WAC depends on cutting-edge web initiatives. Opera has a proven history of working with the latest technologies. Opera Widgets are based on open web standards, enabling deployment of feature-rich applications across devices and platforms.

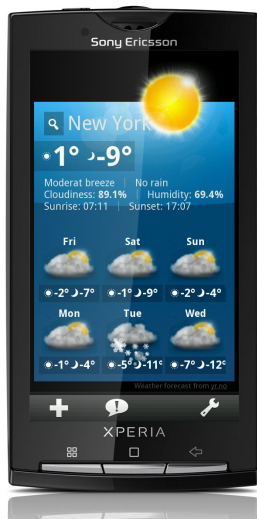
Helping hand and a head start

Opera Software and the WAC initiative share the same vision of adopting web standards to codify and simplify the creation and distribution of widgets. The "create-once, deploy-everywhere" structure that Opera has long championed is echoed by WAC. Employing standard web technologies such as HTML, CSS and JavaScript gives more developers opportunities to create widgets for more platforms, devices and operators. With Opera's existing tools, libraries and developer education programs, app developers have a helping hand and a head start in creating not only web-standards-compliant widgets, but also receive a leg up in creating apps for the WAC platform.

Opera's widget runtime for Android gives developers the tools necessary to create the next level of applications for smartphones, while at the same time utilizing the Wholesale Applications Community (WAC) as a distribution platform.



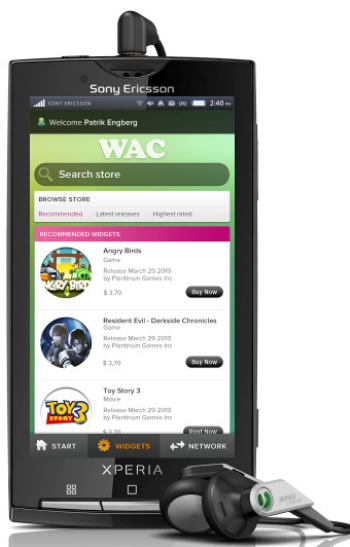
Widget Manager



Weather widget

Opera WAC 1.0 runtime for Android

- Based on Opera's core technology
- Android Home-screen integration
- Multiple widgets running simultaneously
- Widgets floating-mode support
- WAC 1.0 API support
- Apps formats support: JIL/WAC 1.0, W3C



WAC in eStore

Key players

Operators

Spearheaded by some of the world's largest mobile operators, the WAC initiative was launched as an open distribution platform, both to create a larger market and to combat the onslaught of competing app stores that dominate the current market. For operators, WAC makes sense, consolidating into one distribution channel, plugging into one central point to take advantage of the critical mass generated on one platform.

Handset manufacturers/OEMs

WAC allows handset manufacturers/OEMs to compete on a level playing field. By creating alliances with other OEMs, they can work together to deliver more exciting and useful apps to their users and in turn create a more open and larger market.

Developers

The WAC initiative comes down to developers and channeling their efforts and creativity into one distribution platform, enabling them to reach as wide an audience of users, devices, OSs operator networks as they can. With WAC's support for web-standards-based development, developers are free to unleash their creativity and deliver better, more useful and more compelling apps to users. WAC, along with tools like Opera's WAC 1.0 runtime, can aid developers in creation, testing and deployment.

Users

Perhaps users will benefit most of all from the choice brought about by the WAC initiative and its participants. Giving users the ultimate power of choice – any device, any OS, any operator – is the greatest liberator and strongest motivator for continued use.

Other resources

<http://www.wacapps.net>

For more information about the WAC initiative.

<http://www.opera.com/widgets/sdk/>

Get the Opera Widgets SDK for tools and in-depth information on developing widgets.

<http://widgets.opera.com/>

Visit the Opera Widgets repository.

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