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Mozilla's Doug Belshaw on open apps

My name's Doug Belshaw. I work for the Mozilla Foundation. There's two different types of apps: there's native apps and there's web apps. A native app is one which is coded for a particular platform, so for example for iOS on the Apple iPad or iPhone, or for example the Android ecosystem. Or there's lots of different systems. They're the main two. The trouble with that is that it leads to fragmentation that we're getting away from on the web. So a web app can be pretty much as fast as a native app, written in HTML 5, which is why Mozilla is trying to avoid that fragmentation and is trying to develop on open standards by creating something called Firefox OS (which stands for operating system). This is an open source mobile operating system, which is built entirely upon web standards. So I've got one of the developer preview phones, for example, and everything on the phone is developed in HTML, CSS and JavaScript, so it doesn't need any proprietary code and it means that if you developed an app for that particular ecosystem it will just work on any phone, whereas if you developed one for Apple's ecosystem, you'd have to completely rewrite it for it to work on Android or a different system. So Mozilla's trying to keep people's internet experience, however they decide to access it – on a mobile device, on a laptop, whatever – open and free and non-commoditised, and based upon web standards.

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