

CA Mobile

Webmaster Users Group (WUG)

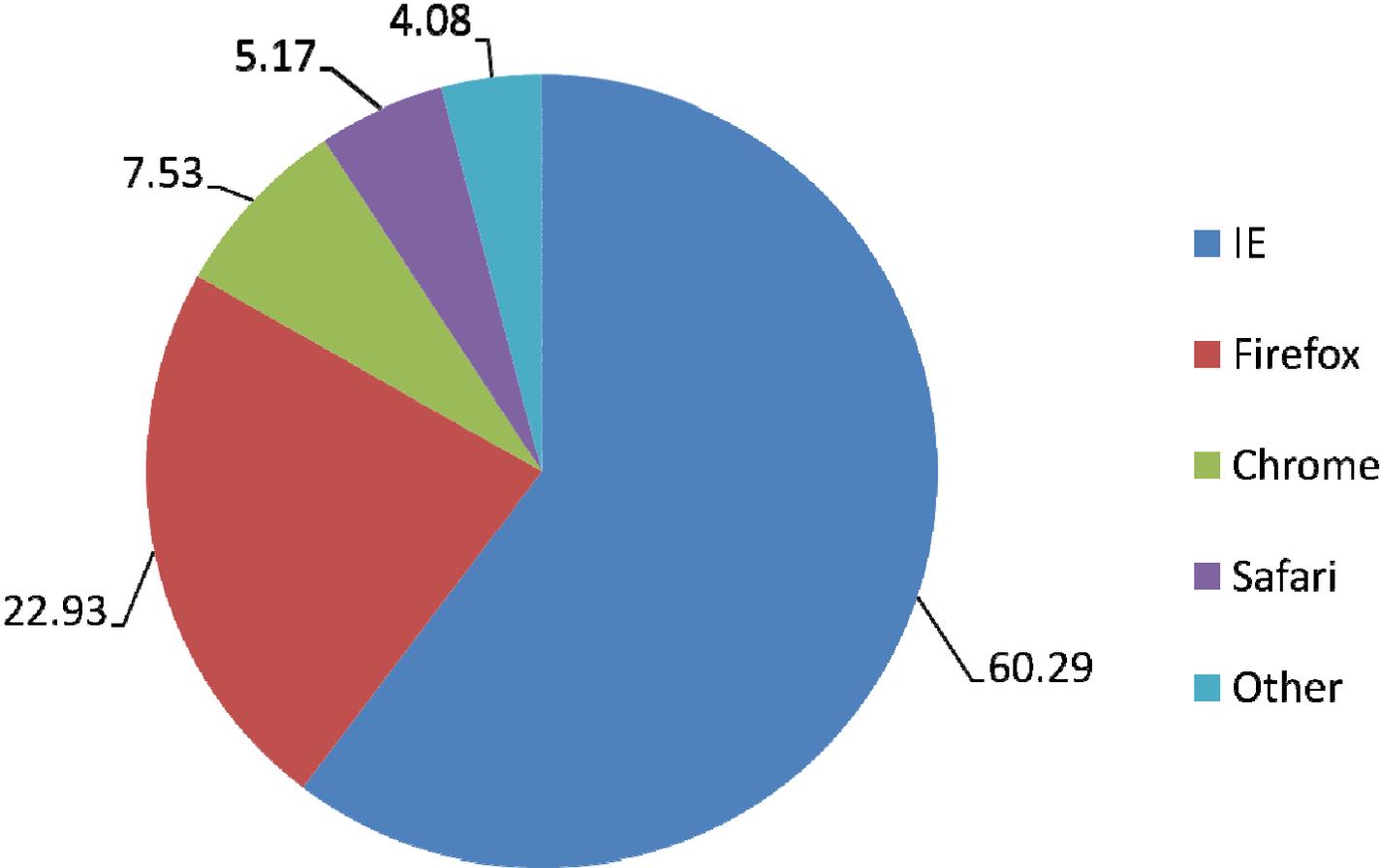
October 2010

The Mobile Market

The Mobile Market

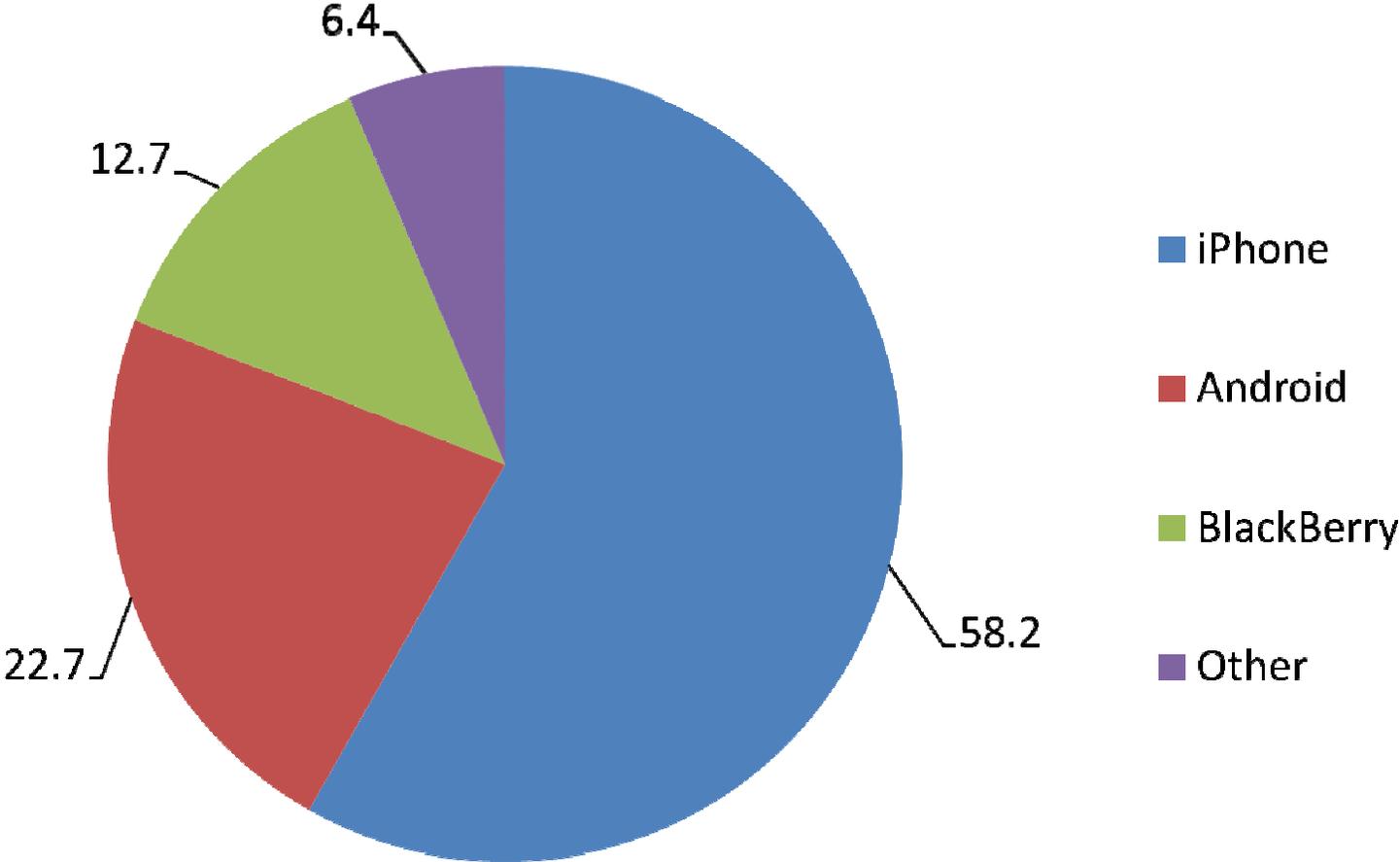
- iPhone + Android = 430,000 units per day
- Mobile web browsing has increased 240% since Mar 2009
- Smartphones to exceed PC sales in 2011
- Windows 7 Series Phone Oct 2010

Global Browser Usage



Source: Net Applications

US Mobile Browser Usage

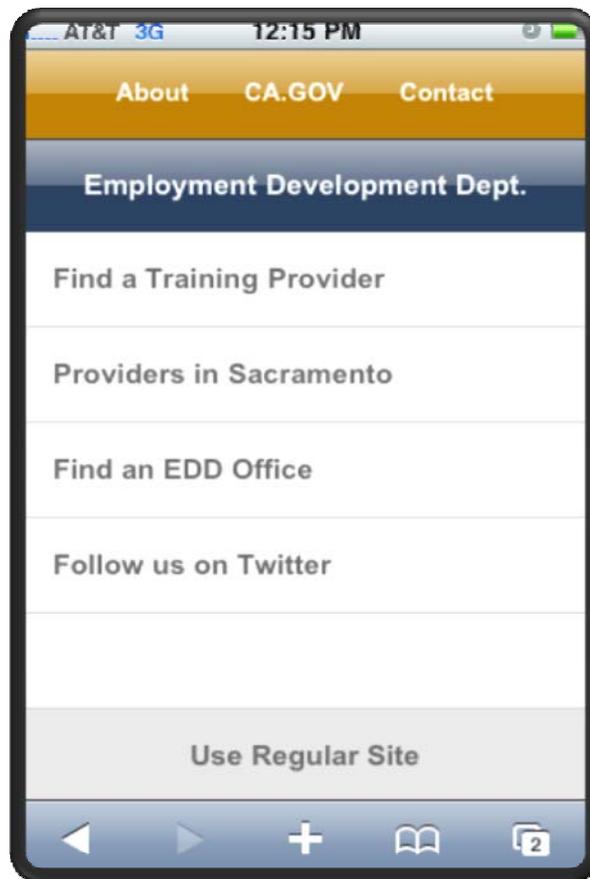


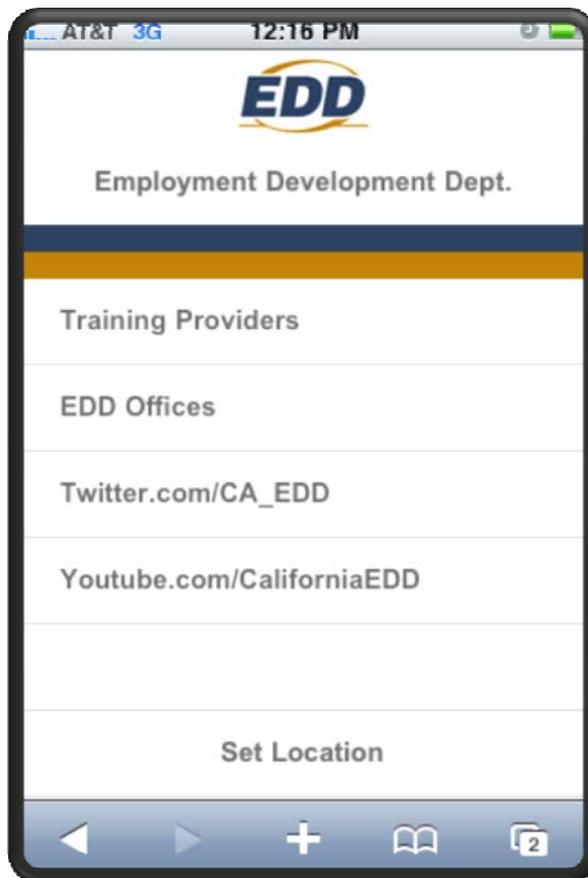
Source: Net Applications

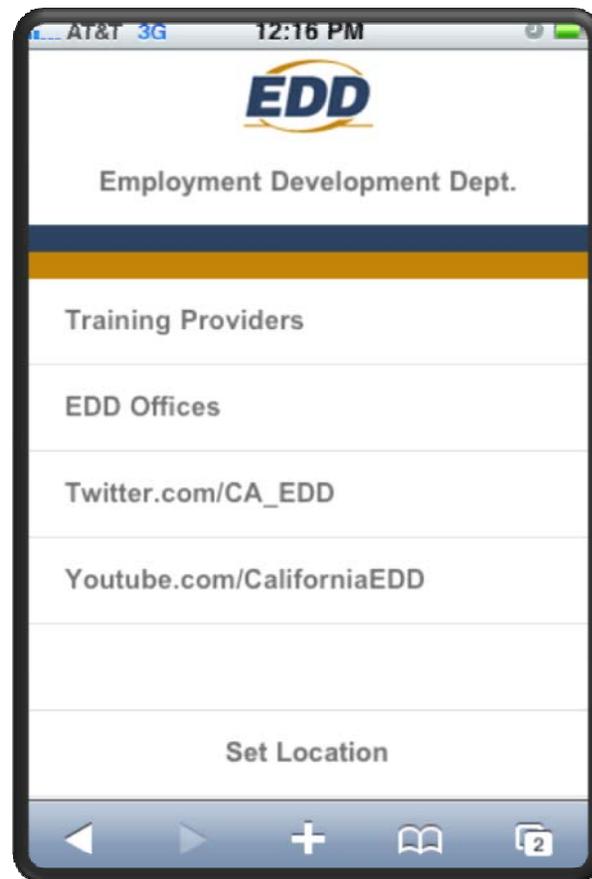
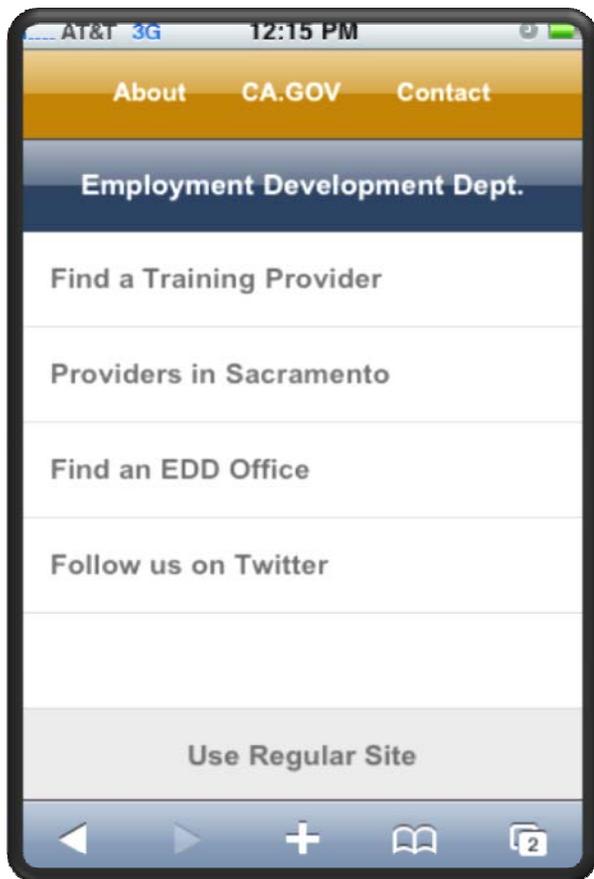
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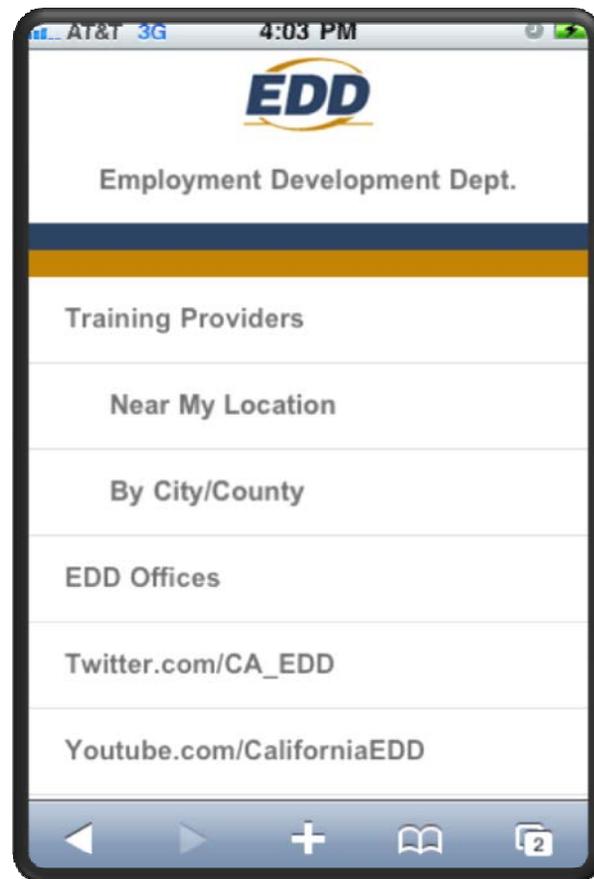
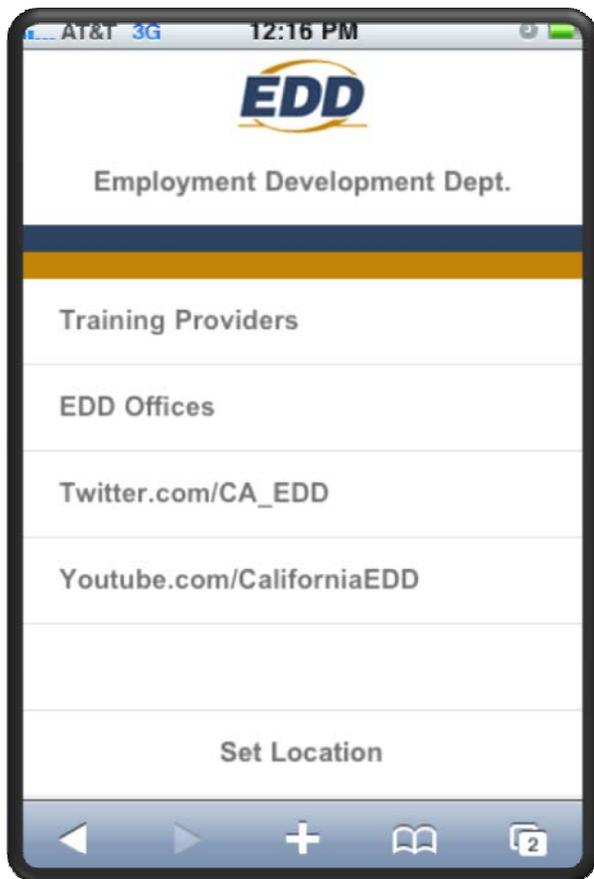
CA Mobile

- Mobile-Web Template
- Library of .NET classes (camobile.dll)
 - Location
 - Google Fusion Table API
 - Google Maps API
 - Google Analytics
 - Format
- Tools, resources, and training









CA Mobile 2010-2011

CA Mobile 2010-11

- Workshops and Training
- Rewrite Mobile Portal (M.CA.GOV)
 - Add GPS Support
 - Transparency (GFT)
 - Add Additional Categories
- Rewrite Mobile Section on WebTools.ca.gov

Questions and Comments