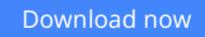# Beginning Smartphone Web Development: Building JavaScript, CSS, HTML and Ajax-based Applications for iPhone, Android, Palm Pre, BlackBerry, Windows Mobile and Nokia S60

Gail Frederick, Rajesh Lal

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Today's Web 2.0 applications (think Facebook and Twitter) go far beyond the confines of the desktop and are widely used on mobile devices. The mobile Web has become incredibly popular given the success of the iPhone and BlackBerry, the importance of Windows Mobile, and the emergence of Palm Pre (and its webOS platform). At Apress, we are fortunate to have **Gail Frederick** of the well-known training site Learn the Mobile Web offer her expert advice in *Beginning Smartphone Web Development*, and **Rajesh Lal**, a Nokia Web engineer, who shares design guidelines for mobile Web. In this book, Gail and Rajesh teaches the web standards and fundamentals specific to smartphones and other feature-driven mobile phones and devices.

- Shows you how to build interactive mobile web sites using web technologies optimized for browsers in smartphones
- Details markup fundamentals, design principles, content adaptation, usability, and interoperability
- Explores cross-platform standards and best practices for the mobile Web authored by the W3C, dotMobi, and similar organizations
- Dives deeps into the feature sets of the most popular mobile browsers, including WebKit, Chrome, Palm Pre webOS, Pocket IE, Opera Mobile, and Skyfire

By the end of this book, you'll have the training, tools, and techniques for creating robust mobile web experiences on any of these platforms for your favorite smartphone or other mobile device.
What you'll learn

- Build interactive mobile web pages that comply with industry standards and best practices.
- Develop web sites using the markup languages of the mobile Web: XHTML-MP, Wireless CSS, and WML.
- Use Mobile JavaScript and Ajax for client-side web interactivity.
- Adapt the syntax and design of mobile web pages to target smartphone models.
- Enhance mobile web pages to target advanced features of smartphone browsers.
- Validate and compress mobile markup to optimize for network transmission and browser performance.
- Simulate smartphone browsers using emulators and development tools.

Who this book is forMobile application developers and their managers need to learn mobile web technologies because it's in their economic interest. Time-to-market and opportunity costs are significantly lower for web-based mobile applications than for native ones.
Desktop web developers at software companies and IT departments of non-technology businesses need to learn mobile web technologies to meet the demands of managers who will soon be asking them to "mobilize this web site." These developers will want to do the minimum work possible to maximize the compatibility of their mobile web sites. The standards-based approach advocated in this book will allow them to build gracefully adaptive and portable mobile web experiences that perform well across mobile browser platforms.
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