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  ◆ Overview
  ◆ Widgets
  ◆ Location-based services and maps
  ◆ Push email
  ◆ Facebook Chat
  ◆ Advertising

■ Summary
Introduction

- Mobile software is a growing area
  - Ten billion downloads from Apple AppStore
  - Development processes, tools, APIs are crucial for the ecosystem
  - Integration with Web resources
- Key applications
  - Voice
  - Multimedia
  - Messaging
  - Web sites, mashups, services
  - Location-based services
- Forthcoming features
  - Context-awareness, adaptability, smart spaces
Mobile Service Development

- The mobile landscape is fragmented
  - Heterogeneous device base
  - Many different wireless technologies
- The situation is challenging for the developer
  - Many APIs
  - Many middleware platforms
  - APIs evolve over time
- Current challenge of the industry pertains to improving the development processes
Mobile Services Overview

**Information**
- Dynamic content
  - News
  - Weather
- Reference content
  - Phone books
  - Catalogues
  - Dictionaries

**Communication**
- Messaging
  - SMS
  - Email
- Advertising
  - Sponsored Alerts
  - Mobile Promotion
  - Permission Marketing
- Mobile Emergency Service
  - Tracking

**Entertainment**
- Games & Gambling
  - Stand-alone Games
  - Betting
- Audio
  - Ringtones
  - MP3
- Video
  - Photographs
  - Video-Clips

**Transaction**
- Tailing
  - Auctions
  - Sales
  - Ticketing
- Finance
  - Brokerage
  - Banking
  - Macro
- Payment
  - Micro
  - Macro

**Business Domain**
- External
  - M-SCM
    - Fleet Management
    - Tracking
- Internal
  - M-Workforce
    - Calendar
    - Email
    - Groupware
- M-CRM
  - Sales
  - Service

Modern apps combine these!
Network centric mobile application types

- Streaming Media
  - high jitter, low throughput
  - buffering, layered encoding

- Mobile Commerce
  - high latency, security
  - adaptive design, minimized comms.

- Pervasive Gaming
  - latency variations system
  - specific timeout values

- Web Browsing
  - low throughput, high load
  - phone caching, backoff algorithm
Widgets

- **Widgets are lightweight Web applications**
  - HTML, Cascading Style Sheets (CSS), RSS, Javascript, and AJAX
- **Differences exist in:**
  - the packaging format
  - the security model
  - the APIs
- **WidSets** is a simple service developed by Nokia that provides mobile users with information that is normally accessed via the Internet
  - WidSets is based on widgets that utilize RSS feeds to retrieve current information from the Web
  - Obsolete by now
- **Homescreen widgets in Android**
# W3C Widgets

## Widget Resource

<table>
<thead>
<tr>
<th>Packaging Format &amp; Digital Signature</th>
<th>Configuration Document</th>
<th>Media Type</th>
<th>Resources (images, sounds)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metadata, Configuration</td>
<td>Configuration Document</td>
<td><strong>XML</strong></td>
<td></td>
</tr>
<tr>
<td>Scripting, Network Access</td>
<td>Configuration Document</td>
<td><strong>ECMAScript</strong></td>
<td></td>
</tr>
<tr>
<td>User Interface, Accessibility</td>
<td>Configuration Document</td>
<td><strong>DOM</strong></td>
<td></td>
</tr>
<tr>
<td>Presentation, Behavior</td>
<td>Configuration Document</td>
<td><strong>HTTP + URI + Unicode</strong></td>
<td></td>
</tr>
</tbody>
</table>

- **HTML or Proprietary XML**
- **XML HTTP Request**
- **Widgets API**
- **CSS**
Location-based Services I

- Location-based services are currently being introduced
  - GPS
    - 24 satellites 20 km above the Earth
    - 4 satellites are needed (at least 3)
  - A-GPS
    - Phone gets satellite information from the mobile network
    - Works indoors
  - Cell-id (one basestation, three basestations + known measurement point)
  - Indoor positioning
Location-based Services II

- Geocoding: to calculate a location’s latitude and longitude coordinates, including street addresses and intersections, street blocks, postal codes, …
- Reverse geocoding: to get location information given latitude and longitude
- Geotagging: to add map annotations

Applications
- Friend finding and communities
- Dynamic content services
- Pedestrian and city use
- Outdoor and satellite maps
- Alerts for traffic, POI, safety, speed alerts
- Collaborative location-aware sensing
Remote Facade

Map Web Services

Mobile Device

Addresses

Directions and maps

Addresses

Coordinates

Routes

Route Segment

Direction

Route Segment

Highlighted map

Last hop wireless network

Fast fixed-network
Email

- Simple Mail Transfer Protocol (SMTP) protocol for sending messages
- The Internet Message Access Protocol (IMAP) supports polling and notifications
- The server sends a notification to a client to inform that there is data available
- This allows flexible retrieval of messages and gives the client the control of whether or not to download new message data.
Mobile Push Email

- BlackBerry
- Microsoft DirectPush
- Apple iPhone OS 3.0

Implementation
  - Custom server in access network
  - IMAP IDLE
  - Long-lived client-initiated connection
  - SIP (in the future?)
Blackberry devices have become popular among business users in part because they support desktop style email usage experience with almost instant delivery of messages.

Blackberry devices utilize a custom enterprise server that is connected to the traditional e-mail system.

The enterprise server monitors the e-mail server and then can pull new messages and send them to the Blackberry device using push over the wireless network.
DirectPush

- Microsoft introduced the DirectPush Technology with Windows Mobile 6
- Mobile devices that support DirectPush utilize a long-lived HTTPS request to the Exchange server
- The Exchange server monitors activity on the users mailbox
- Details
Can now increase interval, one previous RTT with the same value.

Hearbeat settings

- The heartbeat starts at the default rate.
- The direct push algorithm on the device then dynamically adjusts the heartbeat interval to maintain the maximum time between heartbeats without exceeding the time-out value.
- The rate adjustment is based on the following configuration parameter settings (increments are maximum, can be smaller set by tuning component).
  - HeartbeatDefault (480s=8min)
  - HeartbeatIncrement (300s=5min)
  - HeartbeatMin (480s=8min)
  - HeartbeatMax (1680s=28min)
Why adaptive?

- Two different things:
  - Network timeout
  - Server data available rate

- Too large value $\rightarrow$ network timeout breaks connection (should be below network timeout)

- Too small value $\rightarrow$ too many polling operations

- Polling operations delay data retrieval

- Thus dynamic setting of the polling taking the network/server into account
IMAP IDLE

- This solution relies on the existing IDLE (RFC 2177) command to provide instant e-mail notification on the client device.
- The IDLE command is often used to signal the ability of a client to process notifications sent outside of a running command.
- This can be used to provide a similar user experience to push.
Apple Push Notification Service

- APNS usage involves the following steps:
  1. Service or application developer connects to the APNS system using a unique SSL certificate. The certificate is obtained from Apple with the developer identifier and application identifier.
  2. Applications obtain deviceTokens that are then given to services.
  3. The APNS is used to send one or more messages to mobile devices. The push operation is application and device specific and a unique deviceToken is needed for each destination device.
  4. The service or application disconnects from APNS.
Facebook Chat

- Web-based app that interacts with the backend
- Channel clusters, each cluster is responsible for a subset of users
- Incoming message sent to the channel cluster responsible for the destination
- Regular AJAX for sending messages
- AJAX polling for presence updates
- AJAX long-polling for messages
System details

- Engineering challenges
  - Delivery time minimized with AJAX long-polling
  - Long-lived connection management
  - Status updates (transitions between states generate a lot of traffic)

- Custom web server written in Erlang
Facebook Chat Architecture

Figure 12.5 Facebook Chat architecture.

- **web tier**
  - Web servers
    - Messages (Ajax)
    - Messages (long poll)
    - Channel creation, messages

- **chatlogger**
  - Log writes
  - Log reads

- **presence**
  - Online contact list

- **channel clusters**
  - Channels

- **browser**
  - Pages, message history, online contact list
Facebook Messenger

- Social application available on mobile devices
- Chat and presence system that integrates with the backend
- Uses MQTT instead of AJAX
- MQ Telemetry Transport (MQTT) is a lightweight topic-based pub/sub protocol.
Mobile Advertisement Example

- The central entities are the end user, the trusted party, the operator, and the provider.
- The trusted party manages end user profiles and anonymizes user profiles and other data so that other parties cannot determine user preferences.
- The operator is responsible for running the core system that stores orders.
- When an order and offer match, a notification is generated towards the end user.
- The provider is the advertiser and responsible for the offers and providing advertisement information that can be then delivered to end users.
Anonymizer

Resolver

Trusted party

Private and Public context

End user

Notification profiles

Orders

End user

Matches

Resolver requests notifications

Offers

Core System

Operator

Orders

Adv. Data

Adv. information

Adv. Data

Public context
(weather, time, …)

Provider

Provide adv. Offers

Statistics

Notifications

Administration

Statistics

Provider

Publishing and rendering

Adv. Data

Adv. information

Adv. Data

Adv. Data
Location Awareness.

- Rendezvous and Synchronization are crucial. This can be achieved using a Remote Proxy pattern and the Connection patterns. The Remote Facade pattern is often applied to minimize the number of remote calls needed. Eager Acquisition can be used to anticipate future information needs.

Mobile Server.

- Reachability is vital in this application and it is achieved using the Client-initiated Connection, Remote Proxy, and Rendezvous patterns. Caching can be used at the Remote Proxy to improve performance.
Mobile Advertisement.

- This application requires a combination of patterns, namely Client-initiated connections, Rendezvous, Synchronization, Caching, Remote Proxy, and Broker.
- The connections ensure reachability of the mobile terminals and allow the advertisement system to synchronize advertisements and impressions with the mobile device (if they are stored on board).
- Rendezvous is needed to keep track of the current location of the device.
- Remote proxy is needed to handle the connections. The Broker is used to provide indirection between different components in the system.
Mobile Push Email. Reachability is vital also in this application scenario. This is achieved using the Client-initiated Connection, Remote Proxy, and Rendezvous patterns.

Facebook Chat. Client-initiated connection, Multi-tier, Lazy synchronization (contacts), Rendezvous, and Remote Proxy.
Mobile Video. This application can utilize the Client-initiated Connection and Multiplexed Connection for enabling continuous media delivery to the client.

- Video-on-demand can be Cached, and video stream buffering can be seen a variant of the Eager Acquisition pattern.

Widgets. Widgets can employ a number of patterns, typically Remote Proxy and Broker are pertinent.

Airline Services. This application case is similar to Mobile Server, Location Awareness, Mobile Advertisement, and Mobile Video.
Recent Trends
Application stores

- App stores
  - Apple, Nokia, Android, WP7, …
  - In-app purchases
  - Searching, purchasing, advertising, …

- How to do software updates
- How to support community buildup
- Push notifications
  - Dedicated push servers
  - Control plane
- Inter-app communication is still in early phases
Sensors

- The number of sensors will increase dramatically
- Innovative new applications
  - Pulse monitor, augmented reality, …
- Nokia N8 sensors:
  - Accelerometer Double Tap
  - Accelerometer XYZ
  - Ambient Light
  - Magnetic North
  - Magnetometer XYZ
  - Orientation
  - Proximity Monitor
  - Rotation
Energy measurement

- Nokia Energy Profiler
- Carat collaborative energy profiling
- Other tools

- SW-based measurement is relatively easy, can be combined with hw-based measurements

<table>
<thead>
<tr>
<th>View</th>
<th>Unit and notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power</td>
<td>Watts, indicates backlight usage with a different background colour</td>
</tr>
<tr>
<td>Current</td>
<td>mA</td>
</tr>
<tr>
<td>Processor</td>
<td>Percentage</td>
</tr>
<tr>
<td>RAM Memory</td>
<td>MiB</td>
</tr>
<tr>
<td>Network Usage</td>
<td>kB/s, upload and download</td>
</tr>
<tr>
<td>WLAN</td>
<td>dBm</td>
</tr>
<tr>
<td>Signal Levels</td>
<td>dBm</td>
</tr>
<tr>
<td>Battery level</td>
<td>mAh. We have not seen values in this field.</td>
</tr>
<tr>
<td>Voltage</td>
<td>Volts</td>
</tr>
</tbody>
</table>
Challenges

- Cloud integration
- Event-based program flow
- Content storage, search, and sync
- APIs and interoperability
  - Mitigating fragmentation
- Energy efficiency
Conclusions

- Mobile software is becoming mainstream
  - Appstores
  - Better tools and development environments
  - Integration with Web resources
  - Integration with other apps

- Challenges include
  - Fragmentation in its many forms
    - Devices, standards, implementations
  - Access to mobile APIs
  - Practical ubicomp deployment
  - Adaptation