The world of online publishing is saturated...
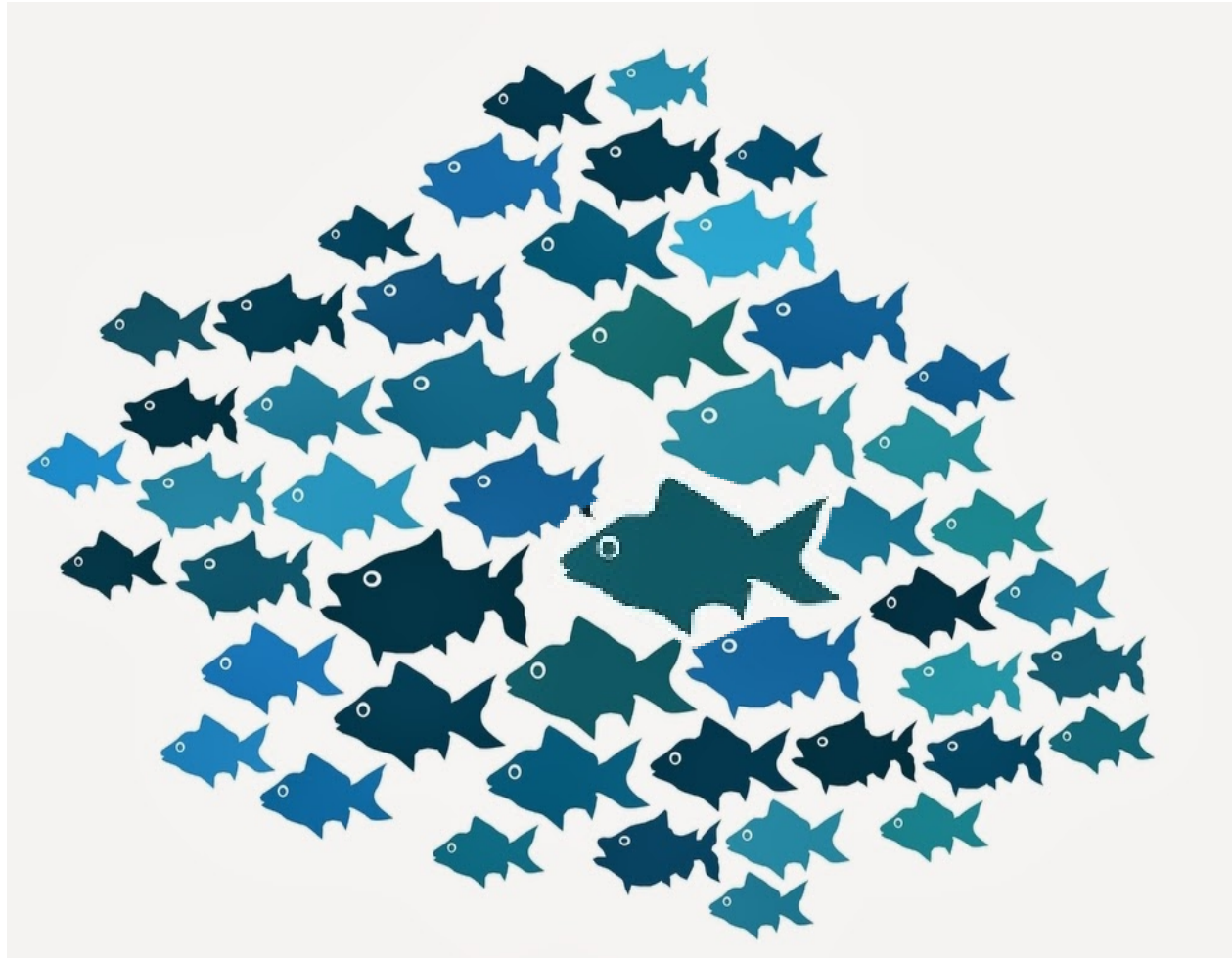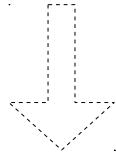
...and not exactly satisfactory
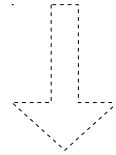
Develop a Web site from scratch	Develop a mobile app	Use a framework or a proprietary solution
Technical issues relatives to new features of HTML	High cost for development, maintenance and updates	Restrictions on your creativity
Multiple (re)developments to be cross-platform	Specific development required for each platform	Privacy issues (especially on social networks)
	Difficulty to be on all mobile stores	
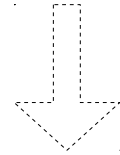
A little bit of fresh air would be welcome, wouldn't it?
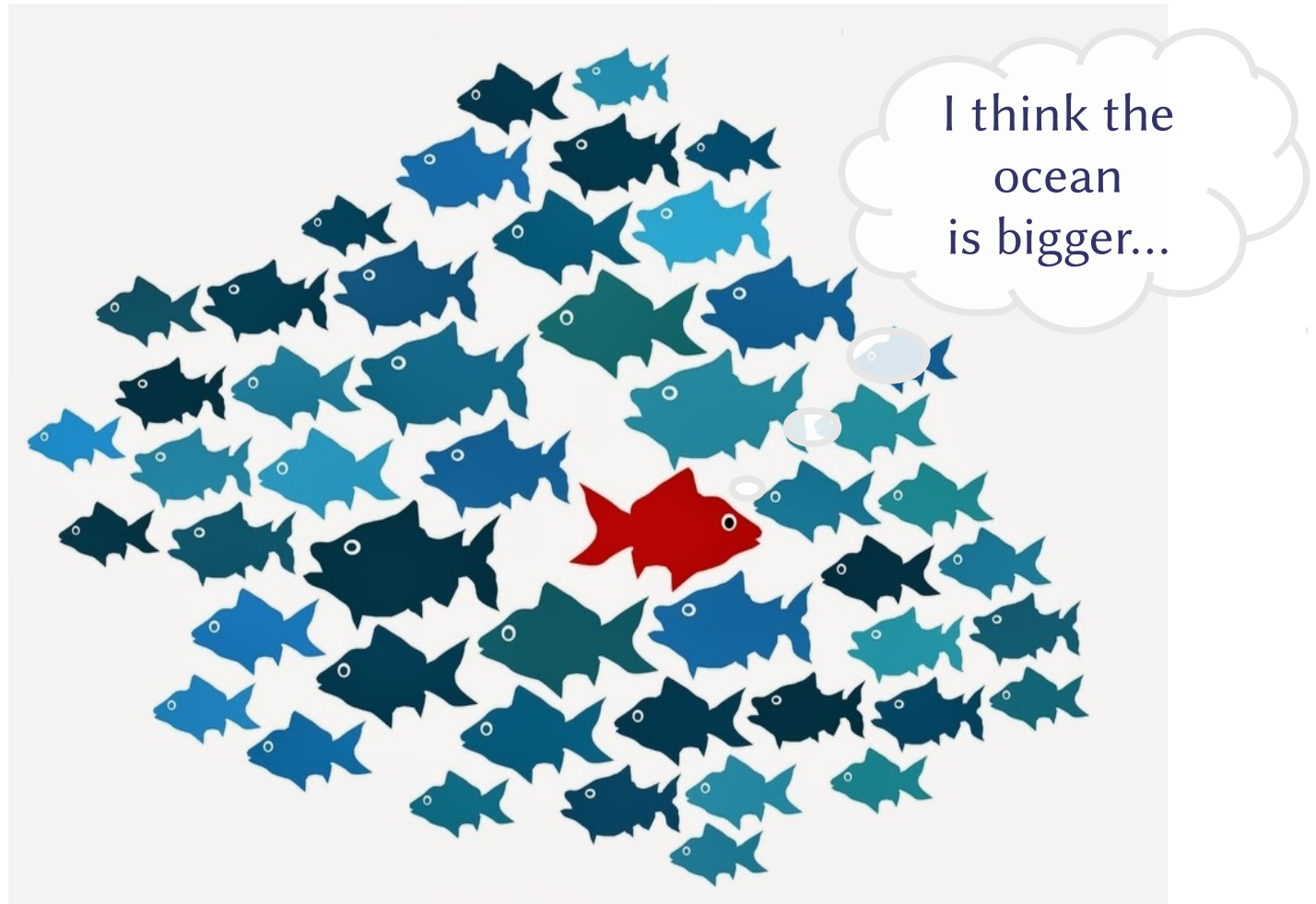
Because the Internet is open...

... it's possible to bootstrap new applications on the existing infrastructure...

Online services

The three operating layers of the Internet

Generic applications

E-mail | FTP | IRC | World Wide Web | **Frogans technology**

Traffic and routing
Domain Name System (DNS)
Internet protocols and standards

Telecommunications infrastructure
Physical network

...and it's possible to open a new space to publish content

Meet the OP3FT: **O**rganization for the **P**romotion, **P**rotection and **P**rogress of the **F**rogans **T**echnology

A non-profit organization acting in the public interest for the stability of the Frogans technology and the benefit of all users

30 staff

- Technical
- Legal
- Promotion

TO HOLD
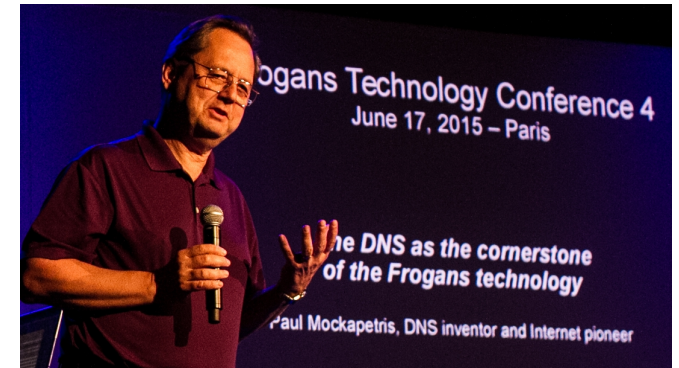
TO PROMOTE

TO PROTECT

TO ENSURE THE PROGRESS OF

Frogans technology

Released in the form of an open standard, available to all users, free of charge

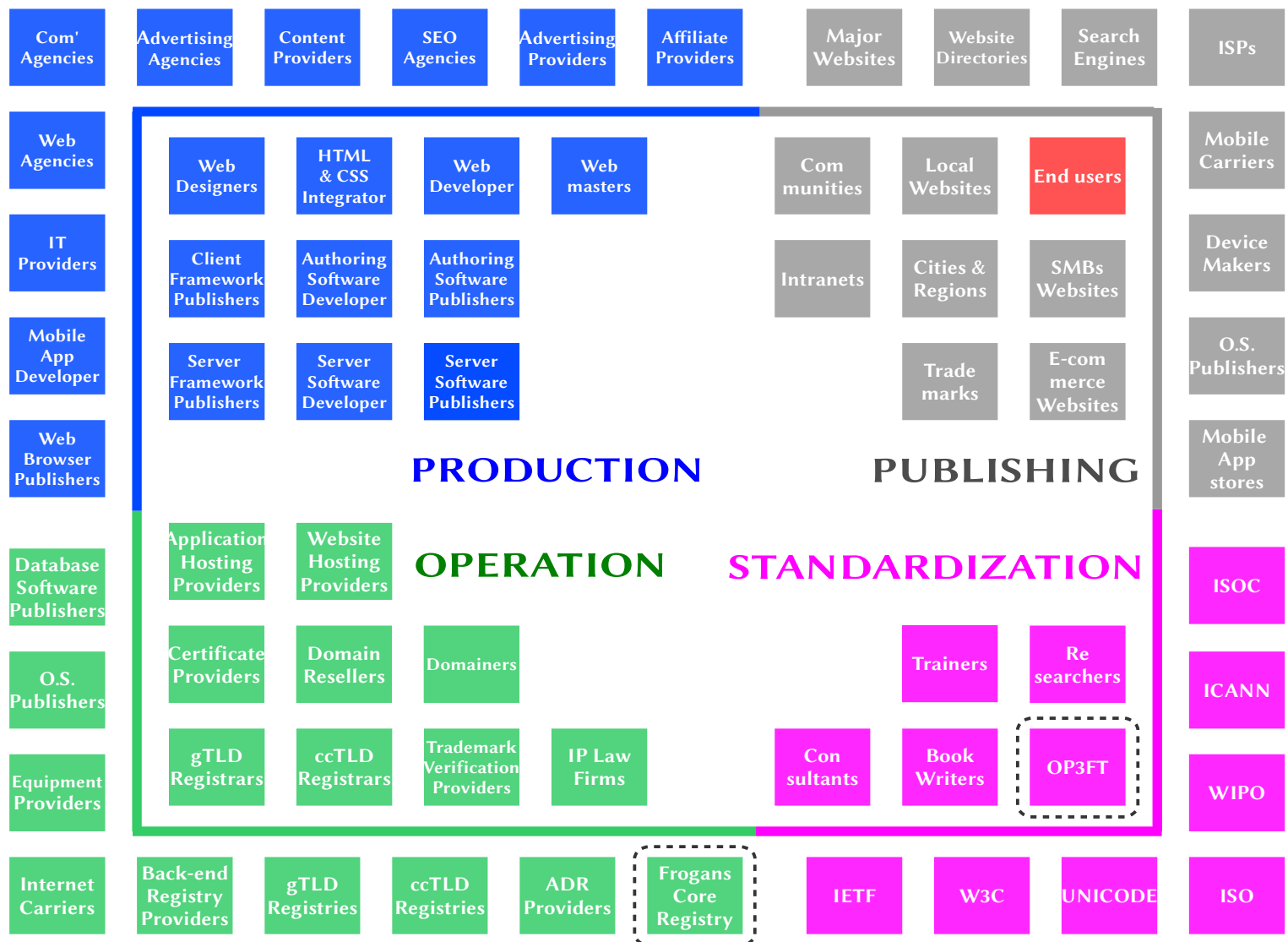# A project with an international credibility

- Supported by

Paul Mockapetris (in 2015)
Inventor of the DNS

- Presented globally

A new ecosystem is going to flourish on top of the Frogans technology

PRODUCTION   **PUBLISHING**

OPERATION   **STANDARDIZATION**

Com' Agencies · Advertising Agencies · Content Providers · SEO Agencies · Advertising Providers · Affiliate Providers · Major Websites · Website Directories · Search Engines · ISPs

Web Agencies · Web Designers · HTML & CSS Integrator · Web Developer · Web masters · Com munities · Local Websites · End users · Mobile Carriers

IT Providers · Client Framework Publishers · Authoring Software Developer · Authoring Software Publishers · Intranets · Cities & Regions · SMBs Websites · Device Makers

Mobile App Developer · Server Framework Publishers · Server Software Developer · Server Software Publishers · Trade marks · E-com merce Websites · O.S. Publishers

Web Browser Publishers · Mobile App stores

Database Software Publishers · Application Hosting Providers · Website Hosting Providers · ISOC

O.S. Publishers · Certificate Providers · Domain Resellers · Domainers · Trainers · Re searchers · ICANN

Equipment Providers · gTLD Registrars · ccTLD Registrars · Trademark Verification Providers · IP Law Firms · Con sultants · Book Writers · OP3FT · WIPO

Internet Carriers · Back-end Registry Providers · gTLD Registries · ccTLD Registries · ADR Providers · Frogans Core Registry · IETF · W3C · UNICODE · ISO

FROGANS TECHNOLOGY CONFERENCE 5

7

Designers and developers can easily create Frogans sites

Frogans sites are a new type of site:

- Small

- Fast-loading

- Portable

- Creative

- User-friendly

- Secure

- International
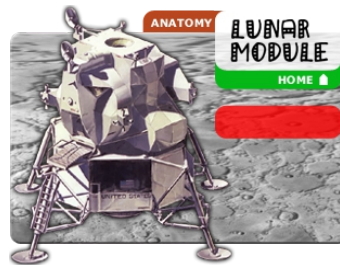
Anyone can access Frogans sites with Frogans addresses

Frogans addresses are a new type of Internet address:

- Short

- Distinctive *****

- International (179 languages)

Network-name*Site-name
Latin

اسم‑شبكة*اسم‑موقع
Arabic

网络 - 名称 * 现场 - 名称
Chinese

שם-רשת*שם-אתר
Hebrew

Сеть-название*Сайт-название
Cyrillic

\+ Japanese, Korean, Devanagari, Thai, Greek

Anyone can navigate Frogans sites with Frogans Player

Frogans Player is a new piece of software:

- Easy-to-use

- Cross-platform

- Resource-light
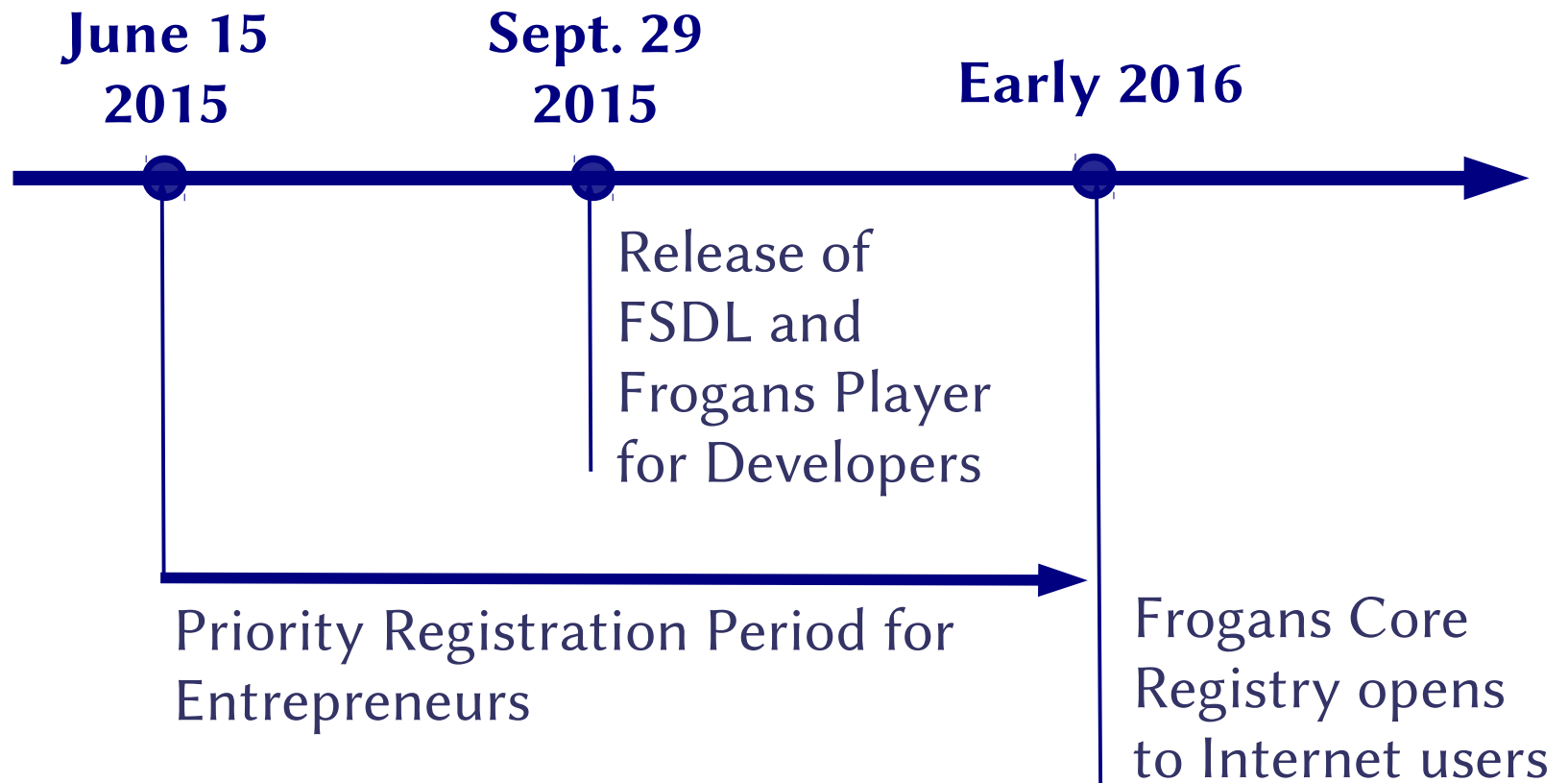
- Secure

- Free of charge

Frogans Player

Frogans **S**lide **D**escription **L**anguage

- Version 3.0

- Open standard, available to all, free of charge

- Descriptive language

- Strict XML grammar, easily readable

- Structure and content together

- Many creative features

Alpha version of Frogans Player for Developers

- Developers wishing to contribute to Frogans technology

- Feedback sought on FSDL
  - changes to the minimum, maximum, and default values of attributes
  - changes to applicability rules for attributes
  - new Frogans slide rendering constraints

- Feedback sought on Frogans Player
  - Validation of FSDL documents (incl. error messages)
  - Rendering of Frogans slides
  - Frogans Player user interface (e.g. menu, icons)

  https://lists.frogans.org/early-questions/

Ongoing roll-out of the Frogans project

June 15 2015 — Priority Registration Period for Entrepreneurs

Sept. 29 2015 — Release of FSDL and Frogans Player for Developers

Early 2016 — Frogans Core Registry opens to Internet users

How to get FSDL and Frogans Player for Developers?

Visit **get.frogans** and download Frogans Player

Visit **frogans.org** and download resources to learn FSDL

Handcode your first Frogans slides

Start playing!