

Start Open Web Now!

Or 100 Years Later

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mozilla
Drumbeat

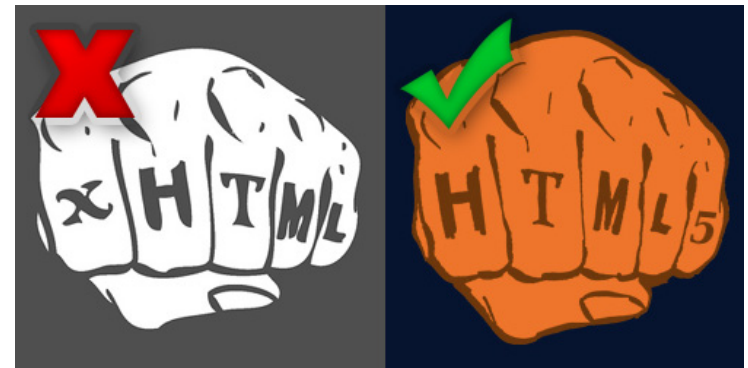
Open Web

**Open The Door
To
Realm of Possibility**

What is <Open > ??



- Built on technologies that anyone can study, use or improve without asking permission.



What is >Close<

- Now We are in a Closed World of Web.
- Maybe easier but you have to PAY for it.
- Just Click and Play as TV's experience

TRANSPARENCY

An **open Internet** makes it easier for people to collaborate, innovate and share.



PARTICIPATION

- Fueled by the **ideas** and energy of more than a **billion people**.



Crowdsourcing

PARTICIPATION

Everyone who uses the Internet can **take part** in creating it.



SHARED CONTROL



- A decentralized Internet creates more opportunity for **participation**.

Decentralized

- In both architecture and control, ensuring continued choice and diversity.



GENERATIVITY

- Individuals can shape their own **experiences** on the Internet.

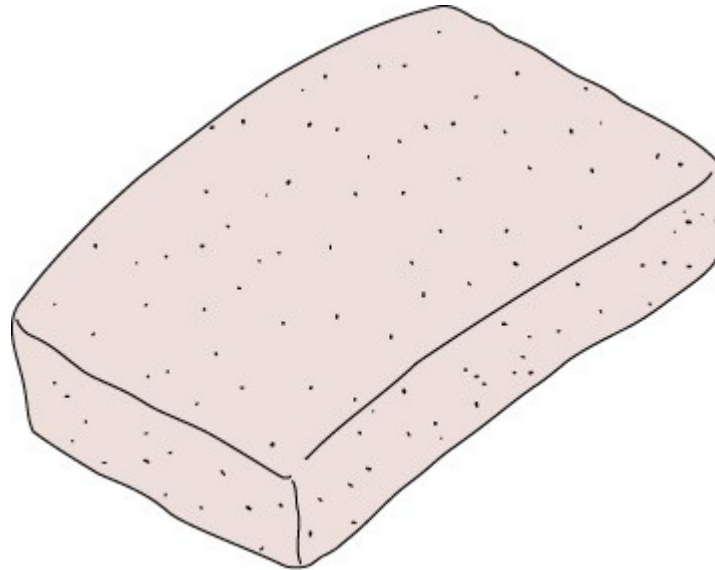




Design Code Debug Test Deploy Docs

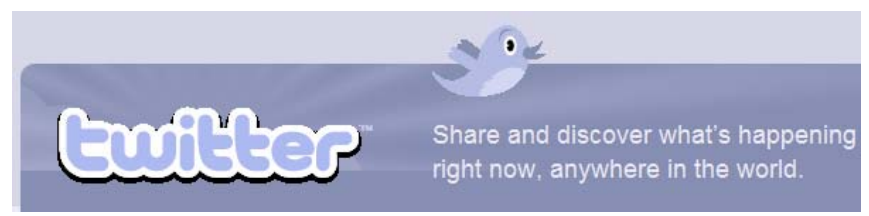
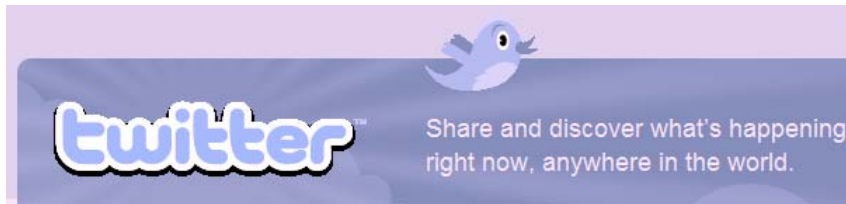
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Let's Imagine What We Will Get

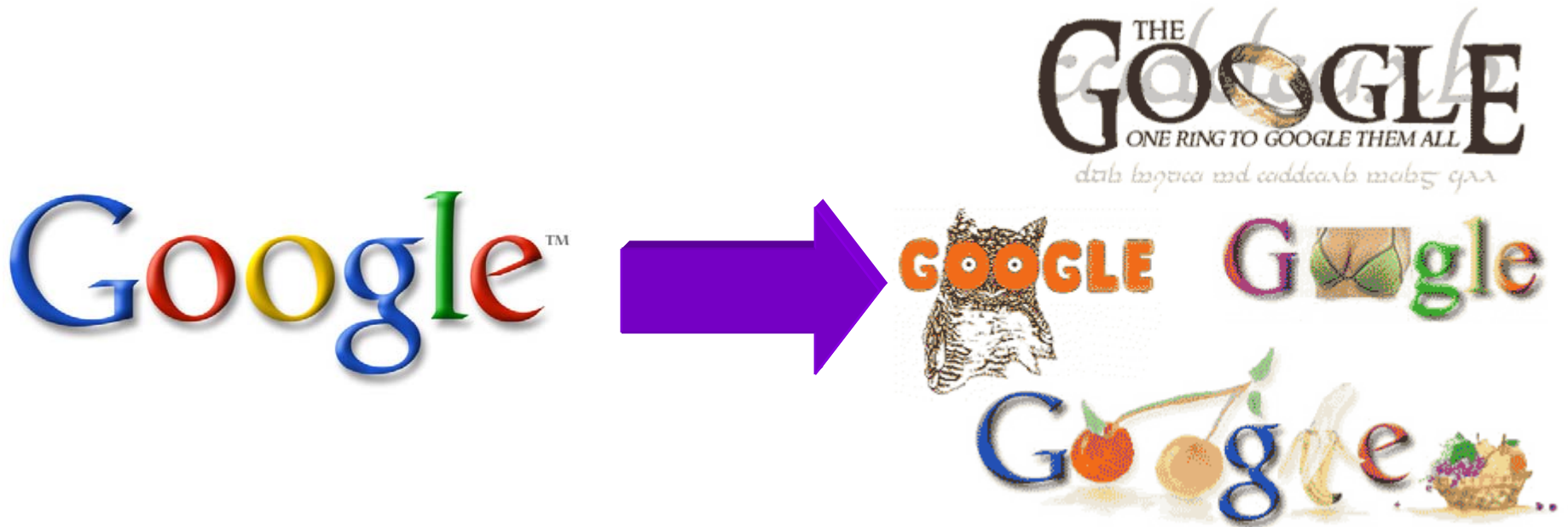


Doraemon's Translator Jelly

Color Blind Web Filter



Use your own style for your favorite web



Real-Time Modifying Web Interface

Search Engine Will Know you more than yourself



Bore of remember a lot of
User Account ??



Let's someone make your web better

- You can give some way for the other to modify your website and display on their own style.
- So you will have a lot of style of your content edited by a lot of people.

No More Line To Follow

YOU CONTROL YOUR OWN
ONLINE LIFE

What is



mozilla

Drumbeat

- **Mozilla Drumbeat** is a global community of Mozillians who *use* web technology in new ways to understand, participate and take control of their online lives.

WHY SHOULD WE OPEN WEB NOW