Moving to HTML5

Photo: http://www.flickr.com/photos/itspaulkelly/3002829791
10s of Millions of Docs Are Shared on Scribd

Photo: http://www.flickr.com/photos/babyowls/2329783873
Inherent Limitations
Rebuilding a Browser: Bad Idea

- Zoom
- Highlighting
- Pagination
- Printing
- Search

Photo: http://www.flickr.com/photos/imnicholas/3778928119
Why aren’t Documents Web Pages?

Photo: http://www.flickr.com/photos/thomashawk/93821899
The Challenge of Rich Formatting

Meet the Photographer:

Christoph Kudla

How did you get into fashion photography?
It all started with a work experience placement at a small photographic studio. I did it because I have always enjoyed photography, but the realisation that it was what I wanted to do professionally only emerged at the end of my apprenticeship as a photographer (in the same studio). Fashion photography is what I love to do most, because you can create stories around the fashion and no one sets any limits on your ideas.

What inspires you?
I get inspired mainly by fashion magazines and their editors. There is no particular style that describes my photography (nor yet, at least). Of course you always try to refine your work and you hope that at one point people will be able to say just by looking at the picture: “oh, that has to be a picture by Christoph Kudla” - but that will surely still take a couple of years.

What would be your dream shoot?
A fashion shooting on the Easter Islands.

If you weren’t a fashion photographer, what other field could you see yourself working in?
Definitely photography with people. Portraits, I guess. Other fields wouldn’t be an option.

Which model would you most like to work with and why?
Sasha Pivovarova is a favorite model of mine. She has a very unique face, which everybody recognises and remembers immediately.
Images are not the Answer

Photo: http://www.flickr.com/photos/smanography/3073414449
Browsers have Gotten Better

HTML5

@font-face

<canvas>

Photo: http://www.flickr.com/photos/sovietuk/393502633
But is it Really Possible?
Mobile web: The Next HTML5 Frontier

Photo: http://www.flickr.com/photos/cocoarmani/2059353149
Demo
The Future of Reading is Open

Photo: http://www.flickr.com/photos/stuckincustoms/2049233526