

# Simplifying Web Access for the Next Billion

**Dr. Sudhir Dixit,**  
**Director, HP Labs India**



Thursday, 8 July 2010

# HP LABS INDIA

Building world-class high-value competencies and innovating in simplified and rich user experiences and applying them to drive HP's business in new growth markets

World class high value competencies

Fostering talent with collaboration with academia - IRP, PhD fellowships

Opportunity to work on new & future technologies

Simplified & rich user experience

Barriers to technology adoption

Complexity of tech interaction

Unique cultural and usage requirements

Innovating for India

Closer to customers

India an important research market for HP

India and similar emerging markets offer new growth opportunities for HP.

**Innovations for the Next Billion Customers**

## Site-On-Mobile

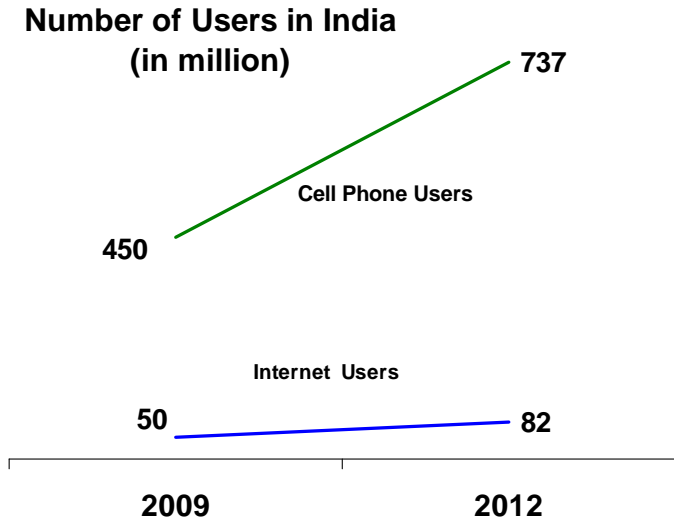
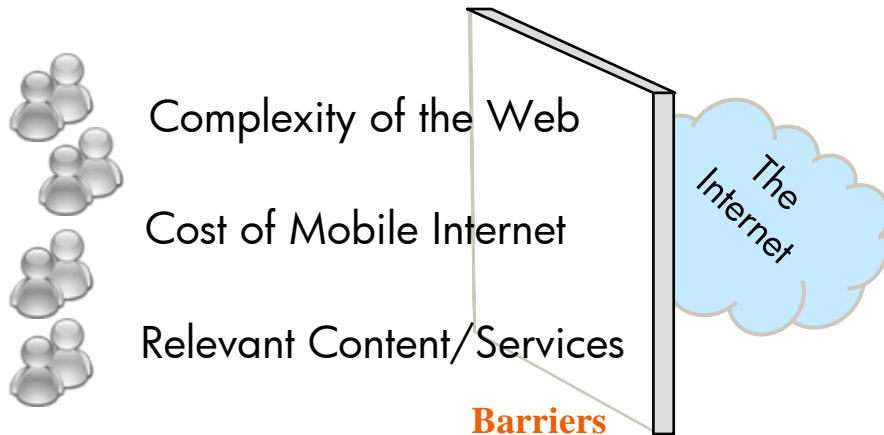
Unveiling a novel technology that enables the value of the Internet to reach the masses



# Can We Make Web Consumption as Simple as This ?



# Mobile Internet for Emerging Markets



Web penetration < 5% in India

54% handsets are ultra-low cost

Need to deliver relevant  
web content and services on low end phones



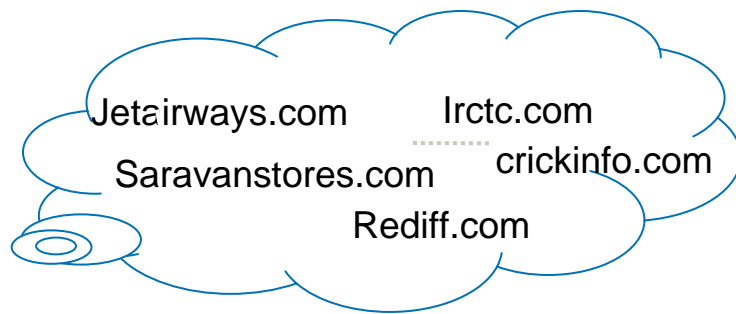
# Introducing a New Perspective of the Web

*Web of Pages*



*Web of Tasks*

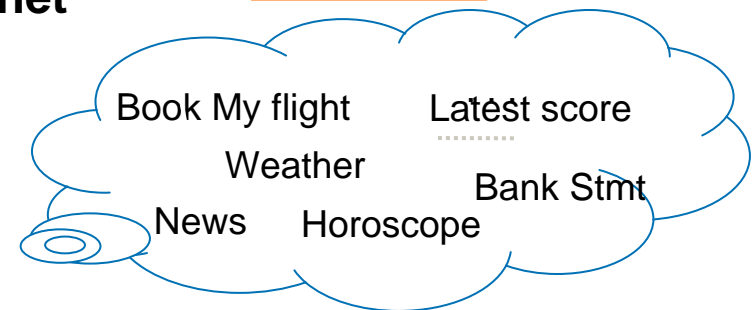
Common View



The Internet



Our View



Browser-based  
access



Voice-based  
access



SMS-based  
access



# Easy Access to Relevant, Valuable Tasks .... Anytime, AnyWhere, AnyDevice



# + A Simple Way To Create New Web Tasks



**(Web Site Owner)**

User just records his web actions for the task



Our System  
generates  
applications  
automatically



Desktop  
Widgets



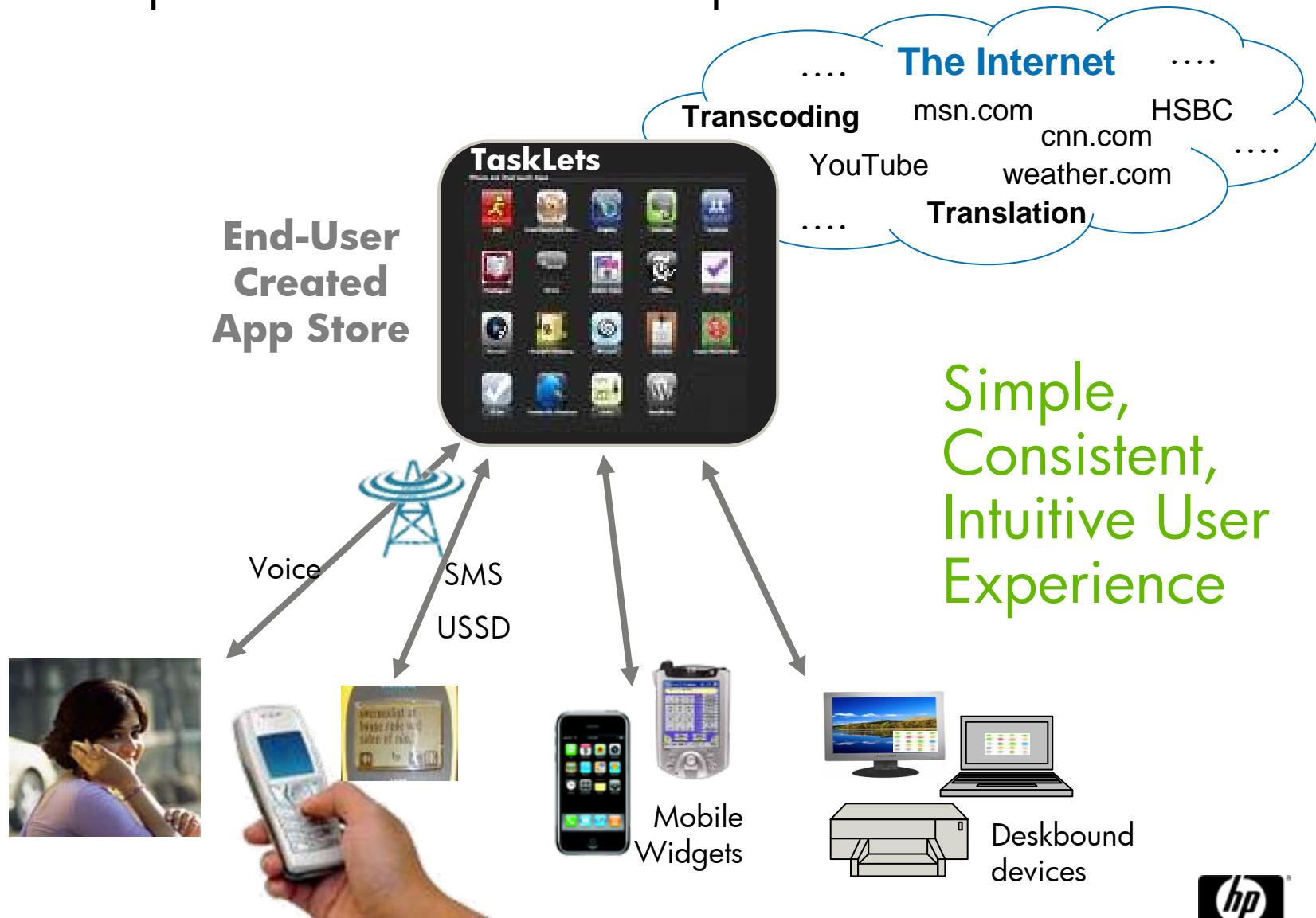
Mobile widgets,  
SMS, Voice

**No programming needed !**



# TaskLets

Task-based personal web interaction patterns

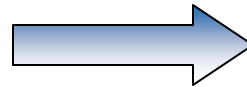


# SiteOnMobile.com

- A novel cloud platform to create SMS and voice interfaces to existing websites.
- Enables web site owners to expand their reach
- Launched in Jan'10. Three ongoing customer pilots.



Create by 'just' browsing



Mobile Widgets, SMS, Voice

Rapid Creation and Deployment of SMS/Voice services  
for non-tech savvy users

# www.siteonmobile.com

www.siteonmobile.com - Microsoft Internet Explorer provided by Hewlett-Packard

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://www.siteonmobile.com/> Go Links



SiteonMobile  
packaged web interactions on mobile



By LABS<sup>hp</sup>

[Member Sign in](#)

A technology to enable SMS and Voice services for your website, in three easy steps...

- 

1. You 'select your most accessed web content'
- 

2. Our technology helps you Package your web interactions

Free!
- 

3. Your web content/ service is now accessible through any mobile & landline

SMS Ready

Voice enabled


**Invitation Only!**

<a href="#">What is it?</a>	<a href="#">How do we do this?</a>	<a href="#">Why you need it?</a>	<a href="#">Why us?</a>
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[Compressing Web](#)  
Compressed web interactions to reach-out to all users



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Unknown Zone

# Thank You



# Value to Small Businesses

How we can help the web-literate end users? Creating a Tasklet for one's own business.

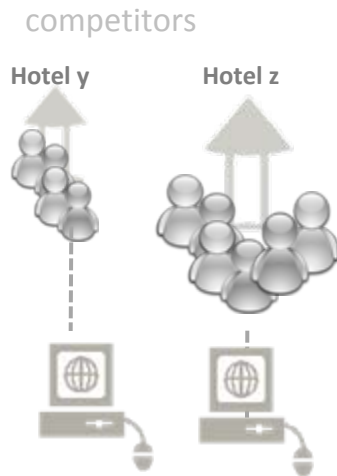
## Current...



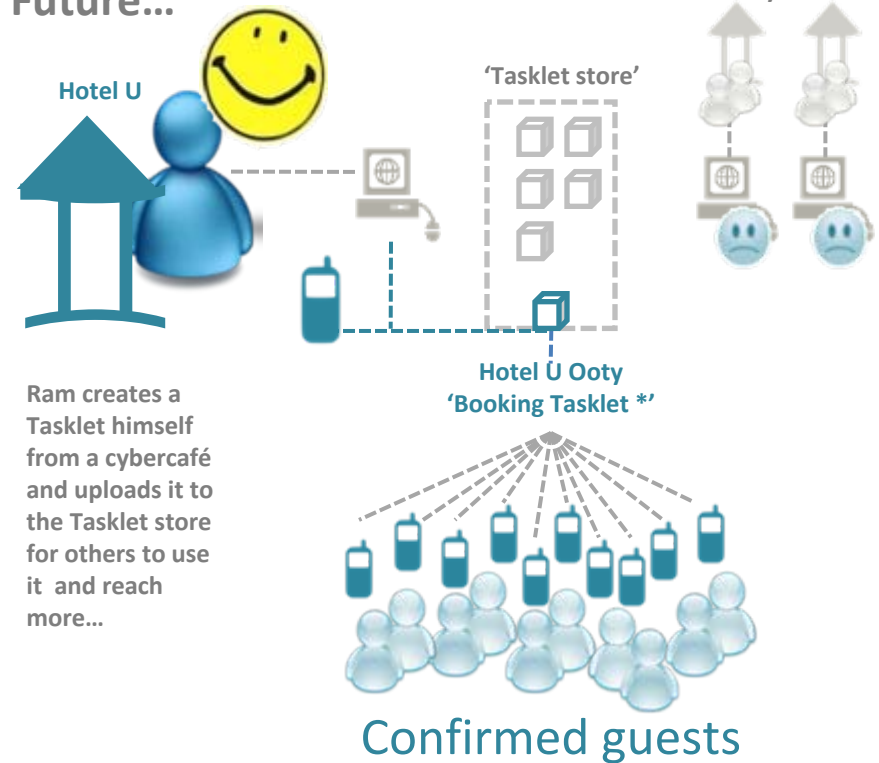
Ram is missing out on many customers as he doesn't have a web presence because it requires lot of investment on developing and maintain it.



prospective guests



## Future...



Ram creates a Tasklet himself from a cybercafé and uploads it to the Tasklet store for others to use it and reach more...

\*Tasklet is a customized sequence of web steps authored by users for any desired task,