



MEDIA | ADIGILE  
PROGRAMME

**Adaptive Design: Device context aware UX patterns, implemented into frameworks that work for the widest feasible range of devices.**

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**RESPONSIVE LAYOUT**  
media queries

**Responsive Design**

**INTERACTION**  
gestures  
touch support  
hard keys

**USE CONTEXT**  
on-the-go  
leisure use  
office work

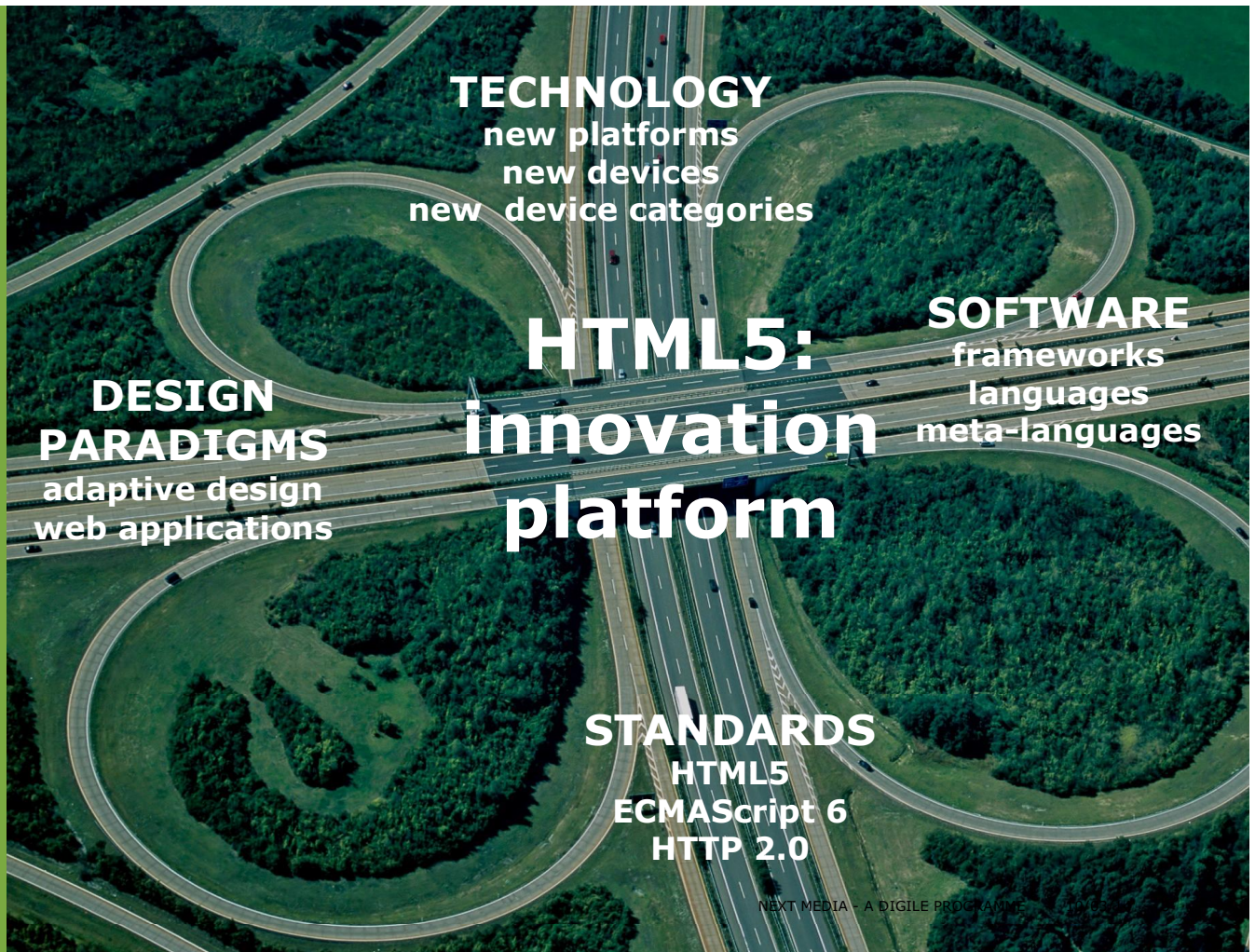
**Adaptive Design**

**USE PATTERNS**  
paging  
infinite scroll

**DEVICE CONTEXT**  
platform conventions  
device APIs

**PROGRESSIVE  
ENHANCEMENT**  
Isomorphic apps  
Feature detection

**PERFORMANCE**  
RESS  
adaptive images  
preloading  
caching



## **SC5 Mula:** **Web apps without compromises**

Toolbox for solving complex adaptive design problems:

- Performance
  - Adaptive images
  - Content preloading and caching
- Isomorphism
  - Applications that execute both in client and server
- Device context awareness
  - Device aware usage patterns (swiping, scrolling)
  - Adaptive widgets



## Performance Matters

**57% OF ONLINE CONSUMERS** will abandon a site after waiting **3 seconds** for a page to load.



**80% of these people WILL NOT RETURN.**



**Of these...** Almost half will go on to tell others about their negative experience.



strangeloop

www.strangeloopnetworks.com

SOURCE: PricewaterhouseCoopers

Slow performance costs sales; mobile network is no excuse.

Mula implements:

- Optimized application builds
- Content pre-fetching, caching and batching
- Fast browsing experience

Public presentations:

- [Goto Aarhus 2013](#)
- [FINHTML5](#)
- [Aalto lectures](#)

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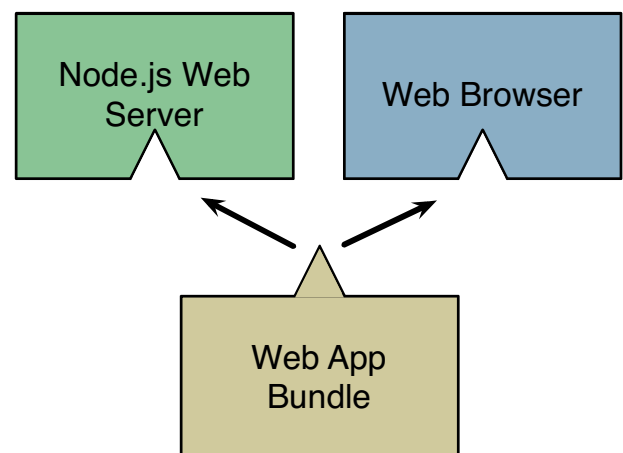
## Isomorphic Web Applications

Typical web apps cannot be crawled (e.g. Google, Facebook).

To solve this, SC5 created isomorphic app stack and Tuulilasi web site as its first application. Mula runs an evolution of it.

Public presentations:

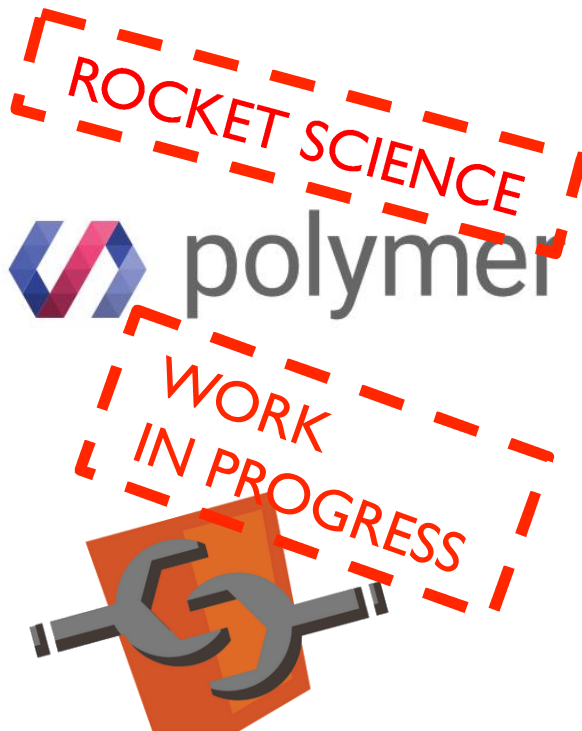
- [Tuulilasi](#)
- [HTML5 DevConf 2013](#)
- [Mozilla Hacks](#)
- [Goto Aarhus 2013](#)



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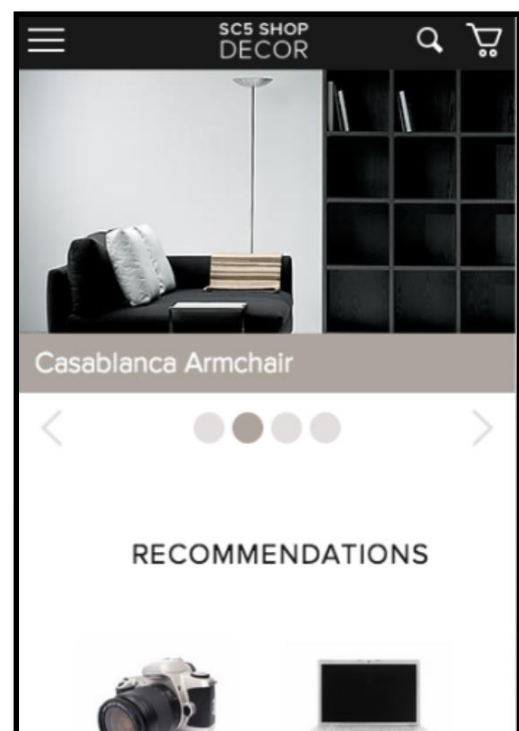
## Adaptive Web Components



Web Components will be the future standard for reusing widgets among web services.

SC5 conducts a research (MSc thesis) on building adaptive web components using Polymer and the emerging standard.

## Check out Our Demos at our Stand!



# Thank You!

