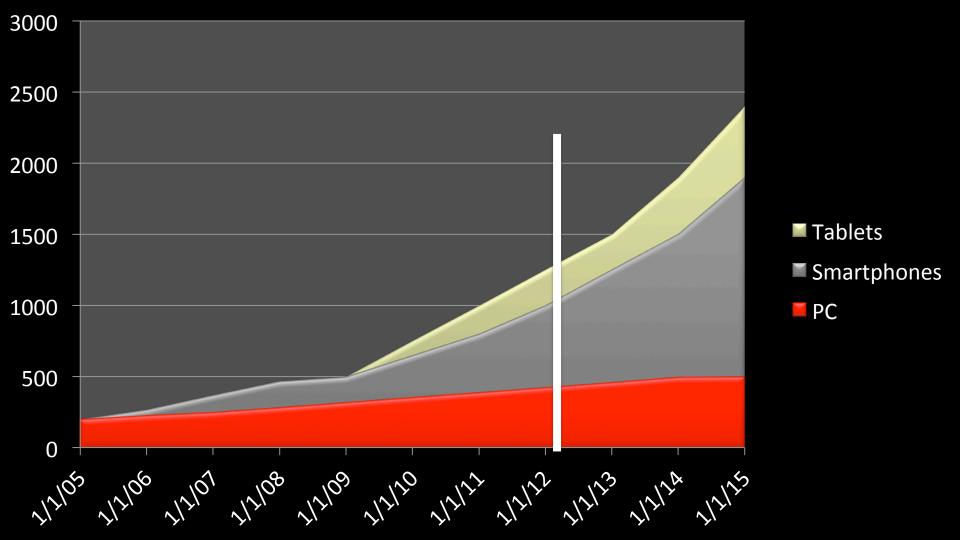


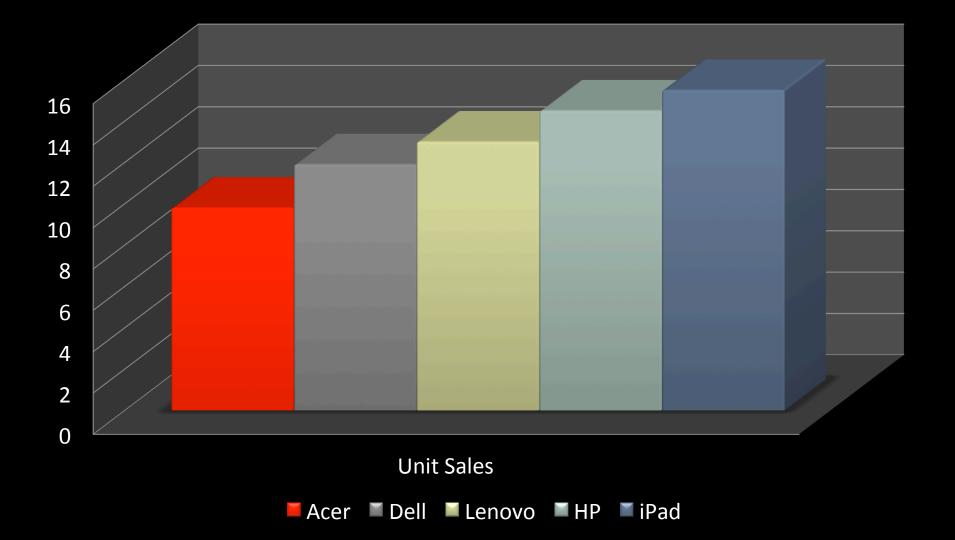
ORACLE®

Oracle Application Development Framework (ADF) Mobile Development

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The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.





New Expectations

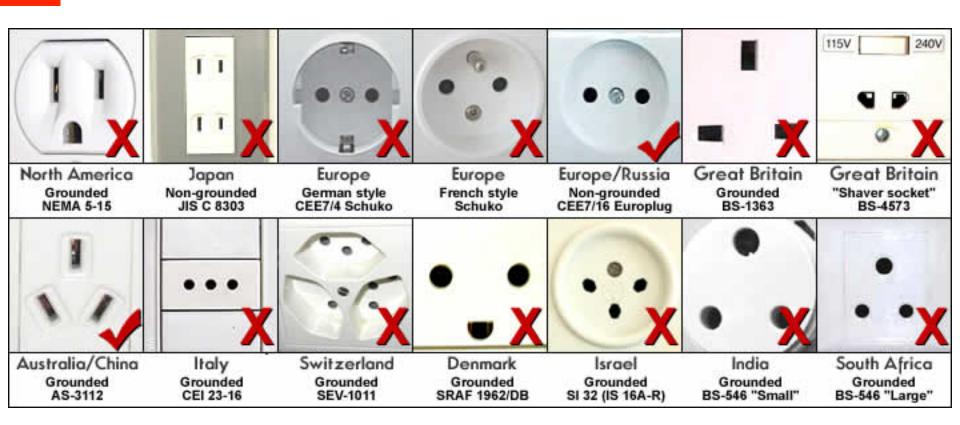




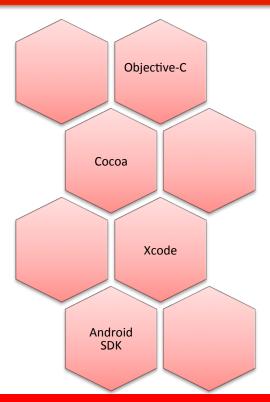


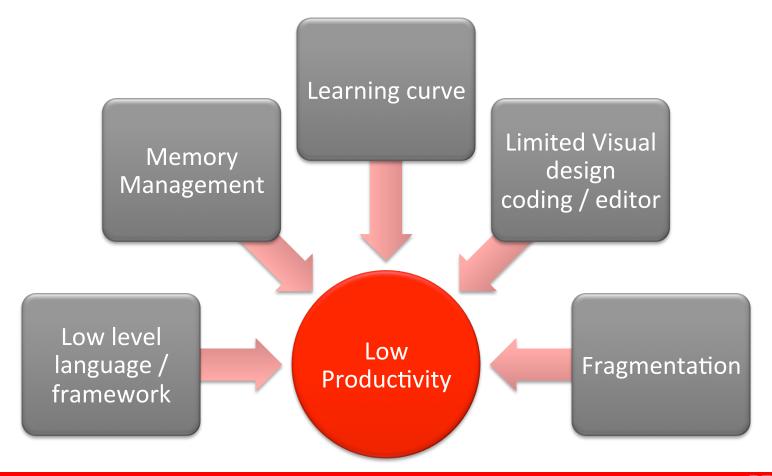
New Possibilities

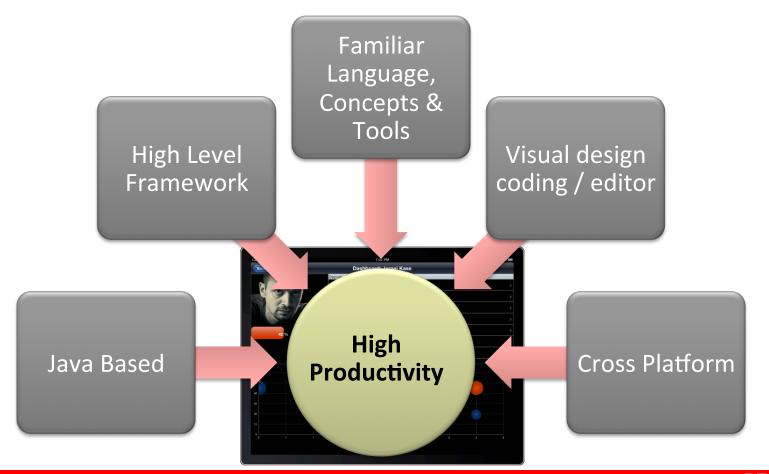
What are the Challenges of mobile development?

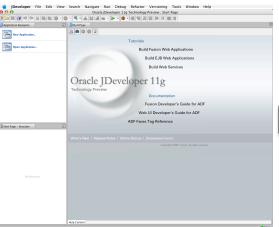


Learning Curve















A Single Tool

A Single Team

ADF Mobile

For applications accessed by Advanced Mobile Users

- Declaratively develop hybrid ondevice apps with HTML5 UI
- Access local storage and device services (camera, bar scanner, etc.)
- Reuse existing ADF development skills
- Minimize development cycle for supporting new mobile platforms



ADF Mobile

HTML5 delivers compelling UI

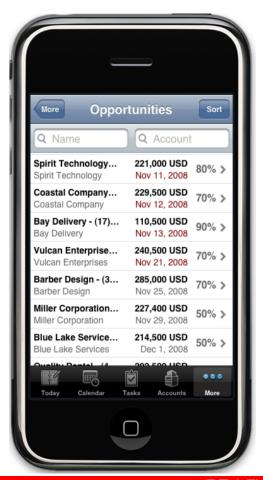
- Device native user experience
- Spring board and tab bar for feature navigation
- Advanced HTML5-based UI
 - Full animation, gesture, and touch interaction support
 - Interactive Data Visualization Components



ADF Mobile

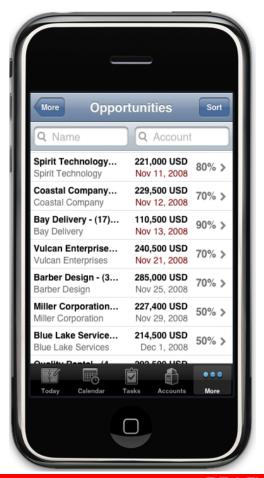
Hybrid mobile application platform

- Thin Native Framework on each platform
 - Allows for native application install
 - Allows for device interaction
- Uses PhoneGap
- HTML/JavaScript Frontend
 - JQuery based
- Java Backend
 - Includes headless JVM on iOS
- Content packaged as Features
 - Name, icon, images, constraints
 - Packaged in .far file. Assembled into apps



ADF Mobile – Content options

- Local AMX File
 - JSF-like file built visually in JDeveloper
 - Generated into HTML/JS on device at RT
 - Uses JQuery renderers initially
- Remote URL
 - ADF Trinidad for Smartphones
 - ADF Faces (HTML5) on Tablets
 - A data visualization toolkit
 - Any third-party site
- Local HTML File
 - Hand-coded HTML5 pages
- Native view
 - Platform specific (non portable)



Device Services Integration

 Thin native application container provides device services integration

Contacts Bar code Calendar scanner **GPS** Camera - SMS Phone

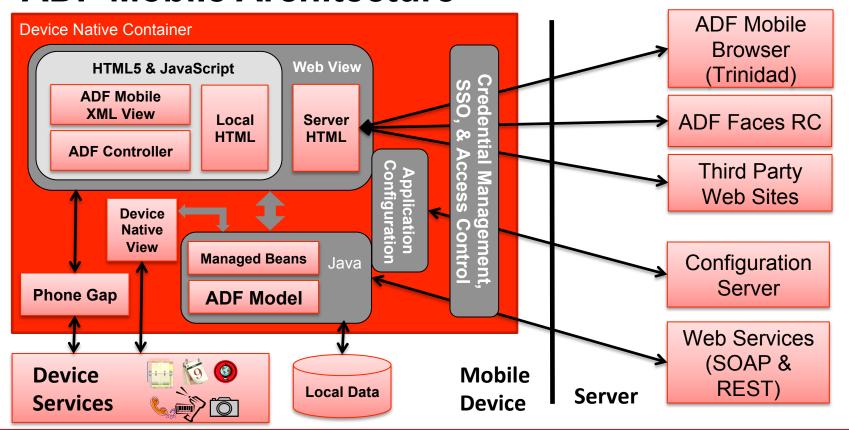
- Leverages Open Sourced PhoneGap
 - Abstracted for easy integration
- Common interface across all platforms
- Gracefully handle device services availability



Access and Security

- Authentication:
 - SSO Integration across Features
 - OAM/OID support (i.e. integration with Fusion Middleware)
 - Can support offline authentication
- Access Control:
 - Role based access (show/hide UI)
- Encryption:
 - Credentials in Keystore
 - Local data
 - Communication channels

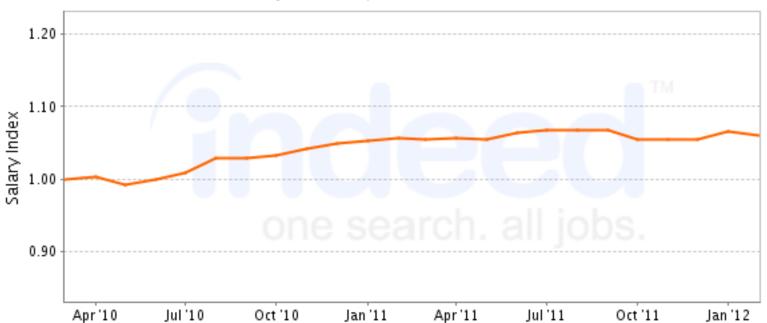
ADF Mobile Architecture



ADF is a huge Opportunity

National Salary Trend from Indeed.com

- Java Development Team Lead





Get started with ADF

- http://bit.ly/jdevhome
- http://bit.ly/adftutorials
- http://bit.ly/adfinsider
- http://bit.ly/adfnewsletter
- http://bit.ly/AdfForum
- http://bit.ly/AdfEmg
- http://bit.ly/AdfCert

Your feedback is important



http://bit.ly/AdfmSurvey

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