



Sencha

Sencha.io Preview - Sourc{ 2011

Aditya Bansod

Senior Director - Product Management

<http://www.adityabansod.net>

@hyperionab

Sourc{
SenchaDev Conference

Web Architecture is Changing



Mobile is Changing Web Architecture

Then

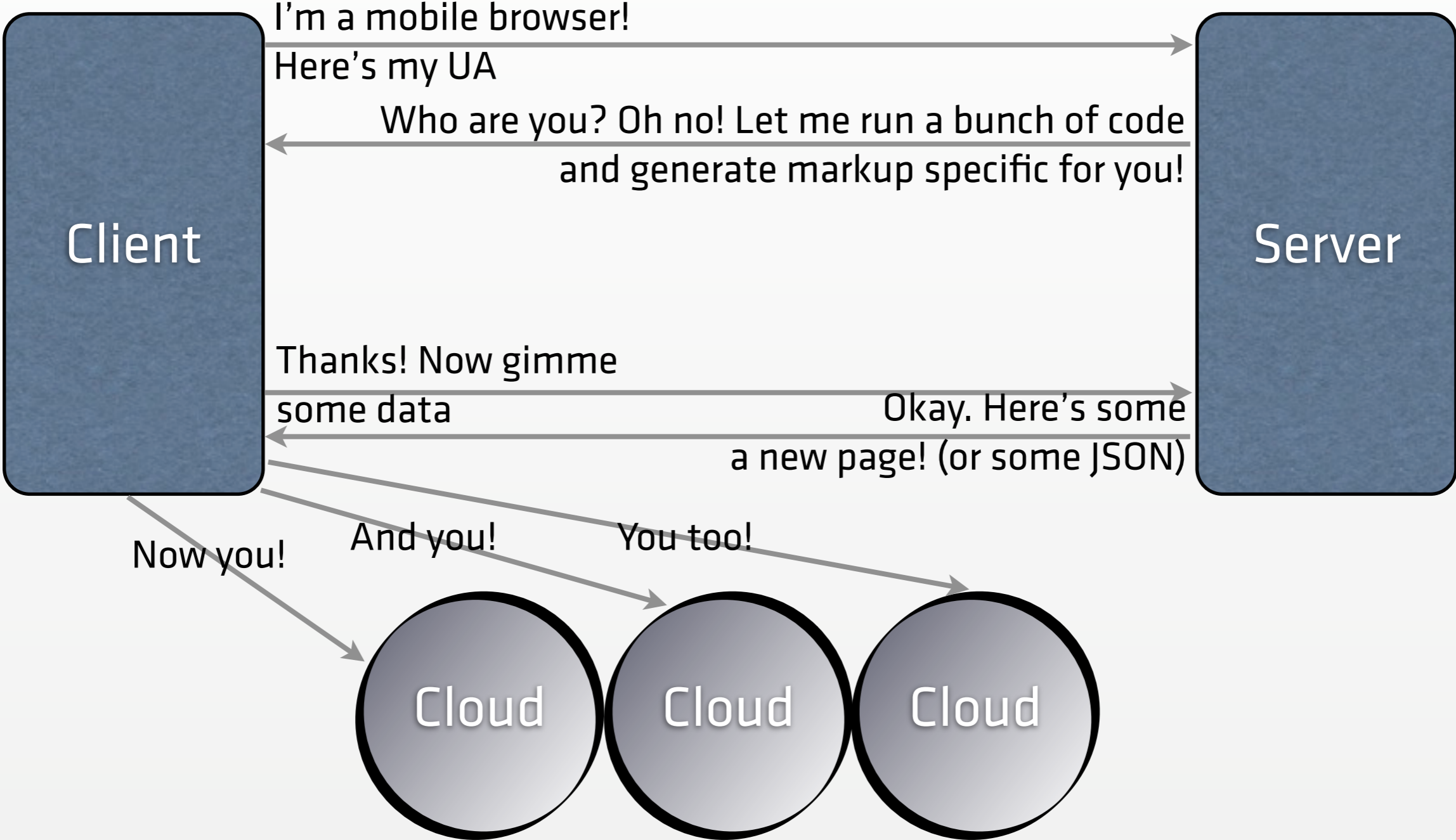
- Servers generated markup specific for the browser
- Clients had JavaScript and CSS specific for the browser
- Clients pulled data from the server that generated the markup

Now

- Servers are thin, browsers are smart(er)
- Client frameworks deal with browser differences
- Clients pull data from many cloud services as well as app server



Mobile is Changing Web Architecture



Mobile (and Mobile Web) is...

- Social - you and me, games and apps on the go
- Hybrid - not just client-server, but often client only, or client-server-cloud
- Unreliable - network issues, latency, disconnects



Introducing Sencha.io

cloud services for
the mobile web

exclusive preview at Sourc{





this is a preview! things will change.



Previewing Two Services

Sencha.io
Sync

cloud
synchronization
for your data

Sencha.io
Src

image and asset
optimization in
the cloud

<http://www.sencha.com/products/io/>



Sencha.io Sync



The Problem

Your
Phone

Your
Carrier

Your
Server

Data



The Problem

Your
Phone

Your Carrier

Latency
Bandwidth
Availability
Unreliable

Your
Server

#fail

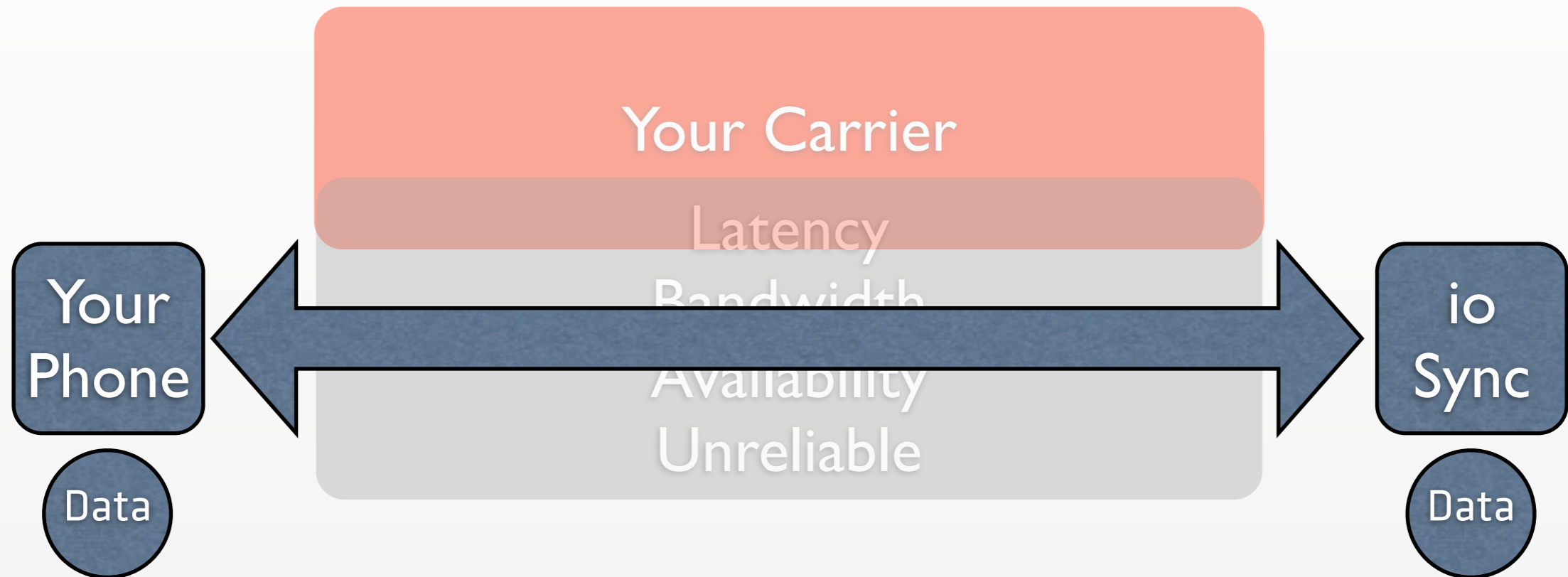


Sync Solves The Network

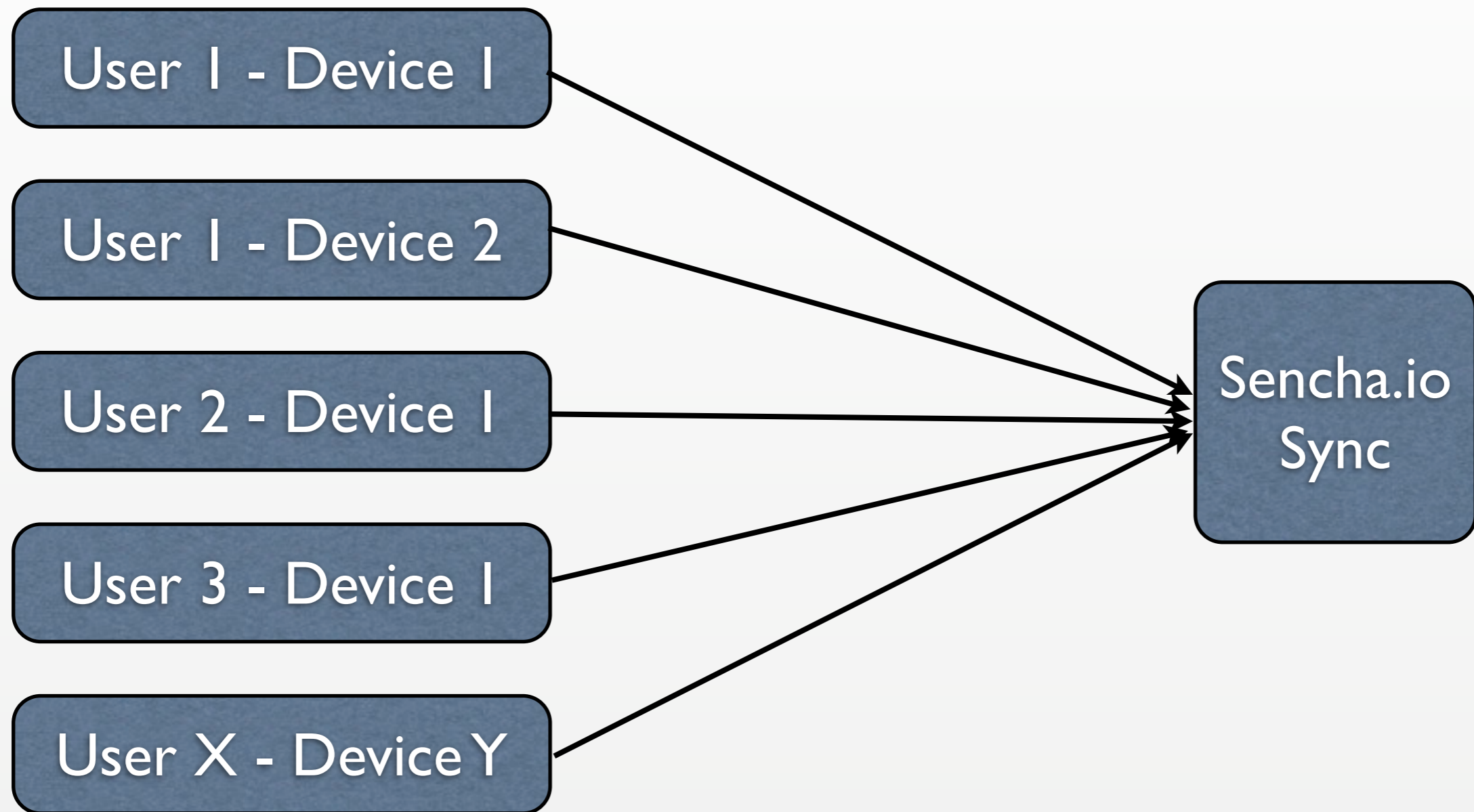
- Take your app offline
- Reads and writes work when the network isn't there
- Data is backed up in the cloud
- Everybody has a full copy
- Infinite number of databases
- Multi-device / multi-user allows for collaboration

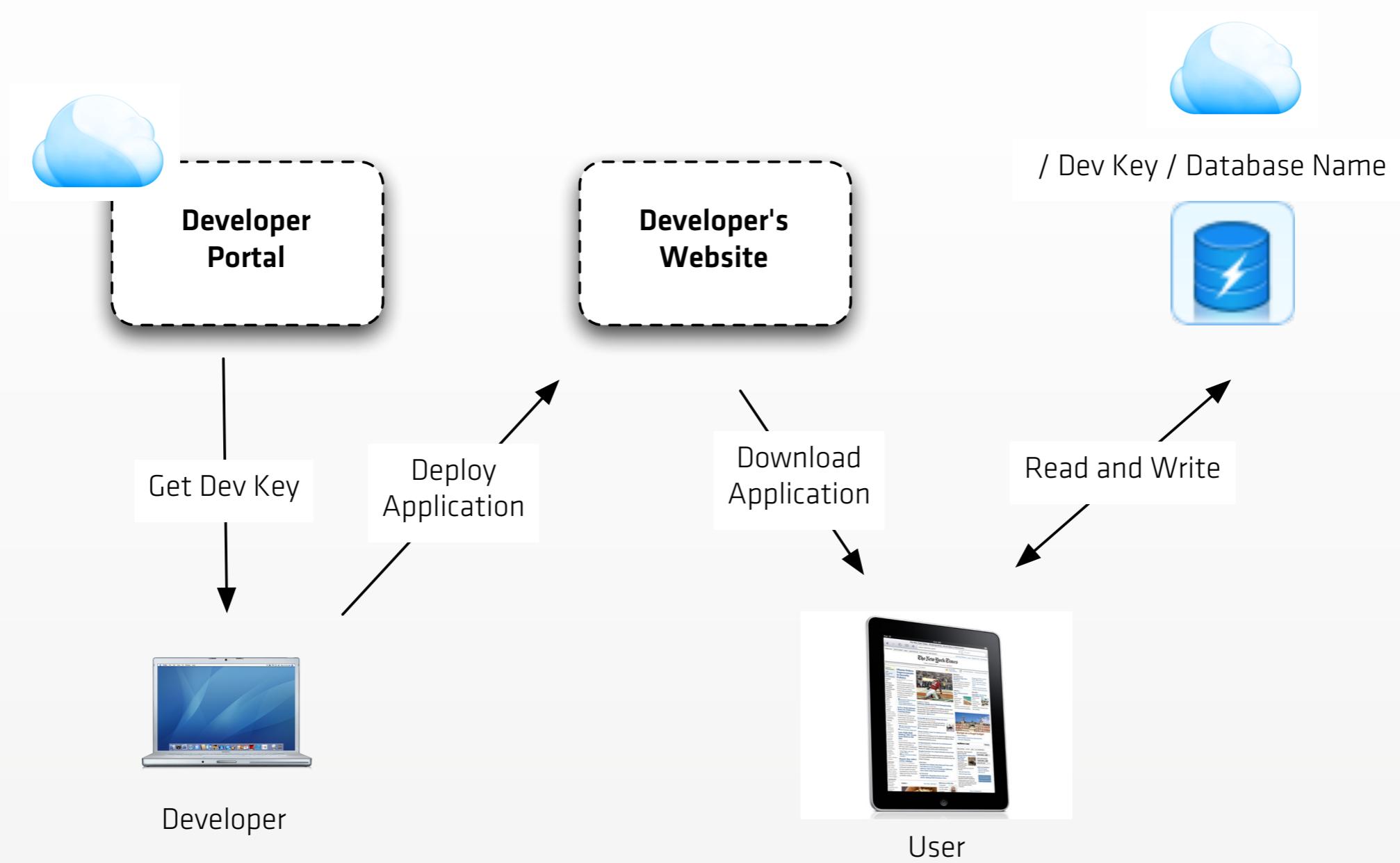


Sync Solves The Network



Allows for Collaboration





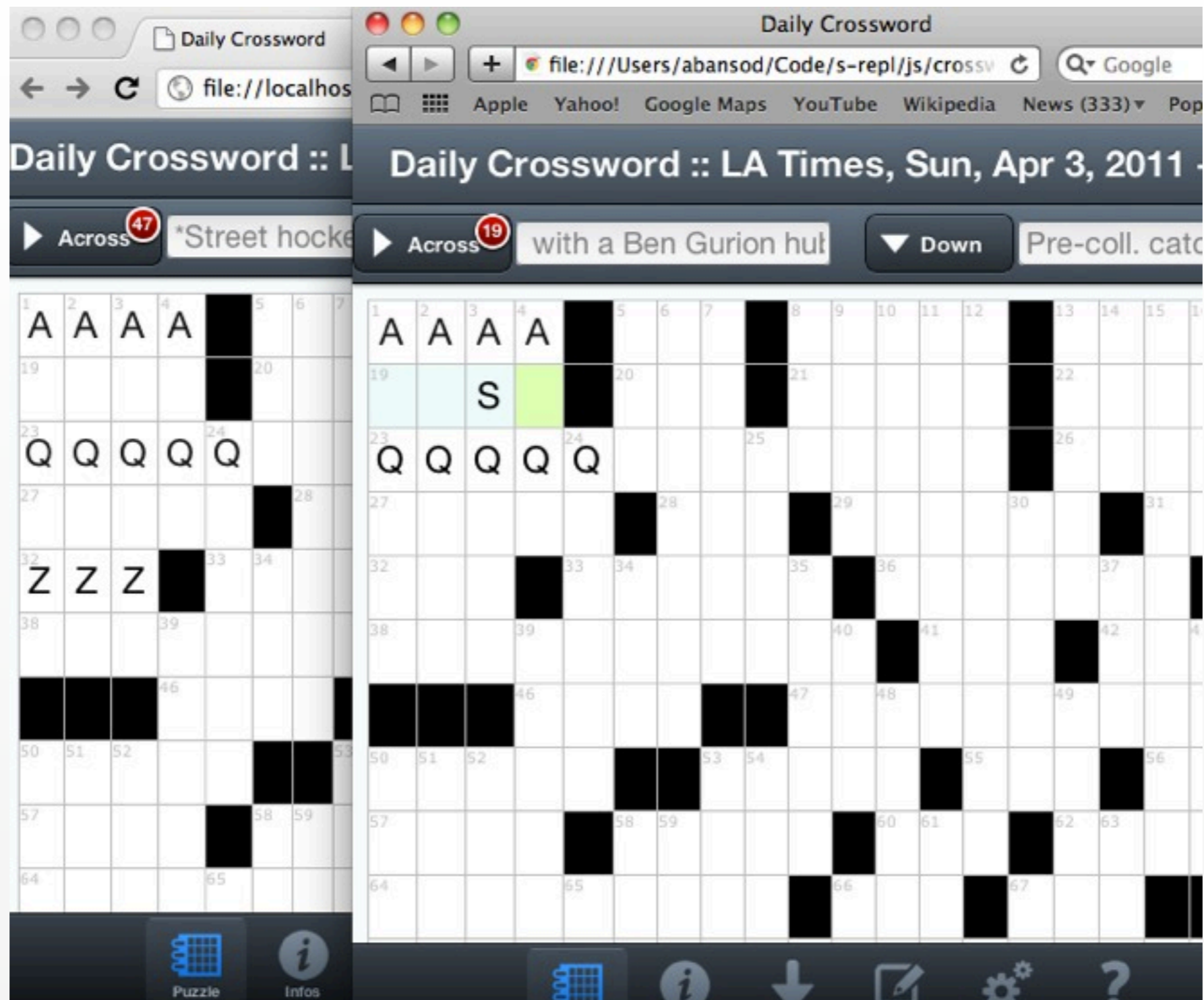
Sync Workflow



Disclaimer:
Everything may
change!

Sync Demos





Sync Enables Collaboration





Sync Enables Replication



Sencha.io

Src



Cloud Platform for Mobile Delivery

```
  
<link rel="stylesheet" type="text/css"  
  href="http://src.sencha.io/your_css" />  
  <script type="text/javascript"  
    src="http://src.sencha.io/your_js" />
```

Transformation of assets to
best fit ever device



Image Manipulation

Deliver minimum number of bits to get the right image to every device



Fixed Dimensions

```
<img  
  src='http://src.sencha.io/320/200/http://mysite.com/myimage.png'  
  alt='My image'  
  width='320'  
  height='200'  
>
```



Adaptive Dimensions

```
<img  
  src='http://src.sencha.io/-8/http://mysite.com/myimage.png'  
  alt='My image, constrained by 8 pixels less than the screen width'  
>
```



Future: Premium Features

JS & CSS Minification in the cloud specific to the mobile device
Render SASS in the cloud and never worry about generating again
Automatically pipelining (data img) images when correct
More to come!

```
imgs.yourdomain.com. IN CNAME  
src.sencha.io.
```



Disclaimer:
Everything may
change!

Src Demo



Pricing and Availability

Sencha.io	Price	Availability
Src	Free	Today
	Premium features in the future	
Sync	Freemium	Limited Preview





Sencha

<http://www.sencha.com/products/io/>

Source }
SenchaDev Conference