A few years ago, one of the authors had an interesting and, perhaps, eye-opening experience. While spending some time in the local mall, he noticed members of a family casually strolling through the main shopping center who were obviously window shopping. “Here was a happy family sharing some time together in the local mall while planning their holiday purchases,” he thought. What struck the author was that each family member had a mobile phone and was happily texting or chatting away to his or her intended party while slowly walking through the mall. The seamless integration of these devices into this family’s life was apparent, and certainly it is no mere coincidence.

Mobile phones and similar devices have changed our lives. We rely on their technology on a regular basis because they are small, powerful, and portable enough to be with us practically everywhere we travel. We have access to our information or can obtain new information in just a few taps or with the swipe of a finger. We make buying decisions with our devices, we document our lives via the photo or movie capabilities of our devices, or we use them to share data and communicate with others. Our mobile devices are shaping the way we communicate, understand, and interact with our world.

How does Edge Animate fit into this ever-growing mobile world? That is exactly what we will cover in this chapter as we explore new methods of taking your Edge Animate compositions beyond the desktop and into the mobile world. This chapter will cover:

- An introduction to the modern mobile Web
- Phones, tablets, and phablets
- Creating a mobile app with Edge Animate and PhoneGap Build
- Using Edge Inspect with Edge Animate
Responsive design with Edge Animate

If you haven't already downloaded the chapter files, they can be found at: http://www.apress.com/9781430243502. In this chapter we will be using these files:

- Stonehenge/index.an
- Inspect/index.an
- Responsive/index.an
- appicon.png

The Modern Mobile Web

To understand where we are with the modern mobile Web, we first have to understand where we have been. Toward the end of the 1990s, as cell phones became more commonplace, the need to connect to larger networks and utilize Internet features like messaging and content browsing began to grow. Though Apple's Newton can be credited with having the first mobile browser, it wasn't until technologies such as WAP, NTTDocomo's i-mode platform, and Openwave's HDML platform were introduced that mobile data services grew in demand and expanded as the technology improved. When cellular phones advanced from first generation (1G) to second generation (2G) capabilities, connectivity speeds increased, which resulted in expanded features and capabilities of mobile data services. In fact, one feature that is still in use today, Short Message Service (SMS), grew as 2G technologies took hold. Of course, it was logical that technology would move forward, thus, the introduction of 3G and later 4G speeds further solidified the mobile Web.

As native mobile apps began to proliferate, the mobile web browser advanced as well. Devices became smaller and more powerful, and the ability to literally run a desktop-like web browser in a mobile setting was slowly becoming a reality. But there was a problem: battery life. It was evident that mobile devices needed to conserve processing power, which would result in power conservation and lead to higher battery life. Although native mobile apps addressed many of these power issues, the ability to experience the “full Web” was the holy grail for the mobile industry. The problem was desktop browser plug-ins like Adobe Flash, which supported advanced animation, audio, video, and interaction in a desktop browser, were unfortunately some of the worst power hogs when tested in a mobile browser. This lead to Apple banning the Flash plug-in from their devices and setting the course toward advancements in HTML 5, CSS3, JQuery, and JavaScript as the new standard of web content. This is where the power of Edge Animate resides today.

Phones, Tablets, and Phablets

With the advancements achieved in today's modern mobile Web, it is no surprise the mobile market is bulging at the seams as new devices appear on what seems to be a monthly basis. As we mentioned earlier, there is no real “standard” in the device industry other than modern mobile web browsers capable of viewing advanced HTML and CSS content. Although this is a great benefit for us when we design in Edge Animate, we need to understand that the device market can be a minefield in terms of screen real estate