The Use of SVG to Increase the Effectiveness of E-Commerce

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Overview

- What is SVG?
- Examples
- Current Applications
- Advantages for E-Commerce
What is SVG?

• Scalable Vector Graphics
• XML Based
  – 2D Graphics and Animations
• Emerged From Two Languages (1998)
  – Vector Markup Language (VML)
  – Precision Graphics Markup Language (PGML)
What is SVG?

• Authors:
  - Adobe
  - Corel
  - Apple
  - Macromedia
  - Microsoft
  - Sun
  - Hewlett-Packard
  - Canon
  - Kodak
  - ILOG
What is SVG?

- Became W3C Specification SVG 1.0 - September 2001
- Scalable without Resolution Drop Off
- Rendering Options
  - Client Side (Adobe, Batik)
  - Server Side (JPEG, PNG, etc)
  - Flash
  - Major Limitations on Objects Used
Examples of SVG

• Adobe SVG Examples
  - Melting Text Effect (Pure SVG)
  - Color Picker Example (JavaScript with embedded SVG)

• My Manipulation of Examples.
Current Applications

- Sciences
  - Math
  - Physics
  - Psychology
- Examples
  - Math and Physics
  - Psychology
Advantages for E-Commerce

• Narrowband Users
• Search Engine Indexing and Optimization
• Customizable User Interfaces
• Interoperable Display
• Customizable Ordering and Proofing
Narrowband Users

- Client Side Rendering of Graphics
  - Eliminates design constraints
- Need Only Send Text (XML) File
- SVG Viewer Enabled Browsers
Search Engine Indexing and Optimization

• What is indexed by search engines:
  - domain name
  - document name
  - image name or any additional file name
  - page content
    - header
    - text in bold and underlined
    - link name
    - image alt and title attributes
  - META tags
    - title
    - keyword
    - description
Customizable User Interfaces

• MyDomain.com
• Graphics Adjust to Content Browsed
Interoperable Display

• Write Once, Display On:
  - PC
  - PDA
  - Mobile Phone
  - Any Processor with Viewer

• Increasing M-Commerce
Customizable Ordering and Proofing

- Online Proofing
- Online Ordering of Customized Merchandise
  - Printer Example
Questions?