技术概要，曾经发生及未来可以发生的事情

小程序

“为什么会有小程序？”

“小程序是一种不需要下载安装即可使用的应用，它实现了应用「触手可及」的梦想，用户扫一扫或者搜一下即可打开应用。也体现了「用完即走」的理念，用户不用关心是否安装太多应用的问题。应用将无处不在，随时可用，但又无需安装卸载。”

–张小龙

“大厂们都做了些什么？”

“FBML stands for Facebook Markup Language, which is a subset of HTML. Static FBML is a Facebook application that allows Facebook page administrators to create custom tabs on their Facebook pages. This application is only available for Facebook pages, not for personal profiles or Facebook groups.”

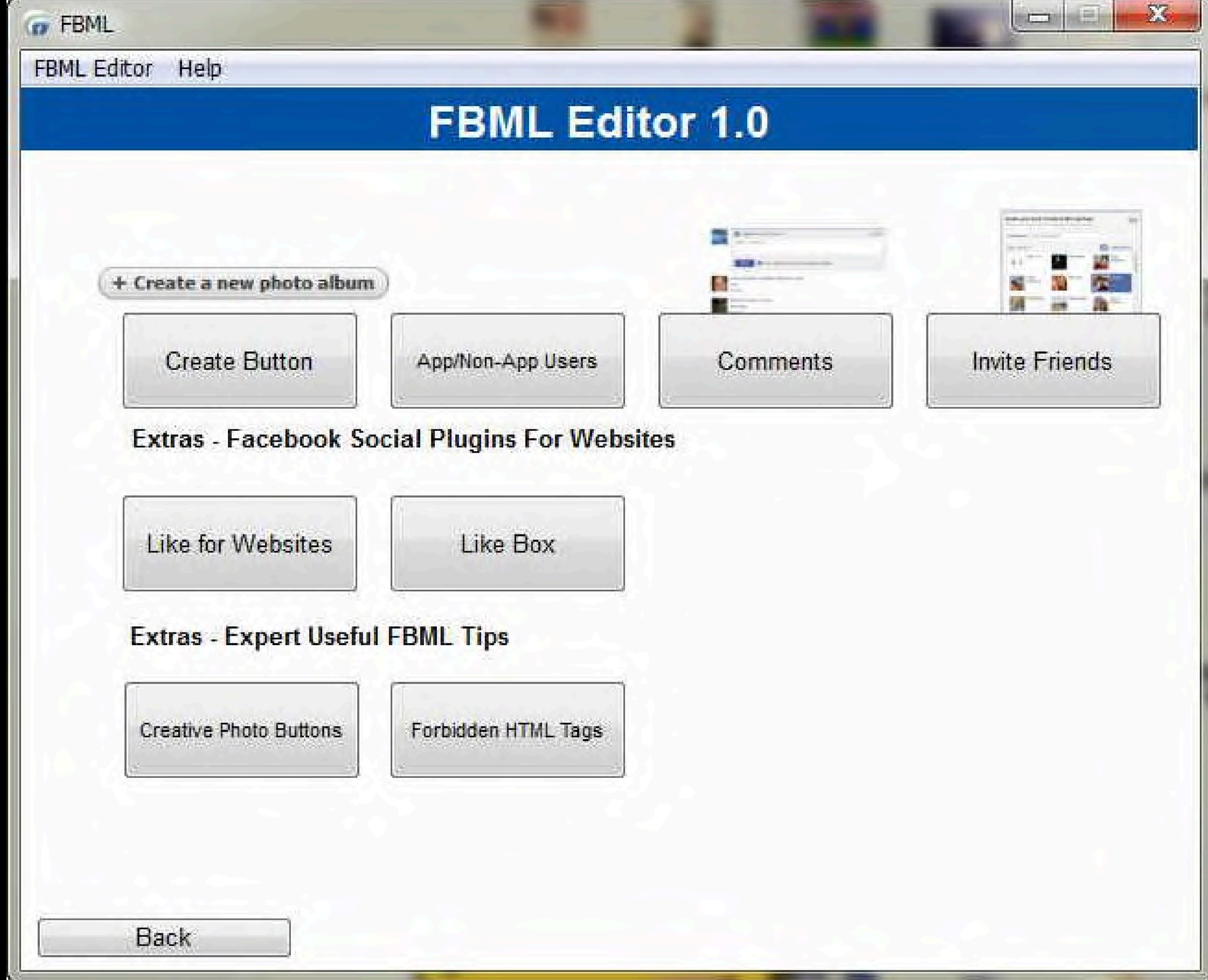
–FACEBOOK JUNE 8, 2010

“FBML Editor 1.0 - great for all your facebook Iframe and Static FBML apps.
Create codes in seconds!”

–FACEBOOK FBML EDITOR
FEBRUARY 28, 2011

FACEBOOK

FBML EDITOR



“**Instant. Everywhere.**

For many, reading on the mobile web is a slow, clunky and frustrating experience - but it doesn’t have to be that way. The Accelerated Mobile Pages (AMP) Project is an open source initiative that embodies the vision that publishers can create mobile optimized content once and have it load instantly everywhere.”

–GOOGLE AMP

LiveSlides web content

To view

Download the add-in.

liveslides.com/download

Start the presentation.

轻应用
LIGHTAPP

直达号升级公告

直达号产品升级啦！9月开始直达号产品将全面升级为糯米&直通车产品。新产品形态：流量更多源，交易更顺畅，推广模式更多样！为商家提供全方位门店服务，欢迎大家体验升级后的新产品！

一、 升级方案支持如下两类：

1. 自有H5移动站点接入糯米+平台，详情请点击http://u.nuomi.com.

2. 单个商户（POI团单类）自助升级：下载百度糯米商户版APP，注册完即是入驻，入驻完成后在“项目管理”中上单。

二、 直达号商户升级相关咨询联系人（请将邮箱#替换为@）：

房产行业联系人：gaolei09#baidu.com
高尔夫行业联系人：make03#baidu.com
游园行业联系人：xunhaitao#baidu.com
汽车行业联系人：dujiaqi01#baidu.com
律师行业联系人：huqinglong#baidu.com; hanbaogang#baidu.com
药直达行业联系人：lengjian#baidu.com; libao#baidu.com
其他行业商户联系人：qiuhongchun#baidu.com

三、 由于直达号产品升级，即日起，不能新创建直达号，原有的直达号接口及功能将于10月30日开始全面停止使用，在此感谢长久以来的支持，期待与您的继续合作！

为什么选择服务商

PROGRESSIVE WEB APPS

Progressive Web Applications take advantage of new technologies to bring the best of mobile sites and native applications to users. They're reliable, fast, and engaging.

Instant Loading

Service workers allow your apps to load nearly instantly and reliably, no matter what kind of network connection your user is on.

Add to Home Screen

Web app install banners give you the ability to let your users quickly and seamlessly add your web app to their home screen, making it easy to launch and return to your app.

Push Notifications

Web push notifications makes it easy to re-engage with users by showing relevant, timely, and contextual notifications, even when the browser is closed.

Fast

Smooth animations, scrolling, and navigations keep the experience silky smooth.

Secure

HTTPS secures the connection between you and your users, ensuring your users information is protected and isn't tampered with.

Responsive

Modern users live on phones, tablets and laptops; your apps and websites should do the same. Learn how to structure and code your content to look great on screens of any size.

“小程序是怎么实现的？”

–这是一场关系到很多杯咖啡的赌局

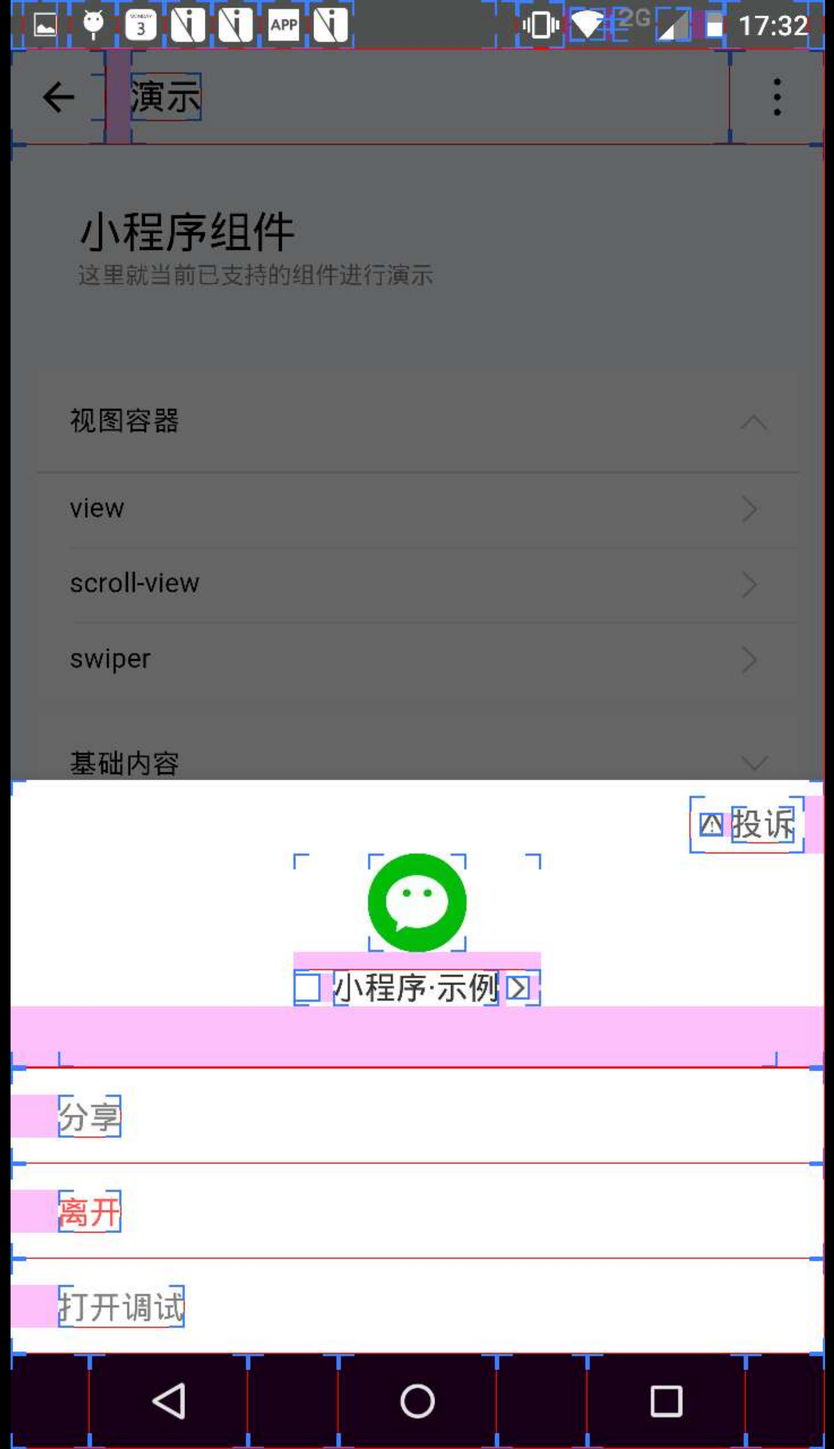
Native V.S. Web

网易的 Lua
React Native
…

JS

Web

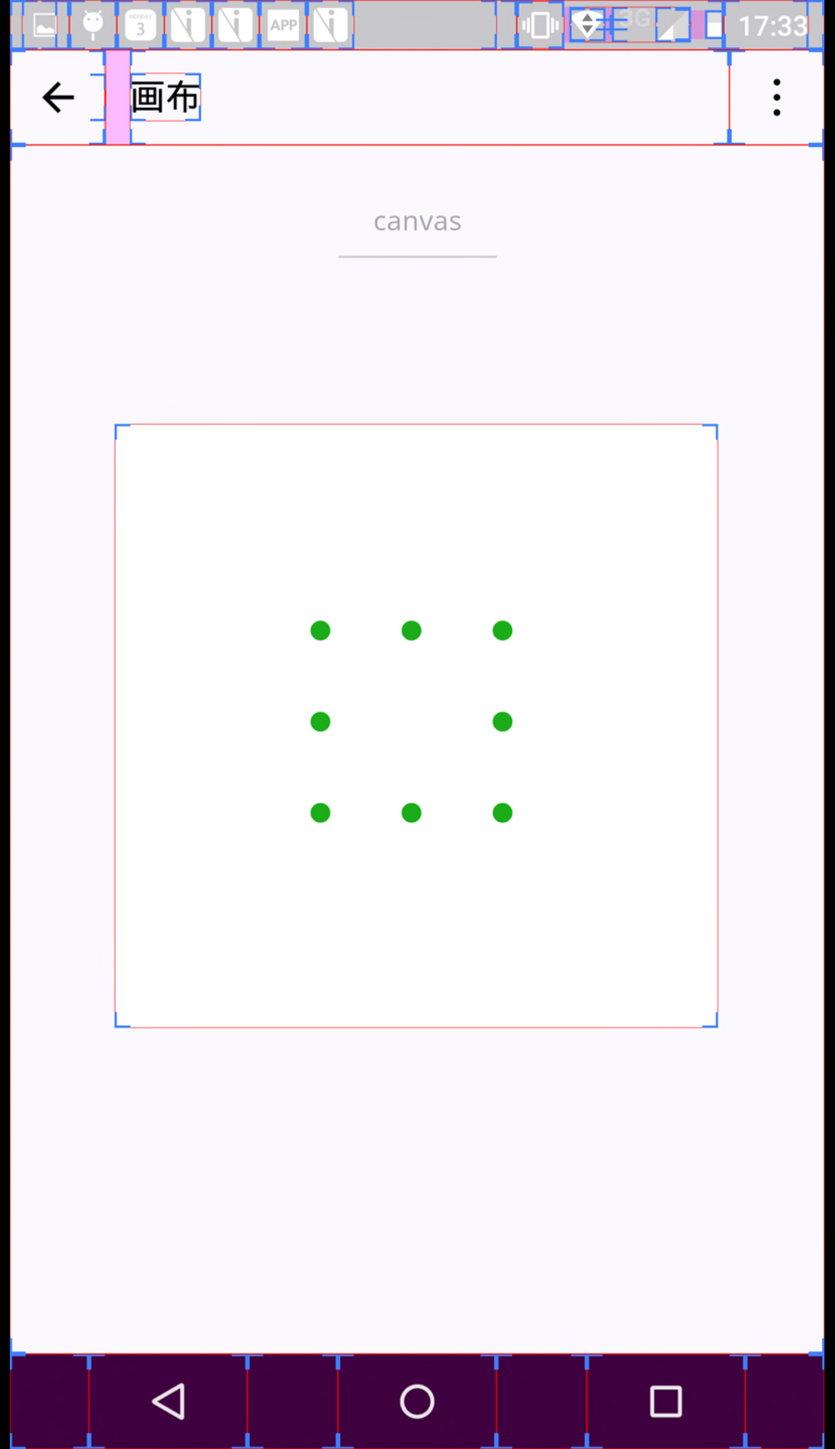
Native

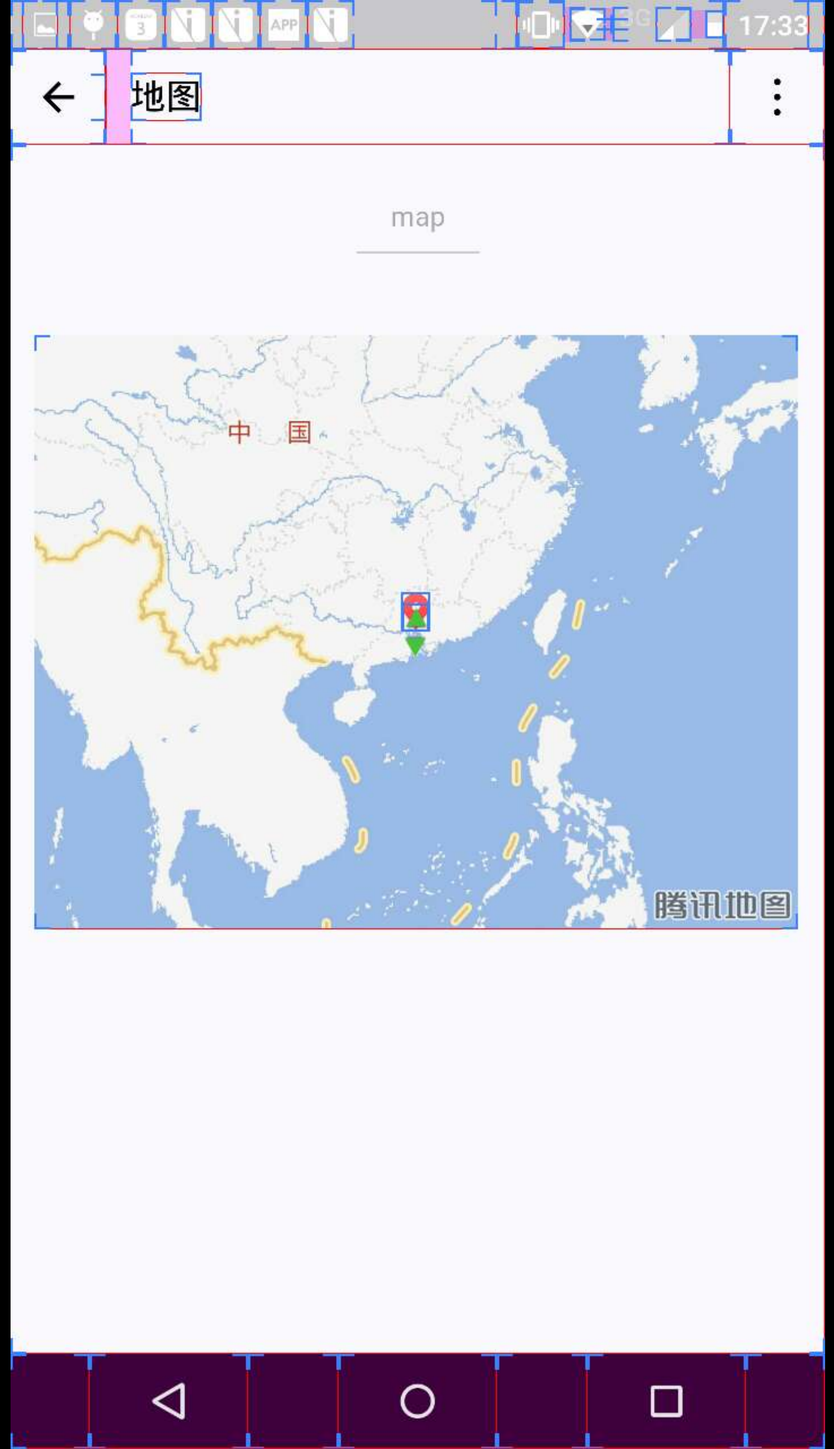


Native

Web

Native





Web

Native

“求取性能上的平衡。”

Native Component
Virtual Dom + WebView
DSL (JSSDK)

PhoneGap

Apache Cordova

PWA

React Native

协议

http://　https://　wechat://

rpx 的迷局

组件完善任重道远

“可以做些什么？未来是怎样的？”

优势

- 性能接近原生
- 流量红利
- 零软件运营成本

劣势

- Wechat Only
- 层级较深（可嵌入自定义菜单）
- 场景受限

“4 年前的公众号，现在的小程序。”

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技术社区

黑客马拉松

技术培训

行业案例圆桌会

创新基金

……

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