

NEWS RELEASE

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FOR IMMEDIATE RELEASE

DON'T KNOW A KILLER APP FROM A KILLER BEE?

With the launch of the App Store, coupled with the hype of the iPhone, the floodgates for mobile phone-specific applications are well and truly open, with many developers claiming they've hit the next 'killer app'.

Yet despite the ever-increasing number of mobile phone applications, there is not one to rival the unsurpassed popularity of the humble but ubiquitous SMS. However, will the increasing popularity and usability of the mobile web browser bring an end to the reign of the SMS application?

This is the question that will be explored at DebateIT – The mobile browser is the next killer app on September 22 at the Museum of Sydney. Two industry leaders, Mike Cannon-Brookes of Atlassian and Charles McCathieNevile of Opera Software will be debating whether or not the hype around the mobile web browser is deserved.

"A killer app makes a platform," explained Mr Cannon-Brookes, CEO of Atlassian. "It takes a platform that already exists and makes it killer, like email on the internet."

The success of the mobile web browser as an application is an issue under contentious debate. As SMS is still the most-used function on mobile phones, the experts are wary about hailing the mobile web browser as the next killer app, not least because of the impact that the next popular or 'killer' mobile application will have on mobile users. "The app has to be so good that it drives people to use the platform itself," says Cannon-Brookes, a characteristic that mobile browsing is yet to accomplish.

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Mike Cannon-Brookes
Co-founder, Atlassian

"A killer application has to be something that inspires people to use it," echoes McCathieNevile. "We are seeing this on the mobile phone. From the success of high-end expensive devices like the iPhone or HTC Touch Diamond, which is underpinned by their superior browsing technology, to the importance of the browser across all platforms, as exemplified by KDDI's "PC Site Viewer" in Japan, or the use of Opera Mini in T-Mobile's "Web'n'walk" strategy in Europe. The fact that mobile browsing opens new possibilities to people who have never before had access to the web or even a phone, as well as to people who thought the thing in their pocket was just to make phone calls, is leading to the huge upsurge in mobile browsing that we are now seeing."

Both Cannon-Brookes and McCathieNevile will be presenting their views at the DebateIT event, before the audience makes their verdict over drinks.

Rachel Slattery, organiser of the DebateIT series, believes the rapid expansion of the entire mobile platform makes this debate both important and fascinating. "The mobile platform is still in a formative stage, and is perhaps waiting for that killer app – whatever it may be – to come along and 'make it', so to speak."

"I'm really curious about what the outcome will be," said Slattery, "because the next killer app will define our use of mobile phones in the future."

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About DebateIT

PageMaker, Lotus 123, Email are all good examples of killer apps. Halo was such for the XBox. Join us as we debate what makes a killer application and if killer apps are required to make a platform truly a platform. Discover what might be the next killer app to look out for!

For more information or to register for DebateIT, visit www.slatteryit.com.au/Pdf/2008/DebateIT-Sep08-Rego.pdf

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Mike Cannon-Brookes

Mike Cannon-Brookes is the CEO and co-founder of Atlassian, an innovative Australian software company providing team collaboration and project management solutions. Atlassian has been recognised as Australia's fastest-growing software company from 2002-2007 by BRW magazine. Atlassian has offices in Sydney, San Francisco and Amsterdam and caters to over 12,500 customers in over 100 countries. Mike is also the co-recipient of Ernst & Young's Australian Entrepreneur of the Year Award in 2006. Prior to Atlassian, Mike founded and successfully sold an internet startup and served as the Asia Pacific Technology Director of JupiterMedia (NASDAQ:JUPM), an online media company. Mike is also an advisor and investor in HomeThinking, a New York-based company that helps home owners make better informed decisions in choosing a real estate agent.



Charles McCathieNevile

Charles McCathieNevile has been Chief Standards Officer at Opera since 2005, and is responsible for Opera's leading role in ensuring that the best of Web development is available to the world in the form of open standards. With more than two decades of experience, his broad range of interests include accessibility of the web to all people from all devices, and better ways to make information help people reach more of their goals more easily. He is chair of the W3C WebAPI working group, and is involved personally in several W3C working groups. Before joining Opera, Charles worked on the Staff of W3C. In his spare time he is Vice President of the Iberoamerican Web accessibility group Sidar, tries to learn languages, and cooks.