This presentation is more than one year old. Some parts may be outdated. You can find the latest information here: https://www.frogans.org/en/main.html
A New Frontier for publishing content on the Internet

The star, or asterisk character, is the distinctive sign of Frogans addresses
The world of online publishing is saturated...
...and not exactly satisfactory

- **Develop a Web site from scratch**
  - Technical issues relatives to new features of HTML
  - Multiple (re)developments to be cross-platform

- **Develop a mobile app**
  - High cost for development, maintenance and updates
  - Specific development required for each platform
  - Difficulty to be on all mobile stores

- **Use a framework or a proprietary solution**
  - Restrictions on your creativity
  - Privacy issues (especially on social networks)
A little bit of fresh air would be welcome, wouldn't it?

I think the ocean is bigger...
Because the Internet is open...

... it's possible to bootstrap new applications on the existing infrastructure...

The three operating layers of the Internet

- Generic applications
  - E-mail
  - FTP
  - IRC
  - World Wide Web
  - Frogans technology

- Traffic and routing
  - Domain Name System (DNS)
  - Internet protocols and standards

- Telecommunications infrastructure
  - Physical network

... and it's possible to open a new space to publish online content
Designers and developers can easily create Frogans sites

Frogans sites are a new type of site:

- Small
- Fast-loading
- Portable
- Creative
- User-friendly
- Secure
- International
Anyone can access Frogans sites with Frogans addresses

Frogans addresses are a new type of Internet address:

- Short
- Distinctive *
- International (179 languages)

Network-name*Site-name
Latin
Chinese
Cyrillic

+ Japanese, Korean, Devanagari, Thai, Greek

Arabic
Hebrew
Anyone can navigate Frogans sites with Frogans Player

Frogans Player is a new piece of software

- Easy-to-use
- Cross-platform
- Resource-light
- Secure
- Free of charge
A new ecosystem is going to flourish on top of the Frogans technology
Fostering employment, innovation and economic development

With the Frogans project, entrepreneurs benefit from an open, stable and durable environment for developing and successfully managing their activities based on the Frogans technology

Extract of The 4 permanent objectives of the Frogans project
Meet the OP3FT: Organization for the Promotion, Protection and Progress of the Frogans Technology

A nonprofit organization acting in the public interest for the stability of the Frogans technology and the benefit of all users

30 staff

- Technical
- Legal
- Promotion

TO HOLD

TO PROMOTE

TO PROTECT

TO ENSURE THE
PROGRESS OF

Frogans technology

Released in the form of an open standard, available to all users, free of charge
Introducing a new layer is a long-term mission

15 years of R&D to facilitate and secure publishing of content online

- Start up of the project
- First Frogans sites prototypes
- Proof of concept
- Internationalization of Frogans sites
- New targets
- Mobile targets
- Securing of Addressing System

Timeline:
A project with an international credibility

- Supported by

- Presented globally

Paul Mockapetris (in 2015)
Inventor of the DNS
A comprehensive legal framework for the benefit of all stakeholders

- Release of the Frogans Technology Users Policy on February 20, 2015
- Setup of the UDRP-F (Uniform Dispute Resolution Policy for Frogans Addresses)
- Approval of two international arbitration centers
2015 is the time to join the Frogans project

- **Opportunities for entrepreneurs**
  Create an initiative based on the publication of Frogans sites

- **Opportunities for developers and designers**
  Create your first Frogans sites for you or your customers

- **Opportunities for trademark holders**
  Register your network names to connect to your audiences
Designing Frogans sites is easy

**FSDL - Frogans Slide Description Language**
- based on XML syntax
- available to all free of charge
- many creative features
For developers: only one development and your Frogans sites look exactly the same on all devices

Frogans sites can be hosted on any standard hosting server currently in use, typically HTTP (as for your Web site)
Entrepreneurs: choose the best address...

Frogans sites are identified by Frogans addresses

If you need to publish only one Frogans site, you can register a Frogans address starting with frogans*, such as:

frogans*My-Name
... or even better, become the holder of your own Frogans network

If you need to publish many Frogans sites under an exclusive common banner, you can register a dedicated Frogans network, then register Frogans addresses starting with a customized name, such as:

My-Name*Site-1
My-Name*Journalists
My-Name*Product-A
My-Name*Product-B
My-Name*Tokyo
...

Take a choice place now

You can now register

- a generic term
- a geographical name
- a community name
- a trademark
- etc.

All languages are available
The worldwide promotion is on board

- **3 Frogans Technology Conferences** each year: free, open to all and with an international streamcast

- Meet the OP3FT and the Frogans project at international Internet gatherings, like ICANN meetings

- Frogans Technology Innovators program:
  - Incubators
  - Developpers
  - Designers
  - ...

- A growing audience talks about the Frogans project
  - @froganstech
  - Facebook.com/frogans
More information on the Frogans technology
https://www.frogans.org/

Receive the news first
https://lists.frogans.org/

Register your Frogans addresses and networks
https://fcr.frogans/

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