

## *The next Web-based technologies.*

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If you are using Google Chrome, and used to follow Google Labs experiments, you must have seen last week, their latest project name? <http://ro.me>

### **WebGL what is it?**

First of all, it will not work for most of configurations, because you don't have the latest version of Google Chrome, or your 3D device doesn't support such a load. For the rest of you, at the beginning of the video you will probably say: « Well it's just a clip which will give me an epileptic crisis. »

Well in fact, it's more than a clip, even if indeed it's a little bit epileptic. The most important is not considering esthetic aspects, but to consider the technology behind it. The Rome experience is mainly based on the WebGL tools (note de base de page / definition) combined with HTML5 (note de base de page / definition) new standards

WebGL technology has been developed through an alpha version since 5 years.

To make it simpler for people who are none developers, its library of JavaScript code is going to help you using 3D technology with 3Ddevice's support within a web browser.

<http://en.wikipedia.org/wiki/WebGL> (bas de page?)

The result is really astonishing, and if you are patient enough to wait for the first two minutes (the first two dreams), at the end, you will be able to interact and move inside a 3D environment within your web-browser

### **The power of HTML 5**

This topic does not aim to put again HTML5 standards in the center of a huge debate, but to demonstrate that this experience shows, once again, the ability to create amazing contents with the new Web Standards technologies without extra plug-in.

It was not the case before, and it is going to change Gaming technology ecosystem and Video entertainment interactivity during the next 10 years.

Now the user has the ability for to interact with 3D dynamic content in a flexible way. You have to admit that this is more than a simple clip made in flash? And this is done without extra installation (if you consider that all the web-browser will implement WebGL technology within the next 5 years.)

### **The future of web-gaming and user-interactivity**

Many of us, already knew, that HTML 5 was going to redistribute cards concerning the web-gaming technology with its notion of canvas and video interactivity, however with WebGL and this example, 3D is getting in the game. And it is just the beginning. One year ago, Google Developers were already implementing a portage of quake 2 within a webbrowser.

<http://googlewebtoolkit.blogspot.com/2010/04/look-ma-no-plugin.html>

So now try to mentally link this with [“websocket”](#) possibility and imagine an online Duke Nukem Forever game within your web browser, fragging with your Facebook friends.

Or just imagine a Facebook in 3D.

Or imagine Lady gaga’s next clip on YouTube with a 3D environment, when you can interact with the fictional world of the artist within the clip.

This is going to happen, and believe me; the technology is suitable for this kind of use. It is not similar to usual development games standards.

Most of you might think it will be available within 5 years but I’m pretty sure, it will be sooner. And I believe major’s actors won’t be the first to preempt these markets first (such as EA, Ubisoft) but young fresh developers or companies who got prepared for this transition for several years.

Thus, key issue is user interactivity within dynamic and entertaining content.

### **Why Google is again one step ahead on this?**

Rome was just a proof of concept of finalized clip. But we can imagine that the developers are way ahead on this. And with the latest releases of the Chrome Books, we know that the company is trying to develop web browser based technologies.

It’s important to mention Chrome; the web browser handles WebGL well. WebGL.

Moreover Google team is regularly showing some updates on this website:

<http://www.chromeexperiments.com/webgl>

Even if we are still on experimental levels, and the technology has still some [very serious issues concerning security](#) , it’s something that Web-entrepreneur should take into consideration.

A.T