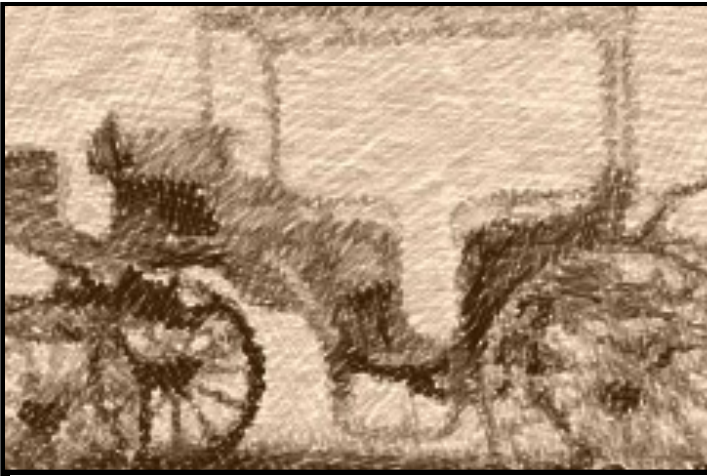


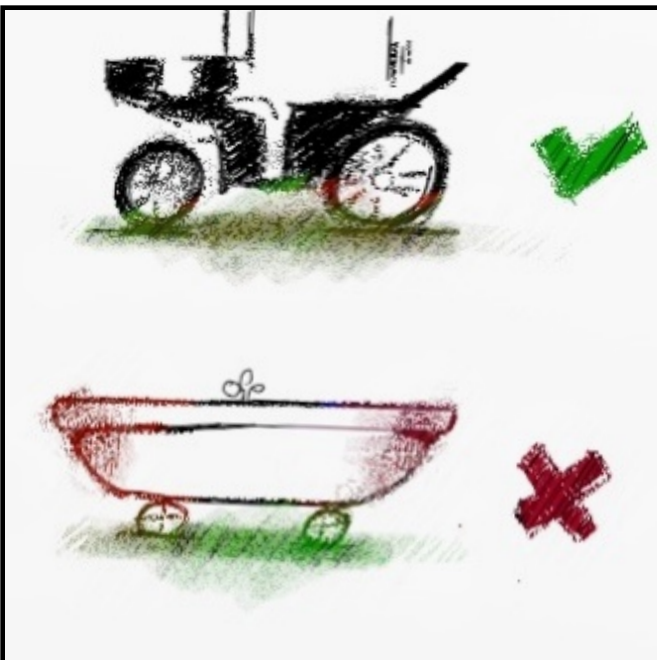


# Introducing iWimpff



On March 8th, 1886,  
Gottfried Daimler placed an  
order with the carriage  
manufacturer Willhelm  
Wimpff & Sons.  
The 4-wheeled carriage type  
'Americain' was delivered in  
August 1886.

Originally intended as a  
present to his wife Emma,  
Daimler incorporated a gas  
engine and the carriage  
became the worlds first  
4-wheeled car.

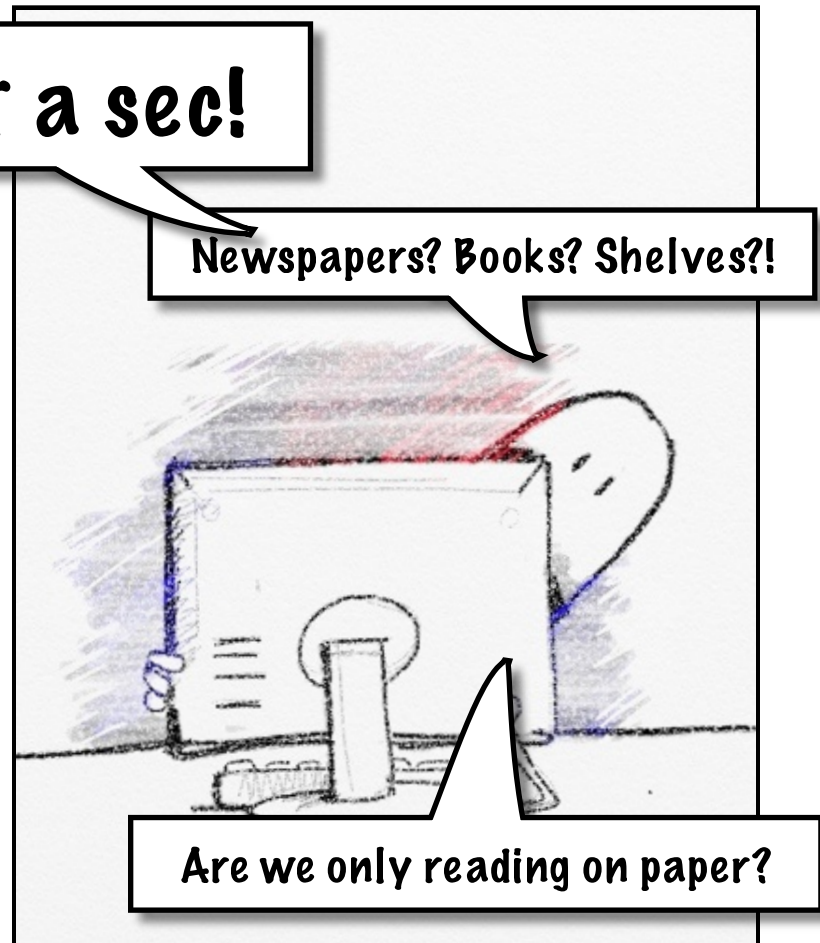
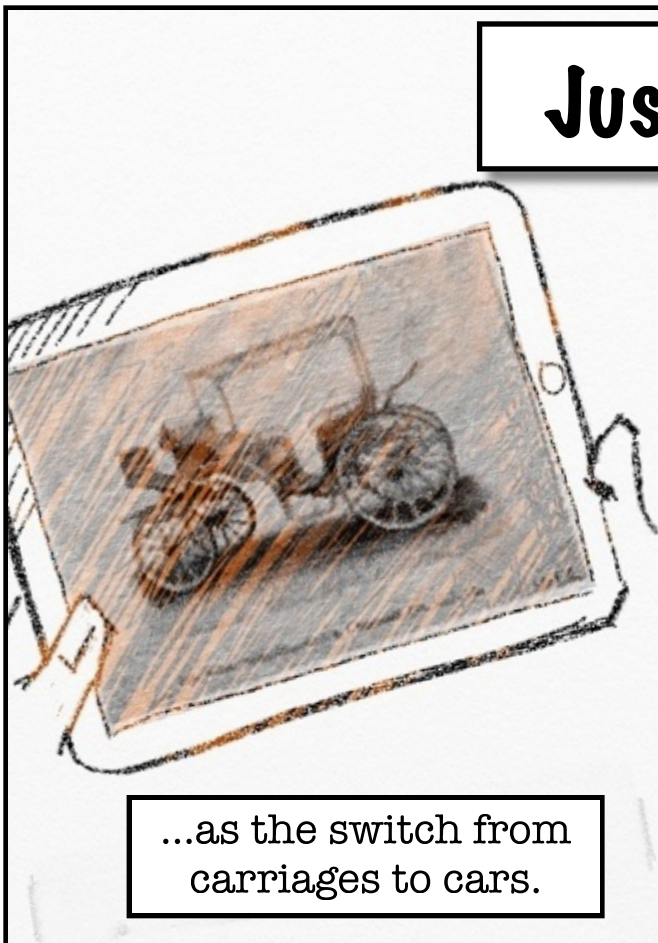


Daimler pragmatically used  
a familiar design for a  
brand new and disruptive  
means of transportation.

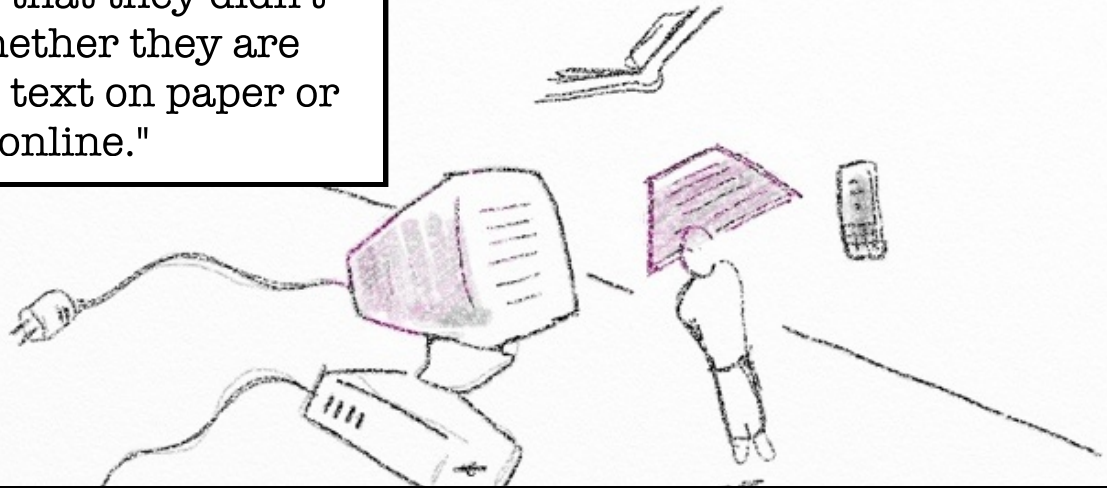
And how's that related to  
reading on the iPad?







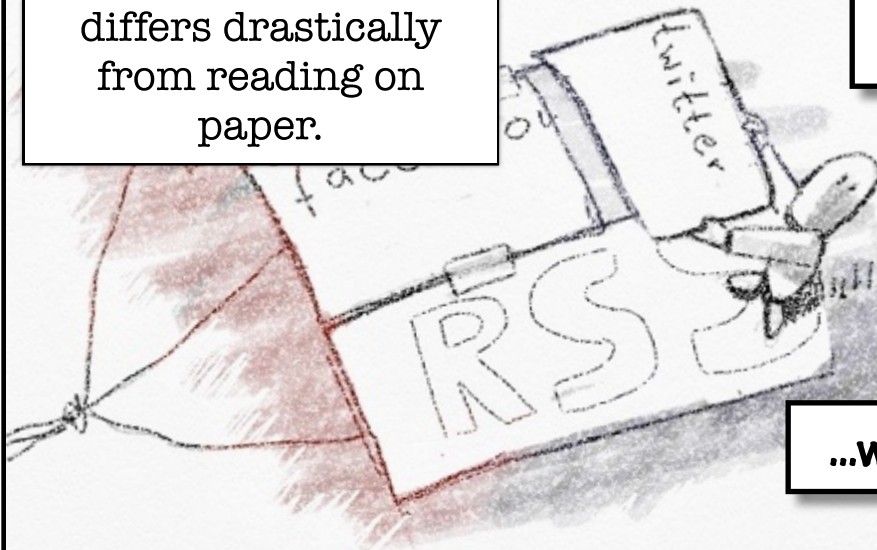
"67% of the under 20-year olds said that they didn't care whether they are reading a text on paper or online."



But reading online differs drastically from reading on paper.

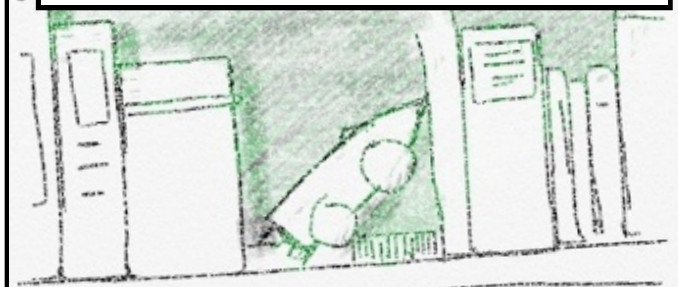
**Social Media, RSS, twitter, facebook; lots of small information snippets...**

**...woven together by links...**



**...aggregated individually according to one's own preferences.**

Hence we wanted to find out if it's possible to unify these different approaches to reading, on the iPad.





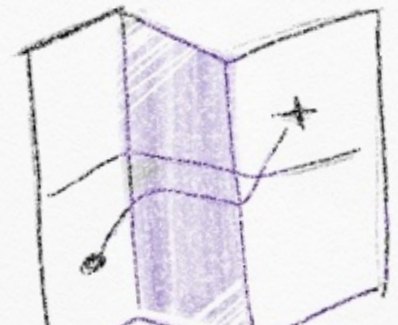
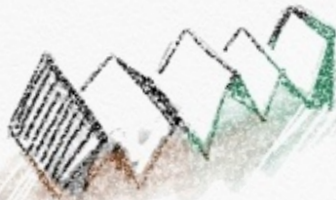
Looking back...



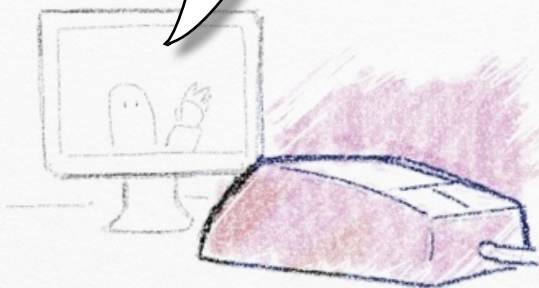
Quite a number of presentation and interaction patterns have been developed for paper.



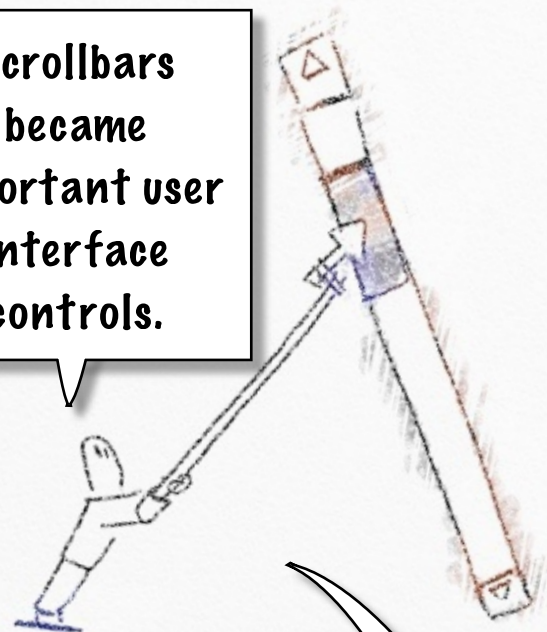
...but pages and paper have become the prevalent.



Mouse and monitor became the predominant I/O devices for graphical user interfaces.

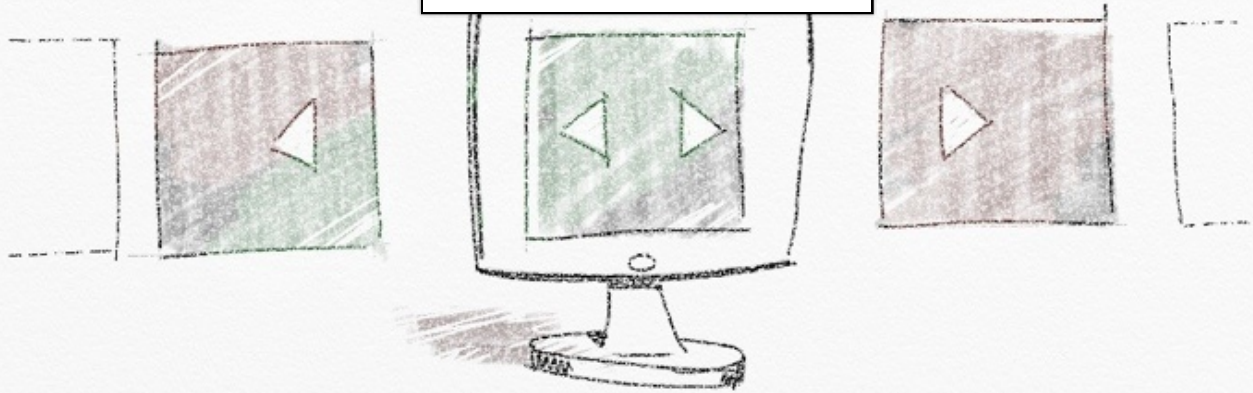


Scrollbars became important user interface controls.



Despite their indirectness.

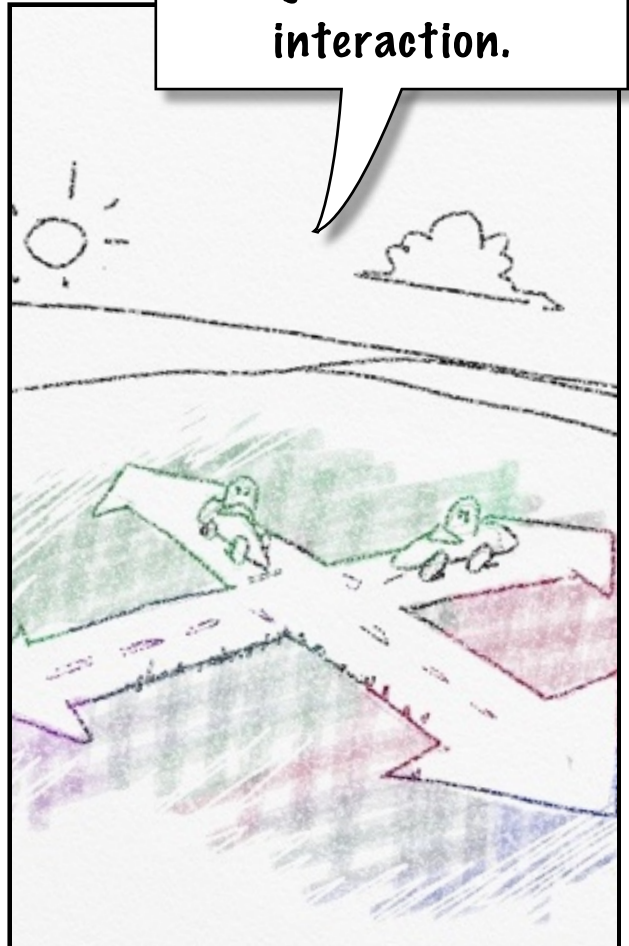
...while paging  
via buttons  
remained a  
distant second.



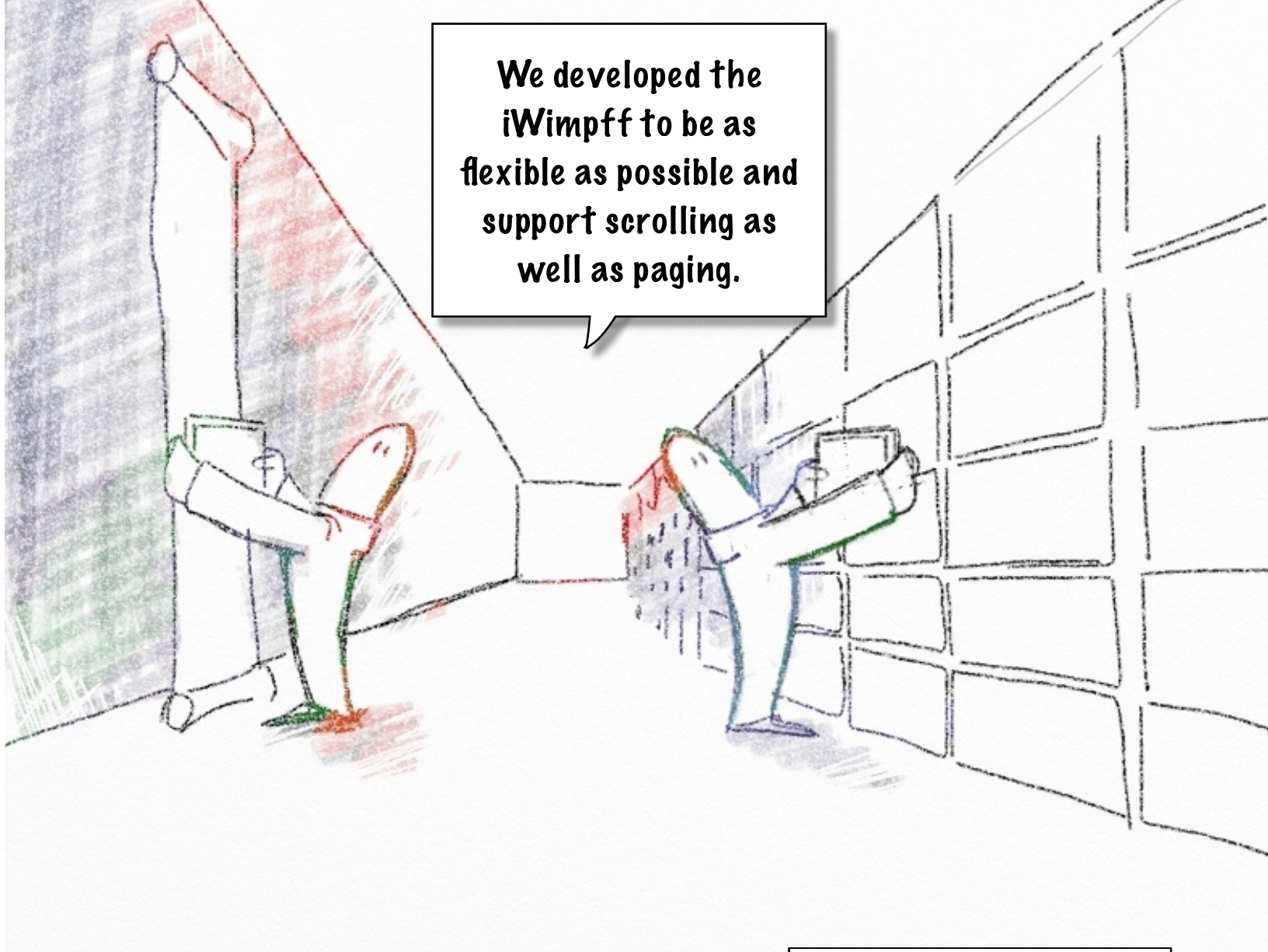
On the iPad we are  
interacting with  
visual content more  
directly.



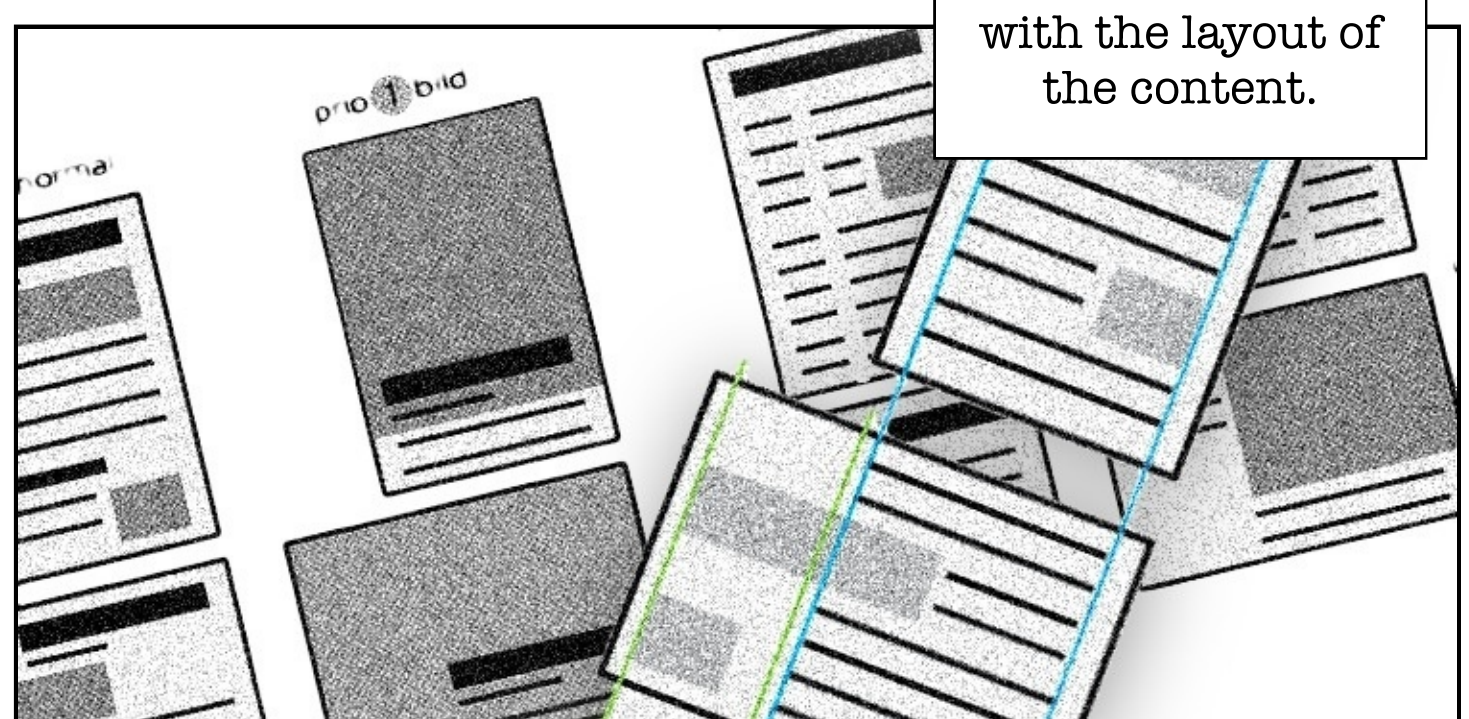
And discover a  
completely new form  
of gesture-based  
interaction.







We developed the  
iWimpff to be as  
flexible as possible and  
support scrolling as  
well as paging.



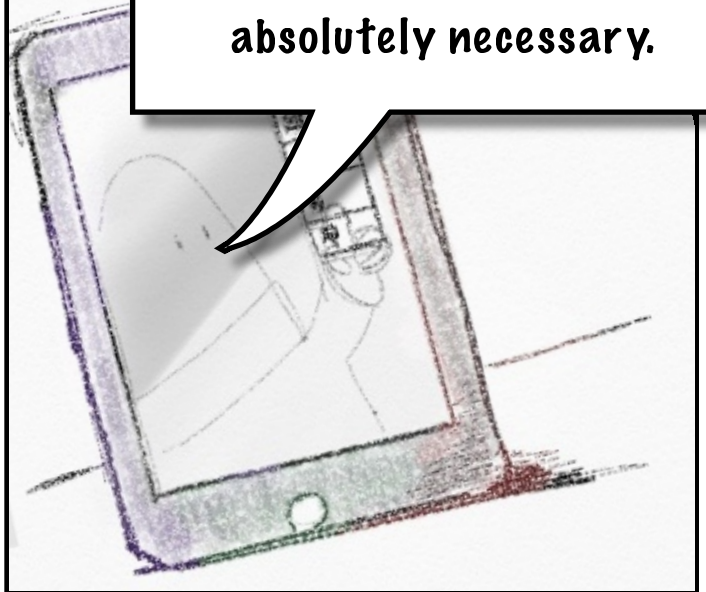
We are also flexible  
with the layout of  
the content.



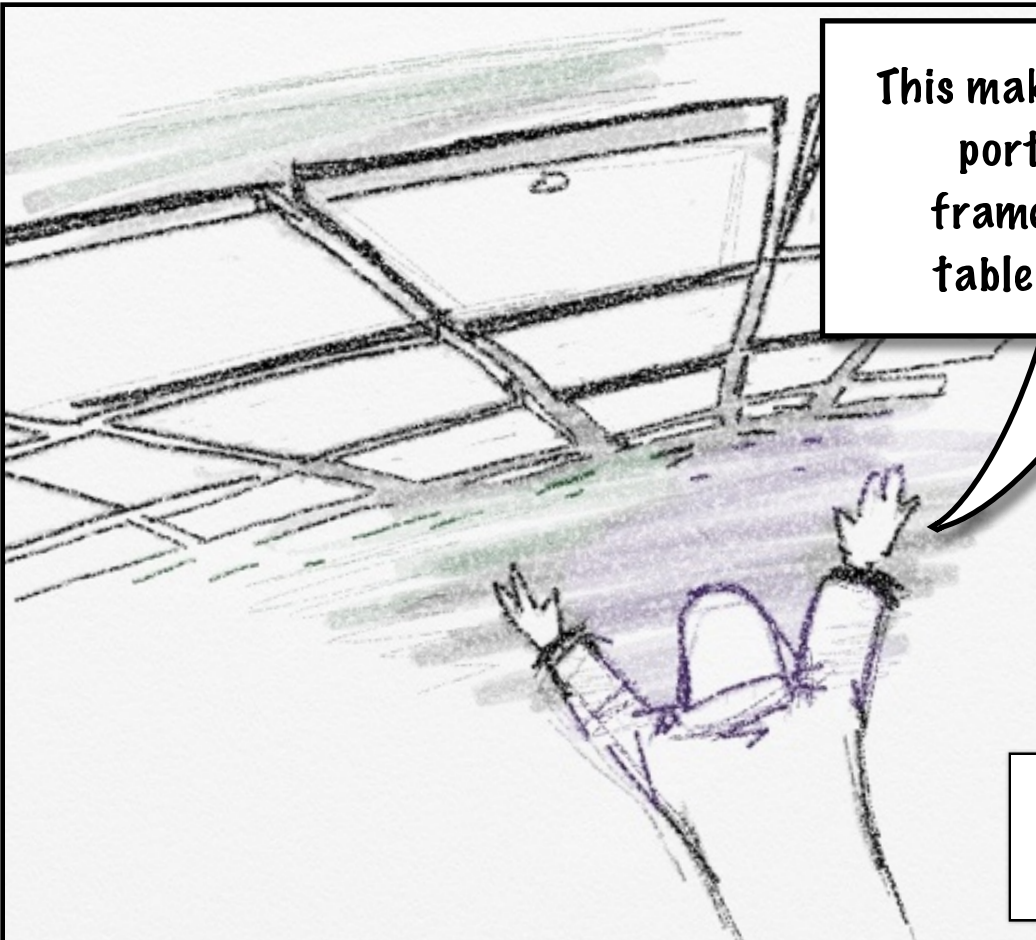
Using HTML5, CSS3, and JavaScript as enabling technologies.



Native code is only used when it adds significant value or where the restrictions of mobile devices (slow processor, little memory) makes it absolutely necessary.



This makes it also easy to port the iWimpff framework to other tablets and devices.



More:  
<http://iWimpff.com>