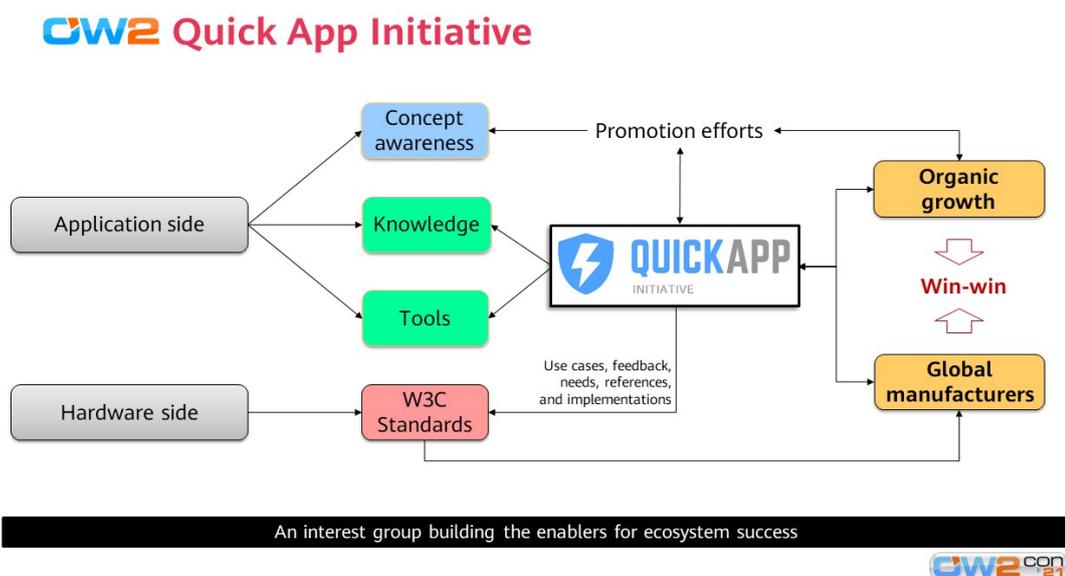


## Global Open Source Community OW2 Establishes Quick App Initiative to Boost Ecosystem

[Brussels, June 23, 2021] OW2, a global open source software community based in Europe, has recently established the Quick App Initiative, an interest group for global developers to exchange ideas about quick app related technologies. The group will gather global experts from a wide range of industries and fields to explore new applications in various vertical fields for quick apps, while also fostering technological innovation, entrepreneurship, and ecosystem.

Mr. Xuemin Wang, Vice President of the Huawei European Research Institute, noted that the OW2 Quick App Initiative was created in support of the W3C MiniApp model (represented by quick apps) to foster industry consensus, to raise awareness of this empowering dynamic, and to engage the global developer community. Together, initiative participants will expand this emerging ecosystem to create and deliver innovative applications across the many industries of a new digital era.



The OW2 Quick App Initiative will collaboratively and openly deliver guidelines, best practices,

reference documents, open-source development tools, code templates, and other benefits. The initiative welcomes individuals, enterprises, and organizations of all types and from all geographies, including hardware vendors, content and service providers, or research institutes.

"It is always a proud moment to work with industry partners to launch a new initiative. We look forward to growing the Quick App open source ecosystem within our community."

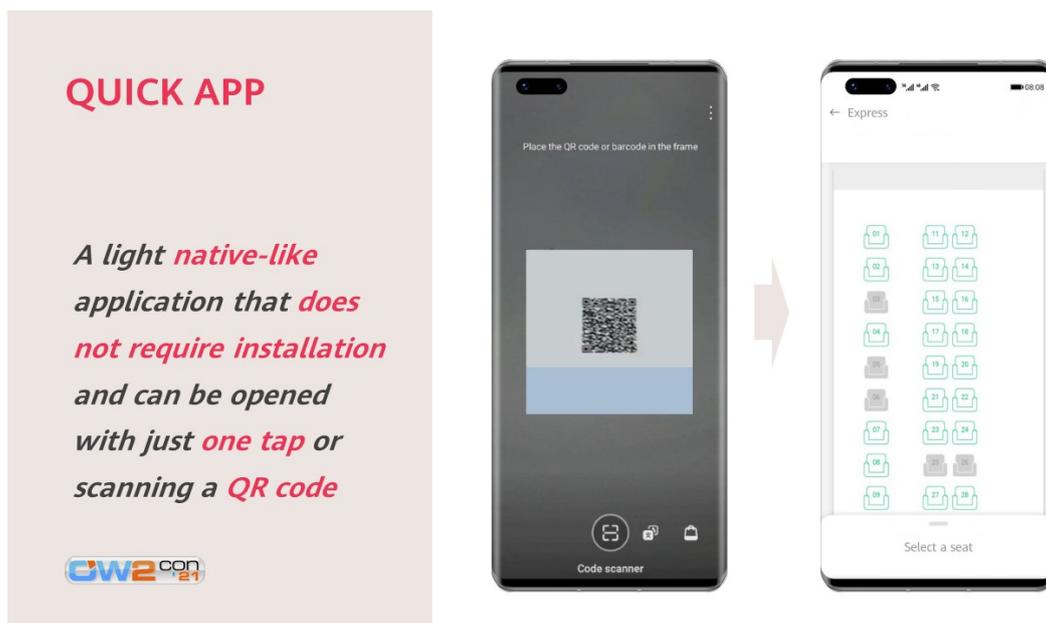
*Cedric Thomas, CEO, OW2*

To learn more about the OW2 Quick App Initiative, please visit:

<https://quick-app-initiative.ow2.io/>

### **MiniApp Model (Represented by Quick Apps) to Play a Major Role in New Era**

Digitalization has inspired a whole host of new services that have revolutionized daily life. For example, hospitals have launched online registration and consultation platforms, airlines have opened up online booking and boarding; merchants offer promotions on e-commerce platforms; and mobile game companies have made their games easier than ever to access. MiniApp is a new web-based model for mobile app development that lowers the "friction to use" dynamic: no installation, tap-to-use, and instant access. It enables users to easily and almost instantly access content and services whenever and wherever they need them.



As pointed out by Mr. Xuemin Wang, Vice President of the Huawei European Research Institute, MiniApps are sure to play a critical role in the upcoming digital era. Quick apps, as an implementation of MiniApps, are remarkably easy for users to find and access, and address a broad range of mobile device usage scenarios, including those on Huawei devices. Users only need a single tap (or they can simply scan a QR code, or select a web link) to run quick apps. And, since quick apps are based on native rendering, just as native apps are, users can enjoy the same experience as with native apps, but without the hassle of the installation process.

Meanwhile, another advantage of quick apps is easy development, which can help developers quickly seize opportunities in this new digital era.

"In innovation projects, the quick deployment of developments is a decisive factor and very intensive in time. Quick App helps us to overcome this limitation."

*Pablo Coca, Business Development & Operations Director at CTIC, W3C Spain Chapter Host.*

More information can be found in the Quick App Initiative White Paper:

<https://quick-app-initiative.ow2.io/page/whitepaper/>

### **Rapid Growth in China and Enormous Potential in Europe and Other Regions**

The MiniApp model is quickly taking shape in China. Recent data shows that approximately 10% of Internet traffic in 2020 came from MiniApps. Currently, quick apps can be accessed on more than 1.2 billion online devices, and have a user retention rate over 70%. Compared with figures from last year, the number of active users of quick apps has increased by 37%, and the number of quick apps has increased by over 46%. Given their innovative user experience, quick apps have become a highly empowering and cost-effective choice in the 5G era.

In Europe, and many other regions, the MiniApp model has yet to be promoted on a major scale. Nonetheless, it offers enormous potential, allowing users in these regions to access games, go shopping, book airfare and hotels, take public transportation, and access public services, all without the trouble of installing an app. This saves both storage space and time, and enables a new “here and now” app access and usage dynamic, while enriching digital living immeasurably.

"The market opportunity for quick apps is enormous."

*Brian Meidell, FRVR CEO*

"Consumer experience has changed tremendously. Let's bring new standards to the market. Let's facilitate content production for quick apps."

*Ilker Aydin, Famobi CEO*

In the process of boosting the global quick app ecosystem, Huawei has also delivered supporting technologies to developers. Huawei Quick App IDE provides full-process capabilities for quick apps, covering quick app design, development, debugging, testing, building, packaging, and release, for multi-platform app development and operations on a wide range of devices, with global distribution through a single point of access. Huawei also provides developers with a wealth of HMS Core capabilities, including Account Kit, In-App Purchases (IAP), Location Kit, and Push Kit, which are crucial for bolstering product capabilities, optimizing user experience, boosting ad monetization, and expanding the service and distribution scope.

According to statistics collected for the first quarter of 2021, the global Monthly Active Users (MAU) for Huawei Quick Apps witnessed a year-on-year increase of 150%. The total number of global Huawei Quick Apps had reached a staggering year-on-year increase of 260%. Huawei will continue to work with the open source software community OW2 to promote the accessibility of quick apps and nurture crucial innovation.

### **About OW2 and the MiniApp Model**

The open source community OW2 is an independent non-profit organization founded in 2007 and headquartered in France. It is dedicated to promoting industry-level open source software enablers for enterprise, and building a service ecosystem.

The MiniApp model is defined under the World Wide Web Consortium (W3C) and includes a set of standards jointly formulated by companies including Huawei, Alibaba, Baidu, Google, and Microsoft

to adapt to devices and operating systems from multiple vendors.

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