



Fx4 Beta Competitive Analysis (marketing)

May 25th, 2010

Overview

- Process
 - Feature gap analysis
 - Chrome user survey
 - Differentiated slated b1 features
 - Slated Fx4 features compared to IE, Chrome
 - HTML5 roadmap
 - Benchmarks (Chrome 6, IE9, Fx nightly)

Suggested Narrative

- 2004-2008
 - Fx defines the market: fast, stable, secure, customisable, standards-based
- 2008-2010
 - MSFT, Apple, Google all invest to be “like Fx”
 - Convergence in the market
- 2010
 - Fx redefines the market
 - Divergence once more

Fx4 Opportunities (1)

- Defocus / expand performance topic
 - Beyond benchmarks to use cases
 - Message around papercuts (address “bloat” perception?)
 - UI enhancements
 - Graphics performance: our equivalent of Chrome Experiments or TestdriveIE ?
- Recast Fx leadership: in line with zeitgeist
 - User control
 - Best-in-class privacy story

Fx4 Opportunities (2)

- Reemphasise participative nature
 - Real Beta programme
- Still own “upgrade the web”
 - Offline story
 - Html5 roadmap
 - New ways to interact with the web