THE GILBANE REPORT™

CONTENT, COMPUTING, AND COMMERCE – TECHNOLOGY & TRENDS

SVG – THE FUTURE OF WEB RENDERING?

HTML has been so successful largely because it is (or was) extremely simple. Like many successful technologies, the initial breakthrough happened when a magical "just enough" threshold was crossed – adoption soared, and now we all work differently. However, HTML had critics right from the start. One set of critics attacked the formatting presentation limitations of HTML, and predicted HTML would soon be replaced by a more graphically oriented format. PDF and Flash are the only serious survivors here, and they both allow for more graphically sophisticated content. A second group of critics decried the small, fixed tag set that prevented development of custom Web applications and the integration with enterprise applications that process more complex business data. XML and derivative standards emerged to meet this need.

Yet, there is still a critical gap between graphically-rich content that is difficult if not impossible to integrate with other enterprise data, and XML data that can be integrated with virtually any enterprise application but usually ends up rendered as graphically-challenged HTML. This month we publish an excerpt from *SVG for Designers: Using Scalable Vector Graphics for Next-Generation Web Sites* , a new book by Bill and Kate Binder, published by McGraw Hill and available (soon) at Amazon. In our article Bill looks at why Scalable Vector Graphics (SVG) has the potential to fill this gap. Whether you think SVG will take over the Web or not, it is difficult not to be intrigued with what SVG can do. As an IT strategist, you need to understand the issues and how SVG might help.

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