Introducing matrix

Rethinking IP Communication
How many chat and VoIP apps do you have installed on your smartphones and tablets?
<table>
<thead>
<tr>
<th>Hangouts</th>
<th>iMessage</th>
<th>Facebook</th>
<th>WhatsApp</th>
<th>Telegram</th>
<th>Blah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hike</td>
<td>Groupme</td>
<td>Viber</td>
<td>Libon</td>
<td>Line</td>
<td>Gadu Gadu</td>
</tr>
<tr>
<td>Kik</td>
<td>Kakao Talk</td>
<td>Mxit</td>
<td>Talko</td>
<td>Tango</td>
<td>Threema</td>
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<tr>
<td>Tox</td>
<td>Snapchat</td>
<td>WeChat</td>
<td>QQ</td>
<td>Skype</td>
<td>AIM</td>
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<tr>
<td>ICQ</td>
<td>Yahoo!</td>
<td>BBM</td>
<td>Path</td>
<td>Pinterest</td>
<td>Twitter</td>
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</table>

...and all the others too...
What's the end-user experience like?
I want to use my preferred apps and services to communicate
Not be forced into specific services chosen by my contacts.
If email gives me that flexibility, why not VoIP and IM?
Matrix provides a possible solution...
Introducing Matrix

- New Open Source project (launched Sept 2014)
- Setting up as non-profit org (matrix.org)
- Publishing:
1. A standard for interoperable VoIP, chat and generic messaging.
2. Open interfaces (APIs) to bridge other services to it.
3. Opensource servers and clients as reference implementations of the standard
What is behind the scenes? (high-level)
Anyone can run a server

Be it an individual like Charlie and Alice)

Or a service (e.g. myApp that Bob created)

The servers can talk to each other
People choose the server they want to register to, the one they trust.

Users are able to talk to each other from one server to another (Charlie can chat with Alice).
Matrix IDs are not required: e.g. myApp users registered with emails, phone numbers and Facebook IDs

• Matrix IDs are then created in background and not displayed to users
The Matrix Experience

• Everyone uses their preferred app
• One history available from anywhere
• Everyone chooses the provider they trust
• No single point of control or failure
• A new app reaches an existing community from day 1
Get involved!

• Run a server ➔ host your own data or be a trusted provider for your customers

• Build something (anything!) on top

• Build interoperability gateways ➔ add a whole new ecosystem to your community

Check out http://matrix.org!
THANK YOU!

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