



## **Master Thesis Project: Evaluation of WebRTC on mobile devices**

### **The company**

Freespee offers location-based, mobile click-to-call advertising and analytics that enable enterprises and business owners to confidently shift ad spend from the desktop to mobile.

Combining an analytics solution that enables insights well beyond the click, and click-to-call rich media ad units that gives consumers the most intuitive interface, Freespee brings the possibility of one-click conversion to any smartphone.

Freespee is trusted by leading media companies and by 35,000+ advertisers, including top international brands. Its solutions have connected millions of calls on behalf of advertisers, all the while growing Europe's most comprehensive dataset on mobile consumer call behavior. The company has commercial offices in Berlin, Copenhagen and Helsinki and a development center in Uppsala, Sweden.

### **Background**

WebRTC (Web Real-Time Communication) is a promising technology which enables plugin-less voice calling, video chat and file sharing in the browser. While the W3C specification is still being drafted it is expected to be the de facto standard for browser to browser communication once completed. Preliminary support is already offered by Google's Chrome, Mozilla's Firefox and the Opera Browser among others.

### **The task**

The purpose is to investigate how WebRTC can be used for in-browser calling on smartphones. The student will create a web prototype utilizing the WebRTC API for making browser to browser voice calls and examine to what extent it will be possible to use on mobile devices. An additional step could also be to include a consumer survey where the user experience is tested to see if it's possible to make it similar to native calling.

At the moment the only mobile browser with WebRTC support is Ericsson's Bowser (iOS and Android) which itself is a good testing platform but it's only a matter of time before other mobile browsers will start to roll out support for WebRTC.

### **Conditions**

The master thesis project will be carried out at the Freespee office at Villavägen 7 in Uppsala. Knowledge of JavaScript and HTML5 is required.

Please include a brief personal letter, CV and recent grades in your application.

### **Contact**

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