



Google Chrome
The Invisible Browser

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Beginnings

A new browser... a new opportunity

A modern platform for web applications

Objective: An Invisible Browser

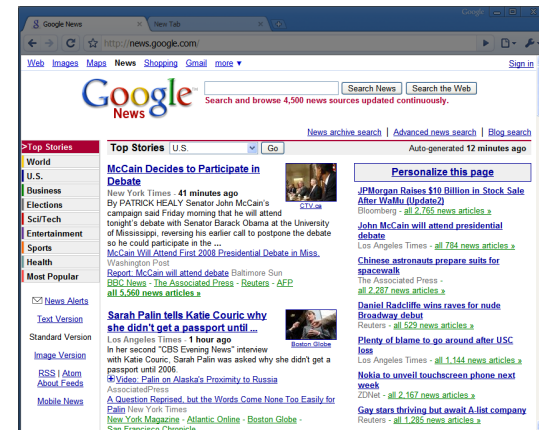
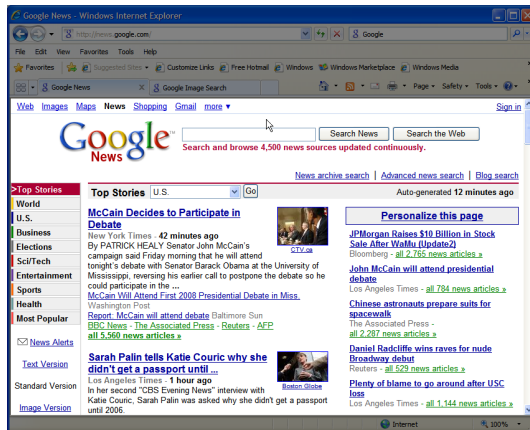
Deliver a transparent experience:

- Help people get stuff done...
- ...but don't get in their way.

Focus on what really matters!

Content, not Chrome

Emphasize the web pages and apps people are using.



73%

IE8 beta 2

87%

Chrome Beta

How?

A minimal user interface.

A window manager for the web.

But while we're here...

Let's re-think the way people interact with their browsers.

Focus on a few core principles:

- Let people do what they want to do
- Try not to force them to learn new things
- Make actions feel "instant"
- Reduce annoying popups!

Demos

How we made it work...

Design

- The UI never waits for the tab to respond
- I/O happens off the UI thread

Discipline

- Performance tests
- Dogfood!

End