

# FROGANS



**Meet with the Frogans Team**  
in the aisles of Hall 1 and Hall 2

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**VIVA** JUNE 11–14  
2025 PARIS  
**TECHNOLOGY**

**We created Frogans because there's only one choice for the universal publishing of content and services on the Internet.**

## **The Web is the only choice**

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Created in 1989, the Web (or World Wide Web) is a medium for the universal publishing of content and services on the Internet.

The Web enables millions of content publishers and billions of end users to communicate via Web sites.

From a technical standpoint, the Web is designed as a generic software layer running on top of the original Internet infrastructure, i.e. the TCP and IP protocols and the Domain Name System (DNS).

## **Frogans gives a new choice**

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When you have only one choice, there is no freedom.

With the arrival of Frogans, content publishers have the freedom to choose another medium for the universal publishing of content and services on the Internet.

The arrival of a new medium also gives the freedom to think outside the box about problems having no satisfactory solution in today's world, by breaking free from the technical framework defined in the Web's DNA. Thus, Frogans introduces new models intended for example to better protect end-user privacy and to reduce the digital carbon footprint.

**To create Frogans, we decided to use an open model like the Web, available to all, so as to foster the blossoming of projects and initiatives.**

## **A standards developing organization**

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The open model used to create Frogans is based on the OP3FT, a dedicated, independent, non-profit standards developing organization created as a French endowment fund in 2012.

The mission of the OP3FT is to hold, promote, protect and ensure the progress of the technology in the form of an open standard for the Internet, available to all, free of charge. As part of its mission, the OP3FT develops and releases technical specifications, reference implementations and policies. The OP3FT has a team of around 25 people.

Thanks to the OP3FT, based in Paris, in Beijing and in Washington D.C. the development of Frogans is carried out irrevocably in a neutral, open and transparent manner, with access guaranteed to all in the public interest.

## **Protective economic model**

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The economic model of the OP3FT relies on royalties paid by the company to whom the OP3FT delegated the technical and commercial operation of the addresses of the new medium.

This model protects the independence of the OP3FT by avoiding the need to resort to membership fees or sponsorships.

This model also protects the long-term financial stability of the OP3FT. Indeed, increases to the OP3FT budget resulting from the worldwide adoption of Frogans will be financed by these royalties, which are proportional to the number of addresses in use.

**Compared to the Web,  
Frogans is a medium  
designed for more visual  
communication, more  
focused content and more  
natural interaction.**

## **New sites to unleash creativity**

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Frogans allows to publish Frogans sites.

Frogans sites have free-form shapes which break free from the mandatory rectangular format of Web sites. They float on the end user's screen.

They appear exactly the same on all screens, such as those of computers (Windows, macOS, Linux), smartphones (Android, iOS), and virtual- or augmented-reality devices (Meta Quest, Apple Vision Pro).

Each Frogans site has an address enabling access to the site. The address can be written with international characters.

End users browse Frogans sites using dedicated, free-of-charge software called Frogans Player.

## **Open technology**

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Ever since its development began in 1999, the technology has been based on open standards, both preexisting ones and new ones developed specifically for Frogans.

This development required working with the IETF in order to specify the format of links enabling the opening of Frogans sites from the Web (RFC 8589), and with ICANN in order to ensure, via a top-level domain (.frogans), the security, stability, and reliability of the medium on the Internet.

Just like the Web, Frogans was designed technically as a generic software layer running on top of the original Internet infrastructure. But unlike the Web, Frogans was designed while always thinking first about end users and their interests.

frogans\*demo-Tennis-Live  
**frogans\*demo-TikiBar**  
frogans\*demo-Orangutans  
frogans\*demo-Château-de-Cérons  
frogans\*demo-CAC40  
frogans\*demo-Nasdaq  
frogans\*demo-GreenM

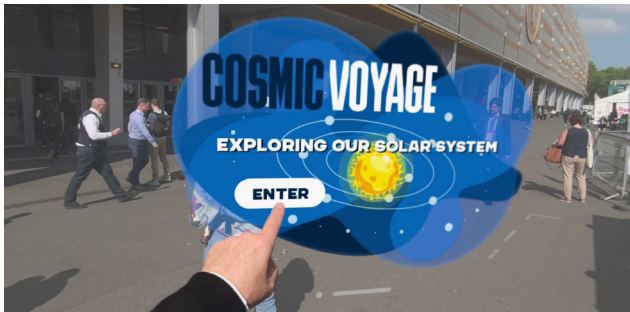
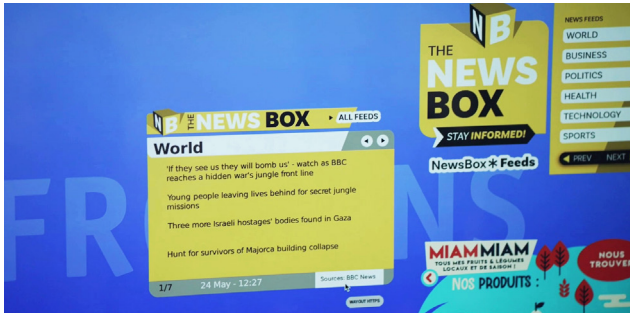
**Betty's**  
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\* THE BIG "M" 11.50€  
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**For the spread of Frogans,  
we respect the natural order  
for the adoption of an open  
standard, by entrusting the  
technical communities to  
create the first uses of the  
technology.**

## Beta period

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During the ongoing Beta period, the components of the technology are delivered step by step to stakeholders wishing to contribute to the testing of the medium.

The first three components delivered are version 4.0 of the FSDL language used to create Frogans sites; the FSDL software library used as the rendering engine for authoring tools; and the API used to register the addresses of Frogans sites in the core registry.

To participate in testing during the Beta period, send an email to [contact-beta@op3ft.org](mailto:contact-beta@op3ft.org).



**Organization for the Promotion,  
Protection and Progress of Frogans Technology**

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