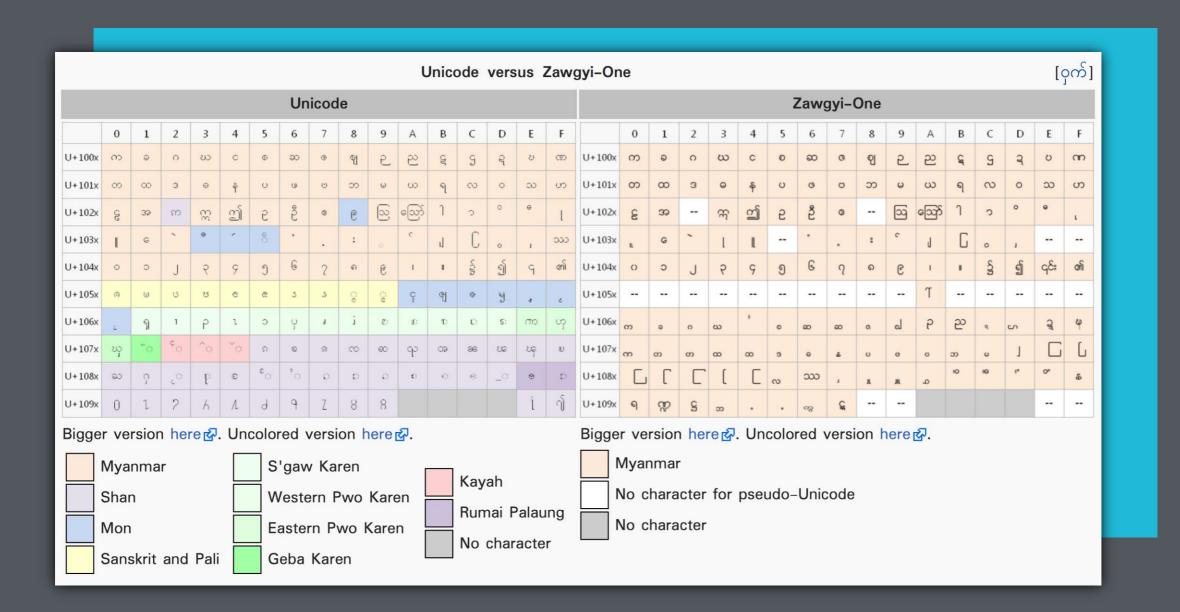
Migration(s)&Challenges

Migration(s)

Why "s"?

Coexistence?

Nope! Here is why!



Unicode FontA ABCDEF FontB BCADEF

Unicode data in fontA

Unicode data in fontB

FontB data in fontA

ABOUT TO CHANGE

BCOUT TO AHBNGE

CAOUT TO BHCNGE

Unicode Usage

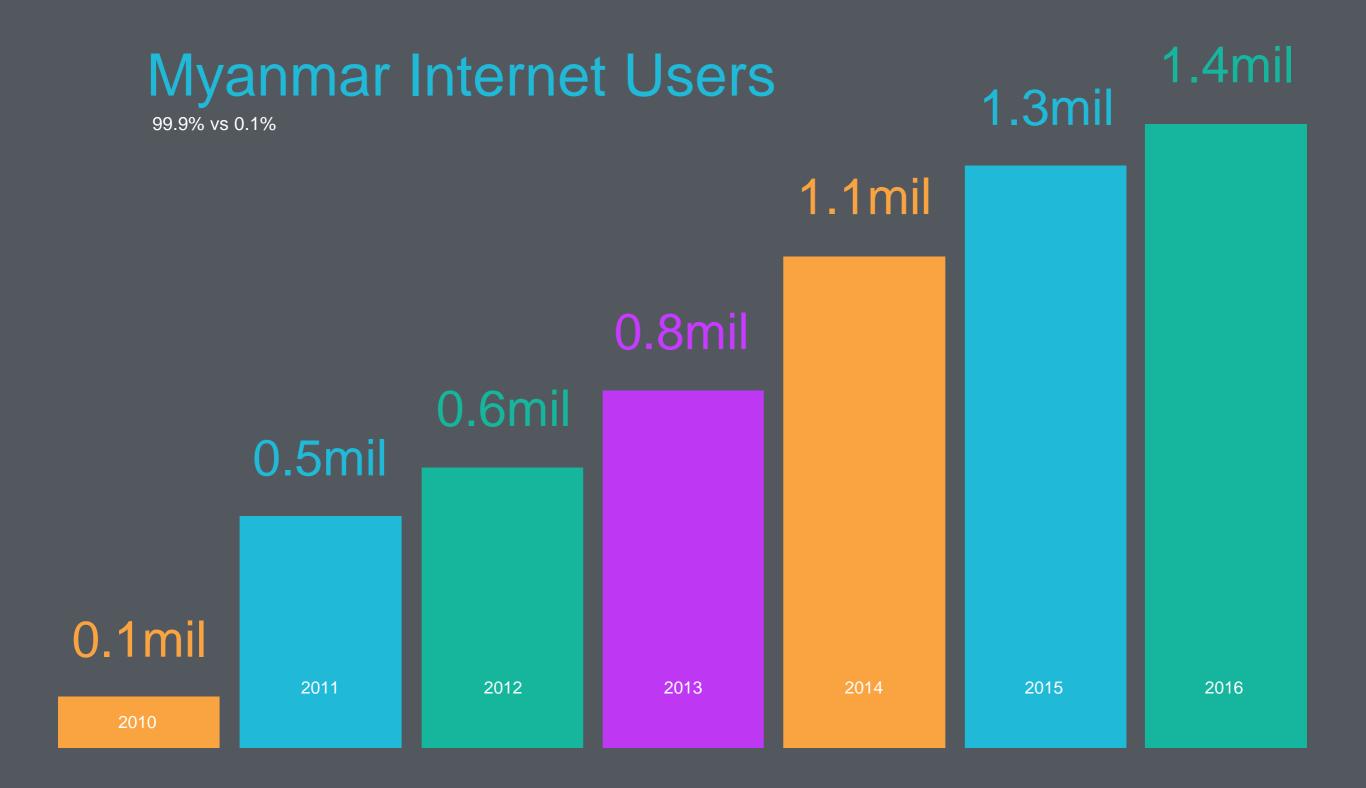
Special case for Myanmar





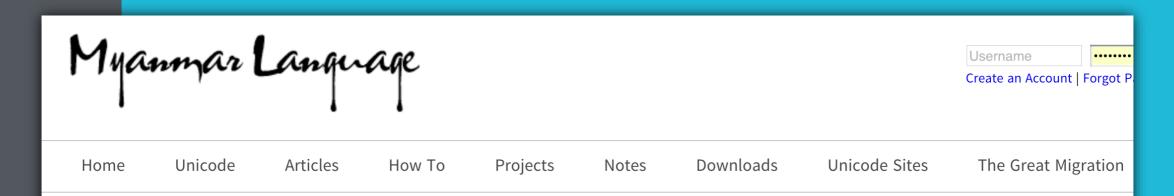
World

Myanmar



2011 Migration

From a smaller group of Unicode geeks to a slightly larger group of Unicode geeks



Great Migration Myanmar Unicode Year Day

The Great Migration: the Myanmar Unicode Year/Day

With Ko Zaw Htut's clever initiative, Ko Ravi's trustworthy assurance, involvement of our young leaders, recent positive responses from all bro/sis, and, last but not the least, hard work of the selfless Myanmar NLP contributors, I personally would like to express my support for the proposal of the Myanmar Unicode Year and its proposed cutoff date (၁၃၇၃ ခုနှစ် မြန်မာ နှစ်ဆန်း ၁ ရက်နေ့ 17.4.2011) for the Myanmar Unicode migration. I believe this is the time for "the Great Migration".

Tags: Great Migration Myanmar Unicode Year Day

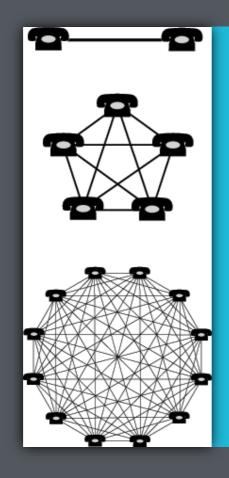
2015 Migration

From a few hundreds to a few thousands



Challenges

Network Effect



// becoming more attractive as more users join //

Zawgyi is OKAY

- For at least communicating
- For basic search
- For at least Burmese
- wysiwyg

Emphasising Small Internet



BAD PR

- Unicode already has a bad name in Myanmar
- Ignorance
- False rumours
- Thinking Unicode is a competitive business with Zawgyi
- Deleted built-in supports
- Conflict with Zawgyi
- No Government support
- No media support
- MCF/MCIA/MCPA Last priority
- I don't like the Unicode guys

Weakness of Unicode

- Needs contextual rendering
- Needs smart keyboards
- Different OS needs different rendering engine
- Not wysiwyg

Unicode Built-in Supports

Which nobody cares



Because

Every vendor is pre-installing Zawgyi

Remove and Replace

System fonts such as Arial or Roboto

Patch Harfbuzz Engine

So that Zawgyi works and Unicode is messed up

Advertise Burmese Support

Amplifying the ignorance

2015 Migration

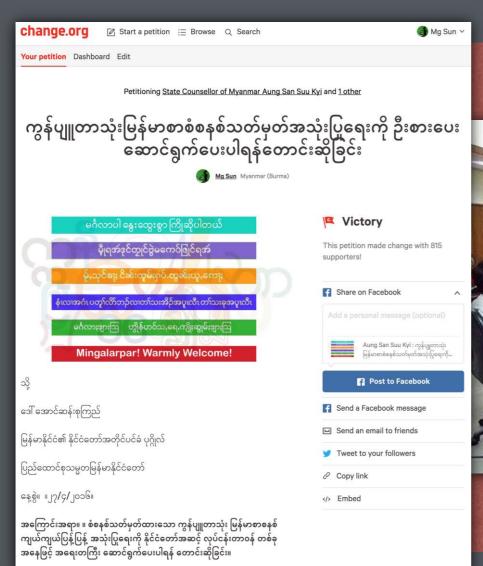
We learned the hard way. No more bottom-up. We are going top-down.





Petition to ASSK

Last effort?





Roadmap Draft

Proposal

1

Form a Consortium

2

Set the Migration Date

3

Internal Migration

4

Rules and Regulations

Vendors and Telecoms

5

Support Center

6

Awareness Campaign

