

## W3C Standards Critical to Mobile Web Success

### Multimedia and Graphics for MMS

Today's Multimedia Messaging (MMS) systems use W3C's SMIL technology for exciting multimedia content. Future MMS services will use W3C's SVG for displaying attractive vector graphics and animations (Mobile SVG, SMIL Mobile).

### Lower-Cost Content for Mobile Devices

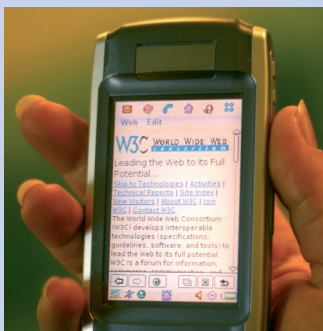
W3C standards lower the cost of producing content for mobile devices by emphasizing principles such as device-independent design. W3C standards allow authors to create content that can be adapted to match the strengths of specific mobile devices and user preferences (such as CC/PP and DPF).

### Convenient Web Browsing from Mobile Devices

Browsing on a mobile phone should be as easy as on a desktop. W3C is working on specifications that will provide the end user with a smooth and enjoyable browsing experience (Compound Document Formats, XHTML).

### Multimodal Interaction for Mobile Web

W3C develops standards that support multiple modes of interaction: aural, visual and tactile. Speech offers a welcome means to interact with mobile devices, allowing one-handed and hands-free operation (Speech Interface Framework, Speech Recognition Grammar Specification, Speech Synthesis Markup Language, EMMA, VoiceXML 2.0 and InkML).



### W3C's Mobile Web Initiative

With the support of key players in mobile services, W3C expects to launch a Mobile Web Initiative in 2005. Dedicated to making access to the Web from a mobile device as convenient as from a desktop device, the Mobile Web Initiative will focus on:

- "Mobile Web" Best Practices
- Device Description Solutions
- "MobileOK" Validation
- "Mobile Web" Content Developer Training

W3C works with other organizations to develop interoperable Web standards. OMA and 3GPP are using W3C standards for MMS, Web browsing and Multimodal Interaction.

# Join W3C and Participate in the Mobile World Wide Web



**“Mobile devices are quickly becoming first-class citizens of the Web”  
Tim Berners-Lee, W3C Director.**

Supporters of the Mobile Web recognize the tremendous business opportunity created by combining mobile and Web technologies. Key mobile players are:

- Authoring tool vendors
- Content providers
- Handset manufacturers
- Browser vendors
- Mobile phone operators

## Lead the Web to its Full Potential

### Take a leadership role by:

- Exercising technical influence over standards
- Providing strategic direction for the mobile Web
- Extending your international outreach

### Promote your image as innovator by:

- Introducing new ideas at W3C Workshops, frequently the incubator for new work within W3C
- Contributing implementations and test cases
- Gaining public recognition of your organization's contributions

### Gain early insight into market trends by:

- Tracking development of emerging technologies, markets, and priorities
- Implementing a standard ahead of the market
- Helping to coordinate technology development

## W3C Members Active in Mobile Web

Adobe, ACCESS, Alcatel, AT&T, Aspect Communications, Avaya Communications, BBC, Boeing, Brooktrout Technology, Canon, Cisco Systems, Comverse Technology, Consiglio Nazionale delle Ricerche (CNR), Ericsson, ETRI, Expway, France Telecom, Fraunhofer Gesellschaft, Genesys Telecommunications Laboratories, HP, Helsinki University of Technology, IBM, INRIA, International Webmasters Association/HTML Writers Guild (IWA-HWG), Intel, IONA Technologies, Kirusa, Korea Association of Information and Telecommunication (KAIT), Loquendo, Matsushita Electric Industrial (MEI), Microsoft, MobileAware, Nokia, Nortel, NTT Docomo, Nuance Communications, Openstream, Opera Software, OnMobile Systems, Oracle, Orange, Obigo, ScanSoft, Siemens, Streamazzo, Sun, Tellme Networks, T-Mobile, T-Online International, V-Enable, Vida Software, Vodafone, Vocalocity, VoiceGenie Technologies, Volantis.

### Join W3C

To learn more about the W3C's work or about joining in it, please visit: <http://www.w3.org/> and click on "Join W3C." Further questions? Write to [membership@w3.org](mailto:membership@w3.org).