It's NOT Just About Train Timetables

The Mobile Pervasive Web
(WAP IS Crap)

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What is Mobile Web 1.0?

The Mobile Web 1.0 = WAP, iMode, Live (Premium Content)

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Mobile Web 2.0 = A 'Web'site That Works On a Mobile Device

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What Does The Future Hold For Traditional Access To The Web?

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Measure Twice

Cut Once

Render Everywhere

"Nurse, get on the internet, go to SURGERY.COM, scroll down and click on the 'Are you totally lost?' icon."

W3C Mobile Web Initiative - Mozilla Firefox

Sign In   File   Edit   View   Go   Bookmarks   Roaming Bookmarks   Tools   Help

http://www.w3.org/Mobile/   Go

Google   G Search   PageRank ABC   Check   AutoLink   AutoFill   Options

W3C Mobile Web Initiative   Segala, Web Accessibility and Mobile Testin...

W3C | Mobile Web Initiative

The Web on the Move

"The Mobile Web Initiative's goal is to make browsing the Web from mobile devices a reality", explains **Tim Berners-Lee**, *W3C Director and inventor of the Web. "W3C and mobile industry leaders are working together to improve Web content production and access for mobile users and the greater Web."*

About MWI

- MWI Home page
- Activity Statement
- Sponsors
- Participation and Sponsoring

Working Groups

- Best Practices WG
- Device Description WG
- MWI Steering Council (Sponsors-Only)

Related

FEATURED SPONSOR

segala

As a leading test and certification provider in the mobile arena, Segala is proud to sponsor the W3C MWI which brings standards of mobile friendliness to the Web.

Become a MWI Sponsor

TIP OF THE DAY

[TABLES_NESTED] Do not use nested tables. *(Excerpt from the Mobile Web Best Practices 1.0)*

NEXT EVENT

W3C's Mobile Web Initiative latest achievements, as well as future directions of work to be developed by MWI sponsors in the "What will the Mobile Web 2.0 be" panel, will be presented at the coming W3C track @ WWW2006, on Wed. 24 May, in Edinburgh, UK.

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Large Scale Study Of Mobile Search Behaviour by Google

Categorization	% of all queries	average length of a query	average number of words per query
Total	100	15.5	2.3
Adult	> 20	12.5	2.2
Entertainment	> 10	17.1	2.9
Internet & Telecom	> 5	15.1	2.4
Local Services	> 5	18.8	3.0
Games	> 2	17.5	3.0
Computers &Technology	> 2	14.7	2.4
Lifestyle & Communities	> 2	17.5	2.9
Sports	> 2	15.7	2.6
Health & Beauty	> 2	18.6	2.9
Travel & Recreation	> 2	16.1	2.5

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Internet & Telecom	> 5	15.4	2.5
Adult	> 5	15.0	2.5
Sports	> 5	17.1	2.8
Food & Drink	> 2	18.4	2.8
Health & Beauty	> 2	17.9	2.7
Society	> 2	20.2	3.0

http://www1.cs.columbia.edu/~mkamvar/publications/CHI_06.pdf

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The Mobile Pervasive Web

'Web'sites (xHTML, CSS…)

NOT WAP (cHTML, WML…)

WAP IS Crap

Segala - Mobile Web Specialist

Enabling a Reliable, Consistent and Trusted Experience

Visit Our Stand For a Private Demo on How Users Will…
Filter Out Sponsored Links in Google Based on Trust (Personalized Search)

Thanks For Listening

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