

*Leading the Web  
to Its Full Potential*



## Lead Your Organization to its Full Potential Join the World Wide Web Consortium

Founded in 1994 by Web inventor Tim Berners-Lee, the World Wide Web Consortium (W3C) is the global center for Web standards. W3C is where the framework for today's Web is developed, including HTML and XML. W3C is where the framework for tomorrow's Web is now being designed, including technologies to enable widespread automation, meaning and trust; to support a broader range of devices and types of interaction; and to serve an expanding, more inclusive base of users.

If your organization is investing substantial resources into Web technologies—either by developing Web-based products, using the Web as an enabling vehicle, or conducting research on the Web—then your organization should be a W3C Member.

W3C Members work together to design Web technologies that build upon its universality, giving the world the power to enhance communication and commerce for anyone, anywhere, anytime and using any device.

Tim Berners-Lee  
Director, World Wide Web Consortium

Adoption of W3C standards and reliance of global commerce and information exchange upon these standards continue to grow. Those who participate in our work have a unique opportunity to shape W3C standards and to leverage them to create new markets, expand existing markets, and participate directly in the revolution that continues to change the way the world works.

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).

<http://www.w3.org>

### Member Benefits

By joining W3C, your organization will enjoy an exceptional suite of Membership benefits, including the opportunity to:

Work with W3C's nearly 400 Members, including the world's foremost technology companies, as well as major government agencies, non-profits and universities.

Provide strategic direction through your seat on the W3C Advisory Committee.

Submit proposals for work on new Web standards.

Participate in W3C workshops; frequently the incubator for new technical work.

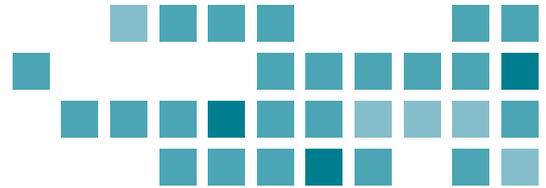
Design Web standards with world experts in W3C Working and Interest Groups.

Access the Member-confidential Web site and mailing lists, containing early information and discussion on emerging Web technologies, software, events, forums, news and announcements.

Affiliate your organization with one of the most respected and successful consortia in the world. Included are the rights to display the W3C Member logo on your Web site, participate in press releases, provide highly visible testimonials, and appear on the W3C home page that is viewed by up to one million visitors each day.



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## World Wide Web Consortium Technical Background

Tim Berners-Lee proposed the initial model for the World Wide Web in March of 1989, and demonstrated the first prototype using HTTP, HTML and URIs in December of 1990. The unprecedented growth of the Web attests to the elegance of this initial model. However, an elegant model was just the start.

Tim established the World Wide Web Consortium in 1994, with a mission to lead the Web to its full potential. W3C brings the broadest range of parties to the table to engineer the requirements, architecture, design, specifications and guidelines that provide the framework for the Web of today and tomorrow. Work is done within a consensus-based process that is fair, effective and used as a model by other organizations.

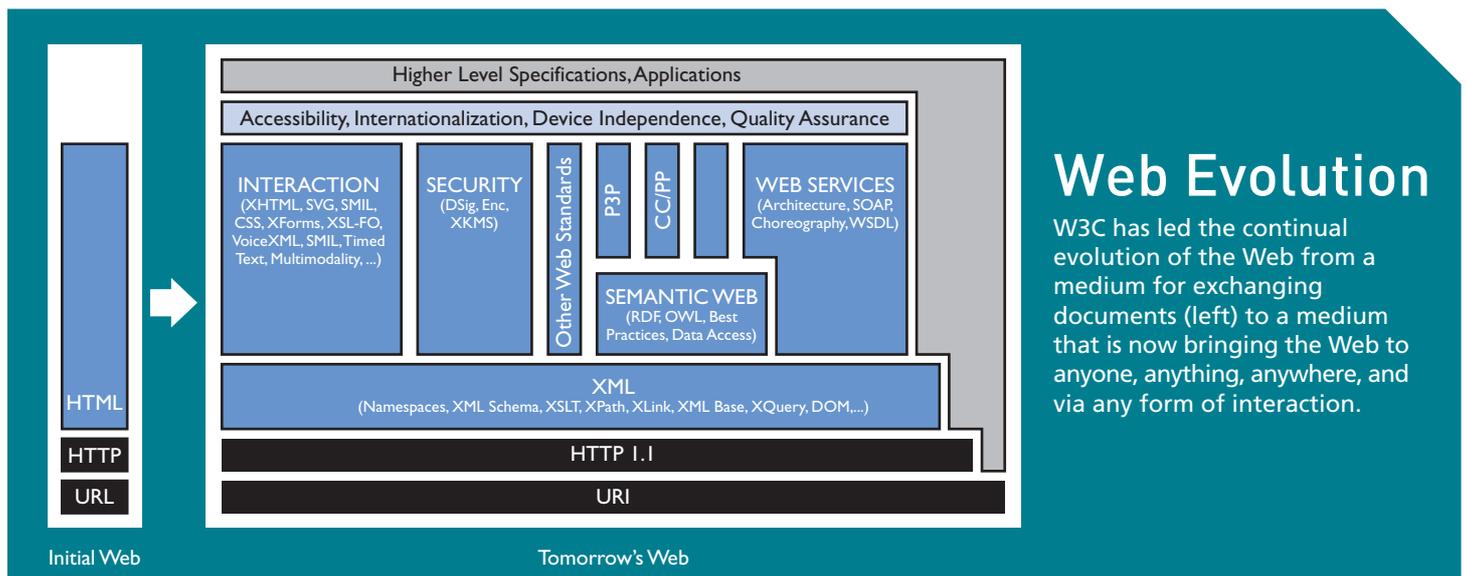
### Unique Among Standards Bodies

The Consortium is composed of close to 400 Member organizations, investing the resources of nearly 700 technical experts to engineer technologies within 50 Working, Interest and Coordination Groups. W3C's vendor-neutral technical Team guides these efforts, with staff based at the Massachusetts Institute of Technology (USA), the European Research

Consortium for Informatics and Mathematics (France) and Keio University (Japan). Fourteen additional W3C Offices around the world support an expanding, global constituency.

Before a technology becomes a W3C Recommendation—commonly regarded as a Web standard—we demonstrate that it can be implemented and can interoperate with other technologies. The Consortium furthers its interoperability goals through Member and public reviews, and liaisons with over 30 standards bodies. W3C formulates and integrates into our standards the techniques needed to ensure accessibility for people with disabilities, usability within international language and writing systems, and overall high quality.

This brings us to the most important and distinguishing characteristic of W3C: its history of achievement. HTML, CSS, XML, DOM, SOAP, RDF, OWL, VoiceXML, SVG, XSLT, P3P, XML Signature/Encryption, Web Accessibility Guidelines—there are now close to 80 W3C Recommendations, and many more are under development. This record of technical leadership, coupled with a record of leadership on the interface of technology and society, has earned the W3C the trust and respect of a global community.



## Web Evolution

W3C has led the continual evolution of the Web from a medium for exchanging documents (left) to a medium that is now bringing the Web to anyone, anything, anywhere, and via any form of interaction.

### This Is Just the Beginning

Current work is *expanding the reach of the Web to anyone* (regardless of culture, abilities, etc.), *anything* (applications and data stores, and on devices ranging from big computers with high-definition displays to palm devices to appliances), *anywhere* (from high to low bandwidth environments), and *via any mode of interaction* (touch, pen, mouse, voice, assistive technologies, computer to computer). These new technologies will lead to new discoveries, expand commercial opportunities, increase benefits, and create and solve new challenges for humankind.

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