

# Mobile Web: Potential and Challenges

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## ➤ **Greater Reach**

- **More Users**
- **More Geographies**

## ➤ **Innovations in Usage**

- **Mobile use of Existing Applications**
- **Innovative Applications**

## ➤ **Discovery**

- **Finding Sites that Work**
- **Finding Sites that are Interesting**

## ➤ **Trust**

- **Secure Access**
- **Secure Applications**
- **Trusted for payment**

- **Embracing Diversity**
- **Challenges to Assumptions**
- **Repurposing Existing Sites**
- **Creating for the Mobile Web**
  - **Analysis of Challenges**
  - **Extensions to W3C Specifications**
- **W3C Working Groups Involved**
  - **Device Independence Working Group**
    - <http://www.w3.org/2001/di/>
  - **Mobile Web Initiative Best Practices Working Group**
    - <http://www.w3.org/2005/MWI/BPWG/>