

A horizontal banner with a light blue background. On the left, a person is shown from the side, looking at a device. On the right, a person is shown from the front, looking at a computer monitor. The background of the banner has a faint, white, circuit-like pattern.

# Mobile Web, NOT WAP

**What will the Mobile Web 2.0 Be?**

**Paul Walsh**

**CEO**

**Paul@segala.com**

A horizontal banner with a light blue background. On the left, a person is seen from the side, looking at a device. On the right, a person is looking at a computer monitor. The background of the banner features a faint, white, circuit-like pattern of lines and nodes.

## Mobile Web, NOT WAP

**What is Mobile Web 1.0?**

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

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## Mobile Web, NOT WAP

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

## Mobile Web, NOT WAP

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



## Mobile Web, NOT WAP

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."*





# 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

 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.

A horizontal banner with a light blue background. On the left, a person is seen from the side, looking at a device. On the right, a person is looking at a computer monitor. The background has a faint, abstract pattern of white lines and dots, resembling a network or data flow.

## Mobile Web, NOT WAP

**What Will The Mobile Web 2.0 Be?**

**'Web'sites (xHTML, CSS...)**

**NOT WAP (cHTML, WML...)**

**WAP IS Crap**

A horizontal banner image showing two people. On the left, a person in a white shirt is looking at a mobile device. On the right, a person in a blue shirt is also looking at a mobile device. The background is a light blue with faint, glowing lines and dots, suggesting a digital or network environment.

# Segala - Mobile Web Specialist

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**Paul Walsh**

**CEO**

**paul@segala.com**

**www.segala.com**