From a Web of Documents...
... toward One Web of Data and Services for Everyone on Everything
W3C

- Founded by Tim Berners-Lee in 1994
- Mission to “Lead the Web to its full potential”
- Over 400 Member organizations
- Technologies such as HTML, CSS and XML
- Areas such as Accessibility, the Semantic Web, Internationalization and Web Services
W3C Mobile Web Initiative

Goal is to make access to the Web on Mobile devices as seamless, reliable, cost-effective, useful as desktop/laptop Web access.
Participants include the sponsors plus: AOL, AT&T, BBC, Boeing, CDAC, ETRI, El Mundo, Fondation CTIC, Fondation ONCE, GoDaddy, Google, HTML Writers Guild, Indus Net Technologies, Infraware, ICRA, Microsoft, NeoMteln, Openwave, Royal National Institute for the Blind, SK Telecom, T-Online, Telefonica, University of Helsinki, WURFL Team ... with others joining over time.
Problems
50% of Web-capable phones are not configured to access the Web
24% of users have only tried once to access a Web site
JAF携帯サイトのご案内

http://jafmb1.jp/
http://www.jaf.or.jp/ez/index.cgi
http://www.jaf.or.jp/u/

iモード、EZwebの公式サイトからもご覧いただけます。

☆ iモード：[iMenu] ⇒ [メニューリスト] ⇒ [趣味] ⇒ [クルマ/バイク] ⇒ [JAF]

☆ EZweb：[トップメニュー] ⇒ [ライフ] ⇒ [ライフ] ⇒ [車・住宅] ⇒ [JAF ロードサービス]
Web of 1994

Too slow

Mobile Web of 2006

Too slow
Web of 1994
Walled gardens

Mobile Web of 2006
Walled gardens
Web of 1994
Lack of interoperability

Mobile Web of 2006
Lack of interoperability
Web of 1994
Not accessible

Mobile Web of 2006
Not accessible
Hope
63% of data traffic comes from Web browsing
BBC: Number of requests to mobile content doubled in 2005
BBC: 28% of mobile users only accessed BBC content from their phone
Web of 1994

Web is a novelty

Mobile Web of 2006

Web is a mass medium
Web of 1994
Few connected users
Mobile Web of 2006
Many connected users
Web of 1994
Lack of content

Mobile Web of 2006
Lots of content
Web of 1994
No industry
Mobile Web of 2006
Large potential industry
Web of 1994

Web of documents

Mobile Web of 2006

Rich Web applications
Mobile Web Best Practices

- Guidelines for authoring Web content for good user experience as well as effective delivery to and display on mobile devices
- Leverages existing Web standards
- Informed by existing guidelines (eg Nokia, NTT DoCoMo, Openwave, Opera)
Example guidelines

- Use standards such as XHTML Basic
- Use markup for semantic content
- Use CSS for styling (no layout tables)
- Ensure friendly error messages
- Optimize navigation
- Check graphics and colors
- No Image Maps, Frames, Popups
A good Mobile Web page is a good Web page
Under development

- Techniques document
- “MobileOK” scheme
- Online checking tool
A better Mobile Web will allow more people to connect
Participate

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