

Vodafone in the W3C

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A Brief History of Vodafone in the W3C

- > In 2004, we had worked with W3C Management Team to develop the concept of a “Mobile Web Initiative”
 - Best Practices for Mobile Web Developers
 - MobileOK Trustmark
 - Helped to develop mobile Web market
- > In the last 2 years, we have co-chaired the Geo API and the Device APIs working groups as well as participated in the Widgets work
 - Launched products based on these specifications
 - Reducing fragmentation – lowers costs
- > More future-looking, we are co-chairing the Social Web Incubator and are helping to shape some potential work in Augmented Reality
 - The future of communication is social



Why W3C?

GROUP R&D

- > International organization
- > Track record
- > Patent policy that works
- > Neutral ground where we can sit down with our competitors and build stuff that benefits the entire industry
- > Mobile and Internet industries both represented
- > Strong academic credentials
- > Participatory and strong team
- > Developer clout
- > Strong sense of community
- > Many things to many people



Some Advice?

- > What you get out of W3C depends on what you put in
- > The team are your friends
- > Member and public newsletters are a boon
- > Don't be put off by rancorous A.C. list discussions
- > Remember the Web and the W3C communities are global
 - Internationalization, languages, time zones, cultural differences...
- > The value of W3C is not only realized through the process document
- > W3C is a community – use it



Thank you

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