

Universal Acceptance: Barrier or Excuse



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Universal Acceptance

- Browsers
- Search Engine
- E-mail
- E-Commerce
- Social Media
- Applications in General
- Mobile Devices

Defining Success for IDN TLDs

- Addresses display correctly
- Addresses are indexed correctly
- Addresses are accepted, stored and retrieved correctly
- Addresses reach where they are supposed to

Browsers

- Do Address Bars display properly and reach their intended destination
- Are there differences among Browsers
- Are TLDs indexed in Search Engines
- Are links displayed correctly

E-mail

- There are Standards – just not widely deployed
- Addresses are not always displayed correctly
- Mail doesn't always transit correctly

Applications

- Do IDN TLD E-mail addresses work?
- E-Commerce
- Social Media
- Applications in General

Mobile Devices

- Should be best because the dynamic keyboards.
- Other Hardware issues – Keyboards

Opportunities

- The Fortune at the Bottom of the Pyramid
- The next 3 BILLION
- Cultural Imperative or Cultural Imperialism

APTLD region

