

# **Mobile Web: Potential and Challenges**

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#### **Potential**



- Greater Reach
  - More Users
  - More Geographies
- > Innovations in Usage
  - Mobile use of Existing Applications
  - Innovative Applications

## **Social Challenges**



- Discovery
  - Finding Sites that Work
  - Finding Sites that are Interesting

#### > Trust

- Secure Access
- Secure Applications
- Trusted for payment

### **Technical Challenges**



- 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/