



## **Putting the vision into practice**

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- Who we are
- Our Vision
- Our Approach
- Conclusions

- Our Mission
  - Improve the consumer experience of using the Internet on mobile devices
- .mobi is a Sponsored Top Level Domain
- Timeline of .mobi:
  - ICANN approval in Outline 3 Dec 2004
  - ICANN Final Approval 28 June 2005
  - mTLD company established Autumn 2005
    - HQ in Dublin
    - Satellite Office in Washington DC
  - Mid 2006 Launch



- Solve real mobile consumer problems
- Guarantee a minimum predictable experience
- Has Rules - certain portions enforceable and auditable
- Supported by a developers community
  - Including, specifications, a rich library of tools, techniques, use cases, and communication mechanisms

- Initially a “Style Guide” for Web Browsing
  - Based on W3C Best Practice Recommendations
  - Includes Mandatory as well as Best Practice recommendations
  - Supported by a Developer Programme
    - Facilitates development to and feedback from community
- Other Style Guides
  - Email and possibly other areas in 2006

- An approach to improving the experience of the Web on Mobile
  - .mobi - a 'brand', giving confidence
  - Deeply involved with W3C MWI
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- Thank You

