Device Independent
or
Accessible

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W3C

Mobile Web Initiative
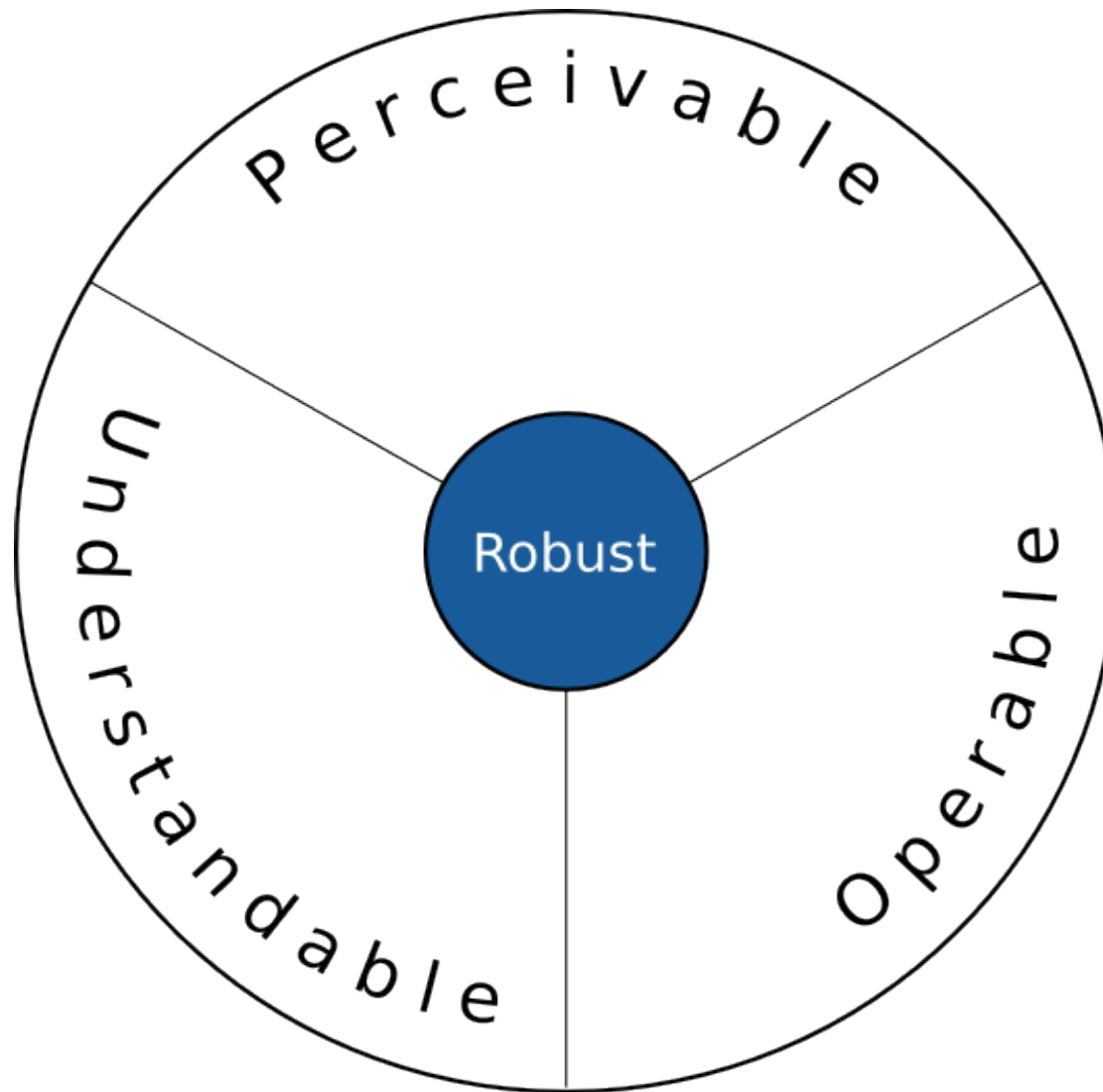
W3C Recommendation

Mobile Web Best Practices 1.0

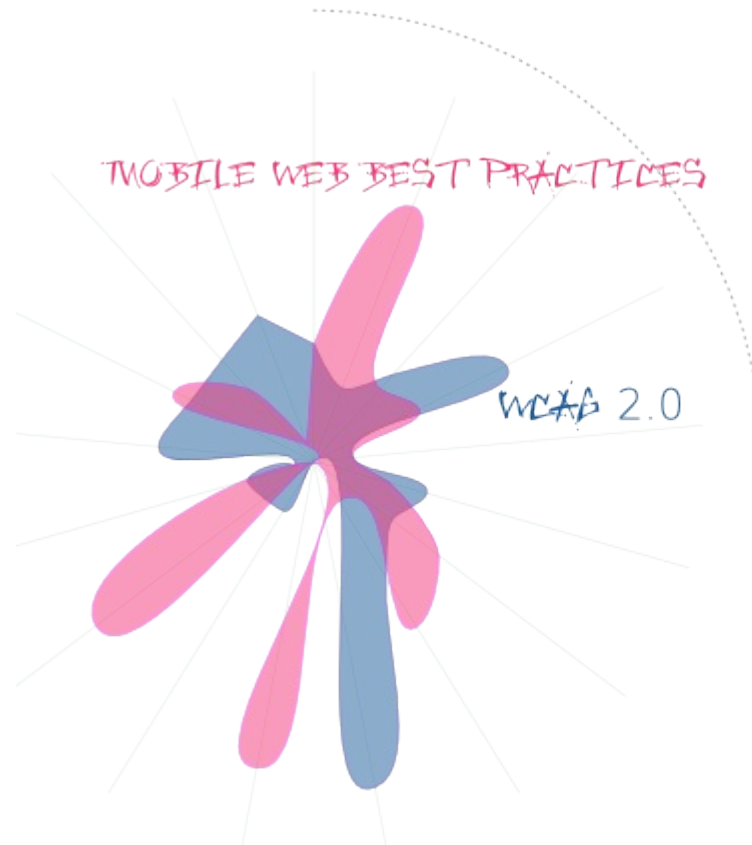## Web Accessibility initiative

W3C Recommendation

Web Content Accessibility Guidelines (WCAG) 2.0

Similarities of problems

Overlap

Different contexts

- My Boss got an iPhone

- It's fun!

- Mobile-specific versions

- Law requirement

- It changed my life

- One-for-all