

BANKING
PUBLISHING
MEDIA
ADVERTISING
GAMES



ARE YOU READY FOR THE TRANSFORMATION?

NEXT GENERATION WEB TECHNOLOGY
IS DRIVING NEW CUSTOMER DEMANDS.

HOW WILL YOU RESPOND?

GOVERNMENT
TELEVISION
AUTOMOTIVE
HEALTHCARE

Work with W3C and its partners to create the premier platform for innovation – **The Open Web Platform.**

The Web has progressed dramatically from its early focus on documents.

People online today expect to work, learn, shop, chat, watch videos, and play games, at home, work, or on the go.

Web technology has evolved to meet these demands for highly interactive experiences, beautiful design, social networking, and apps that take full advantage of cameras, location-based services, and other features.



W3C IS BUILDING HTML5,
THE CORNERSTONE OF THE
OPEN WEB PLATFORM.

Extend Your Reach With The Open Web Platform

The Open Web Platform is a technology suite – including HTML5 – for building rich, interactive, social applications that can run on a broad range of devices, whether in a browser or as a standalone application.

Reach more people

Billions of people have access to the Web and the numbers are growing. Reach more people and broaden your impact across all audiences with rich media, accessibility, and multilingual support.

Reach more devices

Create powerful applications that run on a wide range of devices large and small, and connect them in new ways to create new business opportunities.

Reach people faster

On the Web, people are only one click away from using your application. Deliver software seamlessly to your users and prototype more quickly compared to other distribution models.

Leverage open standards

Industries, open source developers, and governments support open technology standards. Enjoy the benefits of an open platform, including W3C's Royalty-Free patent policy to help lower costs.



WORLD WIDE WEB CONSORTIUM

Established in 1994, the World Wide Web Consortium (W3C) is an international community that develops open technology standards to ensure the long-term growth of the Web. W3C Members—
including companies, universities, and government agencies—collaborate under the leadership of Web inventor Tim Berners-Lee and CEO Jeff Jaffe. Together, the community is rebuilding the Web into an Open Web Platform for the delivery of services and rich applications across a broad set of industries, including mobile, media, television, games, publishing, automotive, and advertising.



Tim Berners-Lee,
W3C Director and
Inventor of the Web



Jeff Jaffe,
W3C CEO

SHAPE THE WEB AT W3C

- ▶ **WORK** directly with worldwide technology leaders
- ▶ **SHARE** ideas and develop partnerships in a vendor-neutral forum
- ▶ **Demonstrate** technology leadership and gain public recognition
- ▶ **LEVERAGE** shared work to accelerate your own research and development
- ▶ **GAIN** insights about Web technology to fuel your business innovation
- ▶ **INFLUENCE** the direction of standards to align with your business needs

GET READY FOR THE TRANSFORMATION

Join W3C and help set the direction for the Open Web Platform.

FOR INFORMATION ABOUT MEMBERSHIP

membership@w3.org
w3.org/join

