# Adamind Position Paper for the W3C "Mobile Web Initiative" Workshop

Adamind Inc., a spin-off from Philips Electronics N.V. (www.philips.com) and Emblaze Ltd. (www.emblaze.com) is a world-class global provider of multimedia infrastructure technology solutions and services that enable rich data services across different types of devices in the Mobile and Consumer Electronics market.

Whether it is MMS, content download or web browsing, operators in the mobile world are still are still facing a critical hindering factor: an un-optimized, inconsistent end-user experience. The differences between the various devices and the variety of media formats and implementations often result in a frustrating and non-encouraging end-user experience. Media adaptation has proven to be essential in the MMS world, where it provides a smooth and seamless process from the end user's experience, regardless of the device, media file type or format, size or any other limitation in an environment of disparate mobile devices and networks. Media adaptation solutions are therefore becoming an essential component of any multimedia services environment and a standard transcoding interface is in the process of being defined in OMA.

In the description of the upcoming W3C "Mobile Web Initiative" Workshop the issue of providing the end user with a smooth and enjoyable browsing experience while keeping it simple for the content and service providers is raised. We in Adamind believe that integrating a media adaptation solution in a web browsing environment can help solve many of these interoperability and user-experience problems, just as it does in the MMS world.

With Adamind's focused expertise in media and mobile infrastructure as well as experience in consumer devices, our interest in participating in this workshop would thus be first to introduce media adaptation as part of a mobile web browsing environment and then to further understand what the details such an integration would be.