

Mobile Wednesday Workshop | 2008 03 05

Daum Development Strategy for Mobile Device

- Sunjin Kim



- **About Daum**
- **Development Strategy**
 - **XHTML**
 - **Accessible Markup**
 - **Develop By Guideline (and Tools)**

About Daum



Hanmail.net was the Korea's first free-of-charge web mail service launched in May 1997. Hanmail.net's comfortable image like a life-long friend has attracted 38 million members, positioning it as Korea's leading mail service.



Starting from its cafe service in 1999, Daum has led the on-line community's culture. Currently, Daum provides diverse community services including Korea's largest community service with 7 million cafes and 38 million members (cafe.daum.net), one-person media service Blog (blog.daum.net) and open blog : Tistory(www.tistory.com)



Web 2.0 became the mainstream trend in the internet industry last year, and User Created Contents(UCC) has grabbed headlines as 'killer contents'. In particular, internet users in South Korea have been at the forefront of a new trend called 'video UCC', which means using video clips to create new contents after simple text or image files.



- **For machine**
 - **Now : XHTML 1.0 Transitional, Future : XHTML Strict**
 - **semantic markup : meta data**
 - **easy to add new element attributes**
 - **usefull Language to reprocessing data**

- **For Human**
 - **considering accessible markup**
 - **semantic markup : meaning**
 - **maintenance & repair**

Daum Front Page

- **daum develop process**
 - **documentation**
 - **Whenever Wherever Accessible**
 - **Feedback**
 - **WYSIWYG Tools**

At Daum UI Dev.

Thank You