Universal Acceptance: Barrier or Excuse

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Universal Acceptance

- Browsers
- Search Engine
- E-mail
- E-Commerce
- Social Media
- Anti-Virus/Spam
- Applications in General
- Mobile Devices
Defining Success for IDN TLDs

- Addresses display correctly
- Addresses are indexed correctly
- Addresses are accepted, stored and retrieved correctly
- Addresses reach where they are supposed to
Browsers

• Do Address Bars display properly and reach their intended destination
• Are there differences among Browsers
• Are TLDs indexed in Search Engines
• Are links displayed correctly
E-mail

• There are Standards – just not widely deployed
• Addresses are not always displayed correctly
• Mail doesn’t always transit correctly
Applications

- Do IDN TLD E-mail addresses work?
- E-Commerce
- Social Media
- Anti-Virus/Spam
- Applications in General
Mobile Devices

• Should be best because the dynamic keyboards.
• Other Hardware issues – Keyboards
Opportunities

• The Fortune at the Bottom of the Pyramid
• The next 3 BILLION
• Cultural Imperative or Cultural Imperialism
APTLD region