**Abstract:** Implementing the Media Fragments URI - *(3:45 PM - 4:15 PM)*

**Description:** Media resources on the World Wide Web (WWW) used to be treated as "foreign" objects, which could only be embedded using a plugin that is capable of decoding and interacting with the media resource. To make media a "first class citizen" on the Web, it needs to be as easily linkable as HTML pages. Only when we are able to navigate through media resources based on semantics rather than random guesswork, will we really be able to master the full complexity of rich media.

In this talk, we will present prototype implementations of the Media Fragments URI specification which is currently being developed by the W3C Media Fragments Working Group. The group's mission is to create standard addressing schemes for media fragments on the Web using Uniform Resource Identifiers (URIs). More specifically, we will show how User Agents (UA) will either be able to resolve media fragment URIs without help from the server, or will make use of a media fragments-aware server. The talk will be composed of explanations of the current specification and demonstrations of existing client and server implementations.

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