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HTML5 is the fifth revision of the popular web development HTML standard. HTML5 is packed with powerful new multimedia capabilities and interactive features including style controls, visual illustration tools, rich audio and video features and exceptional design-ready templates. HTML5 is perfect for cross platform mobile applications too, especially for the huge range of Android smart phones and tablets.

There are a very few companies which has welcomed and embraced the HTML5 standard implementation along with CSS3. It is important for web design and development companies to compete with the ever-evolving web technology landscape by embracing new technologies which are going to define the fabric of the web world.

It is important for companies to pitch the perfect balance which combines the latest advances in technology with a perfect UI for creating better user experience. It is also important to present the business goals and objectives in the best light while making use of the latest technology in vogue.

Building Rich Internet Applications (RIA) is crucial for all types of media including the web and the mobile world. Smartphones which can thrive on cross browser compatibility will find HTML5 to be a blessing since it provides all the benefits of a rich user experience. One can even create an impression through an eye-catching UI by incorporating the best in design standards for creating an indelible vision in the minds of the visitors.

With HTML5 development and implementation, designers are in the midst of a generational change and HTML5 is generally a shorthand term which is used to describe the transition. There are many more technologies which are driving this transformation and they are not restricted by any HTML5 specifications.

HTML5 is now an important part of the web platform which consists of a set of protocols, formats, and APIs which are supported well by diverse web browsers. Full advantage of device capabilities is taken by developers to leverage the features inherent in cameras, microphones, and GPS devices.

HTML5 is nowadays broadly implemented and developers are using the standard regularly for the best user experience over almost all platforms. The World Wide Web Consortium (W3C) has played a significant role in determining consistent interoperability by introducing developing standards that also create supporting materials which includes test suites and validators.

The HTML5 standard is a shared agreement of the latest specifications and proves to helpful for designers who are working on tasks related to different levels of maturity. One needs to address queries related to HTML5 implementation and development if there is any confusion on the overall usage of the standard. Developers and designers can always rely on practical solutions such as fallbacks and "polyfills" if things do not work out later.

With the changing web development and design scenario, it is imperative for developers to leverage the features of the HTML5 standard while also maintaining a balance of a consistent UI coupled with the requirements of the client. The UI should be aligned with the branding of the company and in tandem with the latest Web 2.0 standards and the trends of the current web designing industry.

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