



Internet Made Mobile

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dotMobi (mTLD Top Level Domain, Ltd.)

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# The world is growing mobile

- 2 mobile phones sold for every TV
- 4 mobile phones sold for every PC
- 2.7 billion mobile phones currently in use
- More people access Internet using mobile
- By 2008, 1.3 billion mobile Internet users





# .mobi - the TLD for mobile

<http://wireless.schwab.com/>

<http://mobileapp.epsn.go.com/wireless/>

<http://www.amazon.com/gp/aw/h.html>

<http://www.nike.com/nikebasketball/mobile/>

<http://www.whitehousedrugpolicy.gov/pda/>

<http://wap.ebay.com/>

<http://mobile.redbull.com/>

<http://m.technorati.com/>

<http://bmw.mobi>



Mobile content for  
the mobile context



## Who is behind dotMobi?

### Investors



..... T ..-Mobile-



Telefonica



### Associations



cwta



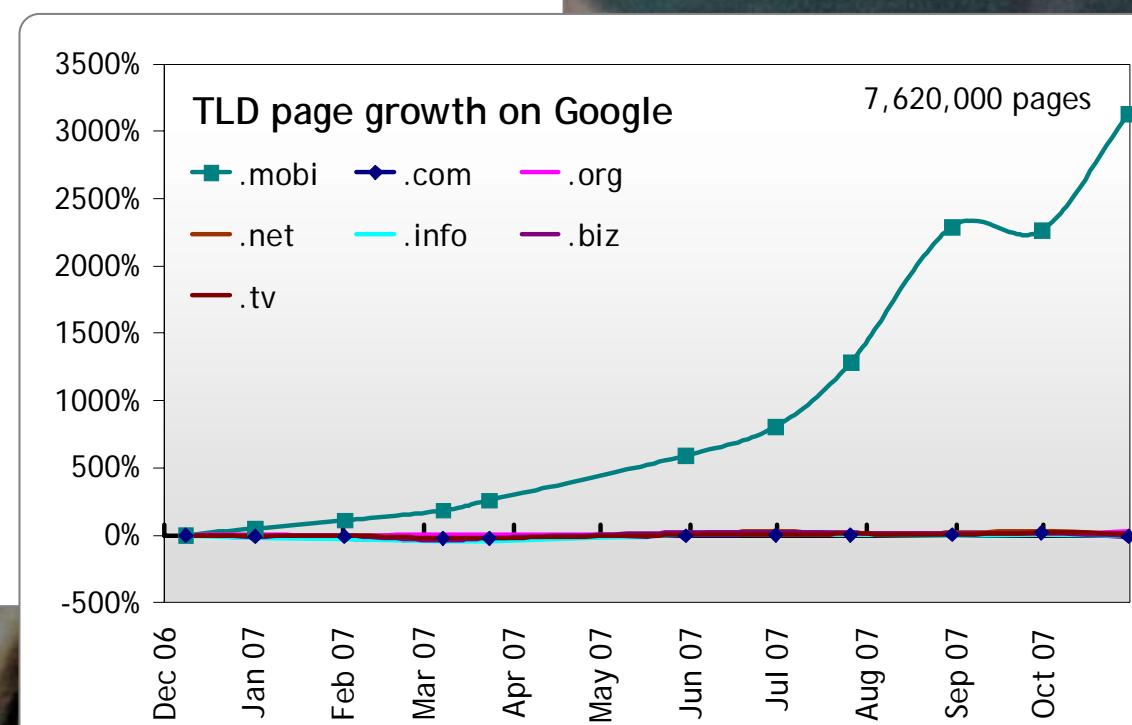
Mobile  
Entertainment  
Forum



W3C



# The .mobi domain continues to grow





- Best Practices Working Group
  - Co-chair
  - Editor Best Practices
  - Co-Editor MobileOK Basic
  - Co-Editor Content Transformation Guidelines
  - Editor Content Transformation Landscape
- MobileOK Checker Reference Implementation
  - Contributors to Code
  - Contributors to Documentation and Specification
- Device Descriptions Working Group
  - Co-Editor DDR API
  - Editor Core Vocabulary



# Implementation #1

## Domain compliance rules

“Driving confidence in the mobile web”

Mandatory styleguide rules:

- XHTML-MP compliance
- Non-use of frames
- 2<sup>nd</sup> level domain

Legal Agreement - Windows Internet Explorer

https://www.godaddy.com/gdshop/legal\_agreements/show\_doc.asp?pageid=REG GoDaddy.com, Inc. [US]

48. PROVISIONS SPECIFIC TO .MOBI REGISTRANTS

You acknowledge and agree that You shall comply with the requirements, standards, policies, procedures and practices set forth in the dotmobi Style Guide, found [here](#). You consent to the monitoring of Your website as described in the dotmobi Style Guide monitoring guidelines, found [here](#), for compliance with the Style Guide.

Further, You acknowledge and agree that the Style Guide is subject to modification by the dotmobi registry, with any such changes found [here](#), and You acknowledge and agree that You will comply with any such changes in the time allotted.

e.g.



# Implementation #2

## http://ready.mobi

The screenshot shows the NetworkSolutions Ready.mobi Report interface. At the top, it says "Get your free page analysis and MobiReady score. This report is the most accurate test of your website using industry best practices & standards." Below that, there's a field to "Enter the URL of the page you want to check". The main report area has a title "ready.mobi report" and a date "Mon Feb 26 11:50:21 GMT 2002". It displays a large green "5" icon with the word "GOOD" underneath. A bar chart titled "Overall Readiness" shows a score of 5.00. Below the chart, it says "It will probably display very well on a mobile phone." There are also other charts for "Readiness, Size, Time & Cost" and "Estimated Price". On the right side of the report, there's a section titled "About this report" with information about mobile device compatibility and developer resources. Another section titled "What now?" provides tips for improvement, links to developer guides, and a "Want more help?" link. At the bottom, there's a "Other domains" section with a list of related URLs.

free

"Is your site ready  
to go mobile?"

- Mobile quality report
- MobileOK tests
- Additional quality metrics
- Mobile emulators
- Tips for improvement
- Scores pages out of 5
- Crawler for site testing
- Branded by registrars



# Implementation #3

## http://find.mobi

"Finding quality mobile content"

- Directory of mobile content
- W3C Best Practices used for rating quality across TLDs
- Positive feedback loop drives BP usage by developers

The image shows a close-up of a person's smile, with a red starburst graphic containing the word "free" pointing towards the search results. The search results are displayed in a mobile browser interface.

**.mobi MOBILE SEARCH**  
Results for: sports

NEWS (119) | LOCAL | REF | WEB

1. **Sports**  
Sports Sports 1. Square peg Keller comes ...  
mobile.latimes.com/... - 7k

2. **Sports**  
Sports 09/11/2007 NFL Replay ...  
Alerts - NEW! Team Notes Scores  
Sports Poll Sports On TV MLB NBA NHL ...  
wap.usatoday.com/... - 17k

3. **Reuters Sports**  
... Reuters Sports Sports - Battle's late touchdown gives ... to miss Davis Cup Home > Sports Top News | Oddly Enough | Entertainment ...  
mobile.reuters.com/... - 5k

4. **Google News - Sports**  
... Google News - Sports News beta  
Sports 49ers edge Cardinals, 20-17 ...  
news.google.com/... - 13k

5. **Sports in Pictures**  
Sports in Pictures Sports ...  
wap.usatoday.com/... - 13k

NEWS | LOCAL (15) | REF | WEB

1. **Sports Home Page**  
SKY NEWS  
Top Stories  
DAD ATTACK TRIAL: GRANDMA KILLED  
The grandmother of a five-year-old boy shot by a self-harm ...  
pda.sky.com/... - 22k

2. **BBC Sport | Sport Homepage**  
BBC Sport | Sport Homepage 11 Sep 07  
14:35 15:35 UK BBC News  
>> Sport Homepage  
Football Football Scores ( ...  
news.bbc.co.uk/... - 24k

3. **espn.mobi**  
Top News MLB NBA NHL  
NASCAR Golf NFL College FB  
More...  
espn.mobi - 25k

4. **Eurosport**  
\*EUROSPORT  
Eurosport Choose your language Please choose your language :  
eurosport.com eurosport.fr



# Implementation #4 Device Database (January 2008)

This screenshot shows a Mozilla Firefox window displaying a mobile device database. The left sidebar lists manufacturers like Motorola, Orange, and Sendo. The main content area shows a "PROPERTY OF THE DAY" section with placeholder text and a small graph, and a "RANDOM GRAPH" section with a bar chart.

This screenshot shows a Mozilla Firefox window displaying detailed properties for a Motorola C980 phone. The left sidebar shows the phone's image and basic details. The main content area is divided into sections: "Content Types and Mark-ups", "Display Properties", and "Texteditories". Under "Content Types and Mark-ups", various supported media types are listed. Under "Display Properties", screen dimensions are specified as 240x320 pixels. Under "Texteditories", font styles like Bold and Italic are listed.

"What does this handset do?"

- Definitive database of handset information
- A DDR Implementation
- Data sourced from throughout the industry

- Data subscription for usage in content adaptation
- Premium analytics tools



# Bringing mobile to developers

<http://dev.mobi>

The screenshot shows the homepage of dev.mobi. At the top, there's a banner that says "The Mobile Web is growing and Certification can increase your business" with a "LEARN HOW" button. Below the banner is a navigation bar with links for articles, forum, tools, blogs, ebooks, certification, training, showcase, and MAG. The main content area has several sections: "Welcome to dev.mobi" (with a mobile phone icon), "Get started" (with a developer guide icon), "Build content" (with a site builder icon), "Improve" (with a mobility check icon), "Featured articles" (listing "Flash Lite and Video Streaming" by Giorgio Natili), and "Recent blogs" (listing "Should government web sites be required to have mobile-friendly versions?" by David Noyes). On the right side, there's a "Search" field, a "User login" section, and a "Article Topics" sidebar listing various mobile development topics.





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