The Condition, Challenges and Opportunities of the Mobile Web

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The telephone was on the kitchen wall. Then it moved to the car. Now, it travels in pockets.

Following the same demand for uninterrupted personal and business communication, the Internet traveled from use on personal computers to use by a wire free laptop station. It now lands on devices held by hand in any location.

Already, millions of people worldwide are accessing the mobile web. However, U.S. consumers have not fully welcomed the service. Although promoted heavily for years, consumers seem uninterested in service that doesn't measure up to their PC. They expect the same Internet experience on a hand held that they get from their full system.

As industry leaders approach the task of meeting the consumer demand, two overriding thoughts direct this technology:

1. *Mobile web is the next step to launch business success and client satisfaction.*
2. *As mobile web service meets the challenges put forth by businesses and clients, it will flood into mainstream use with force.*

Mobile Web Simply

As cellular phones allowed the public to conduct calls outside the home or office, the mobile web allows Internet use away from a computer, completing the communication continuum.

Titled 3G—third generation mobile communications—handheld communication devices move past voice and text messaging into a new era of complete content and complete service. The concept recognizes that although consumers aren't always at their desktop or laptop, they don't want a lapse in conducting their Internet business.

That concept needs the technology to support it. This includes:
- web sites that are easily transferable to wireless devices,
- a network that will quickly and successfully carry web information
- and a device in hand that will accept it.

Specifically, a wireless device can read Internet content provided:

- the wireless device is either an Internet capable phone or equipped with a wireless modem,

- the user has purchased service from a wireless carrier

- and the wireless device is within the carrier's wide area network range (WAN).

Hatching the Mobile Web

Mobile web use started largely through Wireless Application Protocol (WAP), a standard that requires content readable by a mobile devise such as a Smart Phone or a Personal Digital Assistant (PDA). That content cannot contain large amounts of text, images or multimedia.

A technique used to deliver website information to wireless devices is to build a simplified parallel web site. The maintenance of a separate site can be very time consuming and leaves room for errors and inconsistency.

Worldwide, mobile web gained significant popularity in South Korea and Japan. In the U.S., where the required high speed wireless networks were not as readily available, mobile usage initially peaked with short messaging, leaving great capabilities untouched.

Business: Challenge and Opportunity

For business, the challenge of top customer service remains the priority factor in success. Just as years ago it became evident businesses needed web sites, now, that web site must be moving. Businesses see that customers want accessibility at any time, from any location and with complete ability to engage any business transaction. Complete corporate information on the web, ready for handheld devices, is in demand as the opening for e-business to reach prospective and current clients. The business web site is being stretched with returns through increased business.

For all business, however, preparing for the mobile web can be a large, looming investment of time, money and staff. And without a guarantee of success, the start-up can be intimidating. Since only certain content can be transferred, businesses fear it

may mean development and maintenance of an alternate web site at high expense. Finally, once mobile, businesses want to know that any client's mobile device will be compatible with their mobile network.

Consumer: Challenge and Opportunity

Customers have been trained to expect 24 hour access to everything from shopping and research to conducting business and scheduling travel. Convenience has become an expectation. Away from their computer systems, they want the same speed, ease, and opportunities they find with desktop Internet.

The first U.S. mobile web users encountered disappointment. As the WAP standard required that web sites be mostly limited to small amounts of text, browsing sites was a frustrating and time consuming process.

Sophisticated consumers knew their handheld devices were capable of more than the web sites allowed. The technology they paid for was not put to good use. That initial disappointment left consumers reluctant to pursue the mobile web without a significant upgrade.

Mobile Web Now

Promise for the mobile web is here in a two-fold solution.

First, consumers are finding evidence of significant change from the original mobile web experience. As upgrades are introduced, U.S. users are more than ready to meet the expense of personal mobile devices and service. Just as the population has thrown millions of dollars to cellular service and equipment, they will invest in the new convenience.

Clearly the other half of the equation is filled by web site owners. Businesses must ready for the next step, believing their investment will be met by increased activity from their clients.

Presently, carriers are bringing out faster wireless networks with 3G technology while handset producers incorporate more power, increased memory and larger

screens. As the networks and devices come together, the overall web experience is improving and is likely to ignite the U.S. user base.

Mogistic Inc. Delivers Mobile Web with Mobigo

Mogistic, Inc., a leader in content logistic solutions, has addressed the challenges of the mobile web with Mobigo. A real-time handheld content delivery system, Mobigo was designed to translate a conventional website seamlessly for wireless reception. The offering matches the issues facing both businesses and consumers in mobile web use.

- One website
- Accepted by any wireless device
- Consistent content
- Fast translations

Mobigo operates without software to install and configure. A web site needs to be prepared for mobile translation only once through an easy task similar to highlighting text. After text selection, a series of tags is embedded in the conventional web code to show the content that will be displayed on mobile devices. Tags are only readable by Mobigo and don't affect a site's normal use.

As customers access the web, the request for information passes through Mobigo. The tags are interpreted as large graphics, menus and links are quickly removed to deliver the content in simplified format. Content is sent back to any wireless device.

Mobile language is not needed, as the system extracts and directly translates current content. One web site then goes to work for both conventional and wireless users.

All mobile web programs are still dependent on the speed of the carrying network. Mobigo resides on Mogistic's server to ensure quick translations and immediate response.

Users accessing web sites will find that Mobigo translates their request specific to the wireless device they carry. Mobigo also outputs VXML to allow interacting with a website on a regular touchtone phone.

Mobigo makes web information continually available. The result is broad, consistent and constant outreach for web site.

Conclusion

Mobile Web is a great leap forward, while still just the beginning of where the internet is headed.

As the technology overcomes initial challenges including slow speeds, difficulty in navigation and limited information, a business and consumer public awaits continual connection.

Mobigo is a response to the need for a simple, fast way to deliver complete content. Mogistic's offering allows consistently delivered content from conventional to mobile web, and opens the door for great business and consumer opportunities.