

CONVINCING ARGUMENTS IN FAVOUR OF THE

Instant Mobilizer™ from dotMobi

epag

DOMAIN
SERVICES



**Which arguments are in favour of this application?
Why should you use this tool?**

1

SIGNIFICANCE OF A MOBILE INTERNET PRESENCE

If there is one clear trend emerging on the Internet at the moment, it is using mobile devices in order to get access to the Internet. The Internet goes mobile – this becomes particularly clear when looking at the following figures:

- Mobile Internet use was increasing by 700% last year
(source: dotMobi Internet Crawl, April 1, 2009)
- On April 1 there were already 1.1 million web sites which were created for mobile use
(source: dotMobi Internet Crawl, April 1, 2009)
- Currently, there are over 4.1 billion wireless rate plans worldwide compared to about 1 billion PCs
(source: International Telecommunications Union, March 2009)
- One third of all mobile phone users in France makes use of mobile Internet, 51% of those users use it at least once a week (source: JournalDuNet, July 2009)
 - A mobile Internet presence has got a constantly rising significance nowadays.
 - The older mobile phones are replaced by modern Internet compatible devices, the more important the significance of mobile Internet becomes.
 - Companies without mobile Internet presence resign from offering additional customer service and therefore have to forego further revenue opportunities.
 - Companies which have got no mobile Internet presence, may appear old fashioned and technically not up to date.

2

EVERY COMPANY/ EVERY ORGANIZATION CAN SPREAD CONTENTS OF MOBILE IMPORTANCE:

e. g.

- Contact details
- Travelling directions
- Sitemap (e. g. for restaurants in the city)
- Business hours (e. g. for a fitness club)
- Program (e. g. for a cinema)
- Replacement rules (e. g. for a doctor)
- The latest fashion (e. g. for a hair dresser)
- Prices (e. g. for trade businesses)
- Rankings (e. g. for book shops)

dotMobi
Accredited Registrar

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3

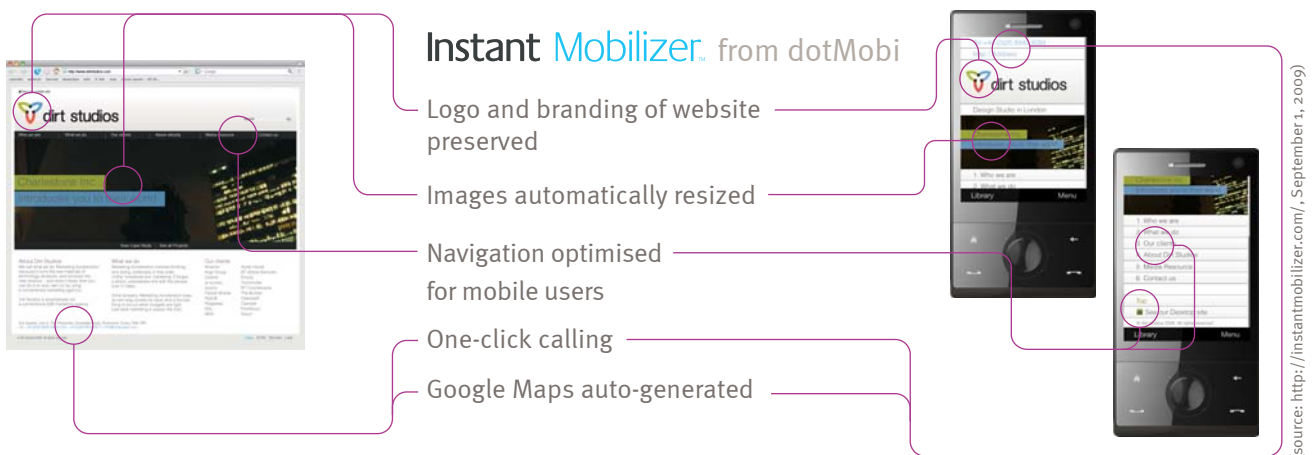
TIME EFFORT AND EXPENSES OF AN ADDITIONAL MOBILE INTERNET PRESENCE

Only seldom small and medium-sized enterprises are able to bear the time effort as well as the expenses for the design and the maintenance of an additional mobile web page.

The “Instant Mobilizer from dotMobi” offers small and medium-sized enterprises the opportunity to get a maintenance-free mobile Internet presence without development effort and at a minimal price (free of charge until November 30, after that 19 € per year). The Instant Mobilizer optimizes regular web pages while making a request via a connected .mobi domain in order to enable a presentation on mobile devices:

- Fully automated conversion of the page in real time
- Faster downloads and easier navigation
- Brand consistency: logos, pictures and colors will be transferred to the mobile website
- Additional mobile features such as one click calling, integration of Google maps, tell-a-friend feature
- Better page ranking and search results

In order to make use of the Instant Mobilizer, the customer needs to register a .mobi domain (e.g. example.mobi) and has to indicate that his regular Internet presence (e.g. www.example.com) should be available for mobile devices under his .mobi domain.



You may purchase the Instant Mobilizer from dotMobi easily on our public website and in your EPAG customer account.

If you have any question, please do not hesitate to contact our sales team:

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