



.mobi
Internet Made Mobile.
Created by the mobile
and Internet worlds.



dotMobi is the ICANN-appointed global registry for the .mobi domain. Backed by 14 leading mobile and Internet organizations, .mobi addresses the need for seamless access to Internet-enabled mobile phones.

.mobi is the first – and only – top level domain dedicated to users who access the Internet through their mobile phones. With four mobile phones purchased for every one personal computer purchased, there's a world of people whose main access point to the Internet is a mobile phone. And every one of those users can trust that a web site is compatible with their mobile phone if that site's address ends in .mobi.

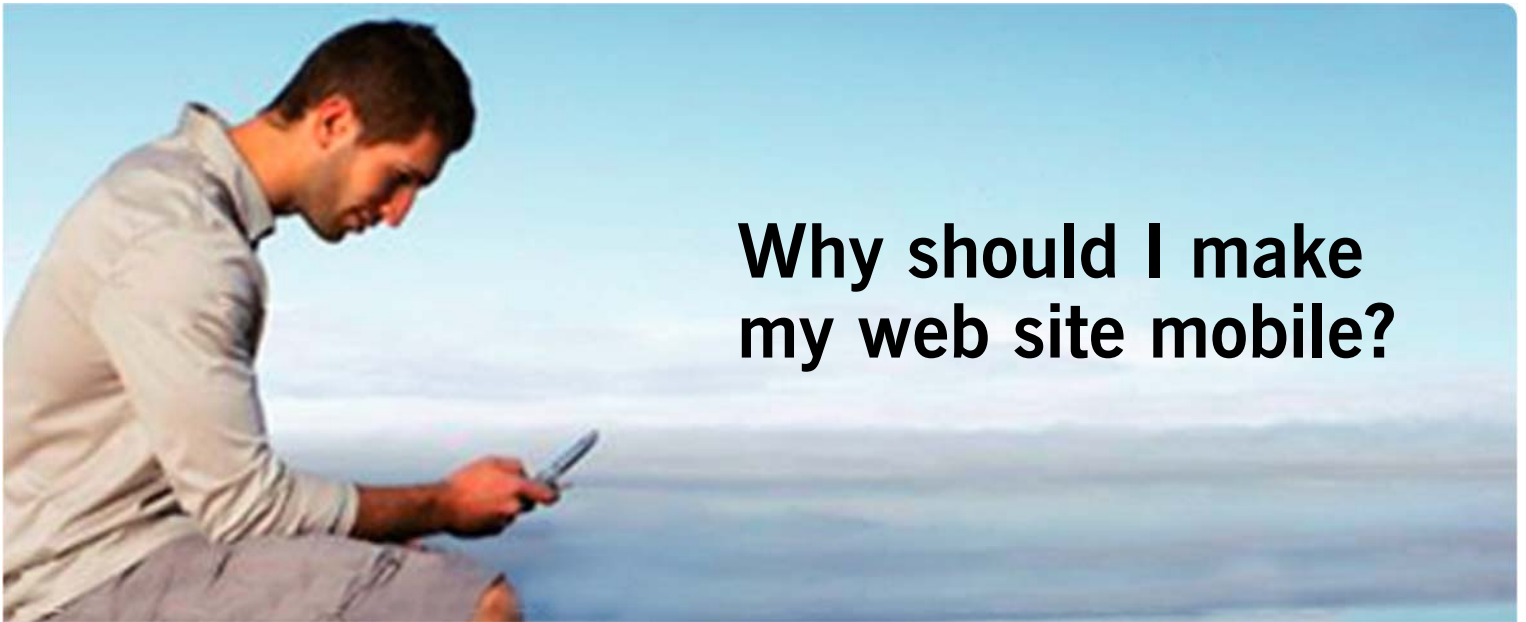
In an increasingly mobile society, businesses, organizations and individuals need to reach and interact with their customers via the mobile web. A .mobi address allows them to bypass the constraints of geography, operators and handsets to effectively reach their audience.

For content providers, it opens a new and more profitable revenue stream, without having to rely on operator portals. Conversely, for operators, .mobi allows increased use of profitable data services while ensuring a good user experience and, therefore, customer loyalty. And that's because dotMobi ensures a predictable, consistent experience on a mobile phone by encouraging site owners to use dotMobi style guides, based on Worldwide Web Consortium (W3C) open standards.

In short, .mobi revolutionises the use of the Internet on mobile devices ... but why now and why with .mobi? Because dotMobi, the company behind the .mobi domain, is backed by the most prominent mobile and Internet players in the world – the same companies who have delivered the promise of today's information society: Ericsson, GSM Association, Google, Hutchison, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, Telefónica Móviles, TIM (Telecom Italia), T-Mobile, Visa and Vodafone.

Find out more at <http://dotmobi.mobi> or read <http://blog.mobi>.

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Why should I make my web site mobile?



Here are ten reasons why you should get a .mobi domain name and make your site mobile:

1. There are four times as many mobile phones sold as PCs. That's 1.3 billion people who can access the internet on their mobiles.
2. The mobile web is a new marketing channel that's predicted to generate \$150 billion by 2011.
3. 28% of mobile Americans would use their phone for purchases, but the companies with whom they do business make it difficult to do so. Make it easy for your customers; they will thank you.
4. ".mobi" means "**mobile**" like ".com" means "**commercial**" on a "**computer**."
5. .mobi is a trustmark that tells your customers your site works on mobile phones and that your content is relevant to their mobile context.
6. There are more than 80,000,000 .com, .net and .org sites, but only 0.03% are mobile friendly. With a .mobi name and free dotMobi guides, your site will work on any phone with any operator.
7. You can have first mover advantage in the mobile space with the domain name want. dotMobi has registered 800,000 names but great ones are still available if you secure your names now.
8. Unlike m.domain.com or domain.com/m, a .mobi address guarantees a site will work on mobiles because dotMobi's free site-building guides ensure that mobile sites adhere to enforceable, but open, standards.
9. Mobile advertisers will spend more than \$1.5 billion in 2007. Your mobile site can take advantage of that and turn a profit from advertising.
10. Microsoft predicts most people's first computing experience will be on a mobile. If your brand is one that people see during that formative experience, you will leave a positive, long-term impression.

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