

# Mobile Router

The importance of serving customers with mobile devices the right content is higher than ever. Mobile users require and deserve an experience tailored for the mobile context, serving the right content for the right device at the right time. The Mobile Router by Mobiletech makes sure that the mobile device receives the mobile version of a website when accessing the main website or url. Its job is to detect the type of device and forward it to the proper portal. This enhances usability, and makes it easier to market a mobile service since the url is the same as for web.

## Identifying mobile

On most mobile phones today, "www" is pre entered in the "go to url" input field in the mobile browser, resulting in many users entering the desktop version of the portal with their phones. This provides a poor user experience, often resulting in disappointed users unlikely to return to your portal or service.

The Mobile Router ensures that your site is tailor made for the user. The tool analyses the HTTP request based on well defined algorithms and detects whether the requesting device is a mobile device or a desktop web browser and directs users to the appropriate site.

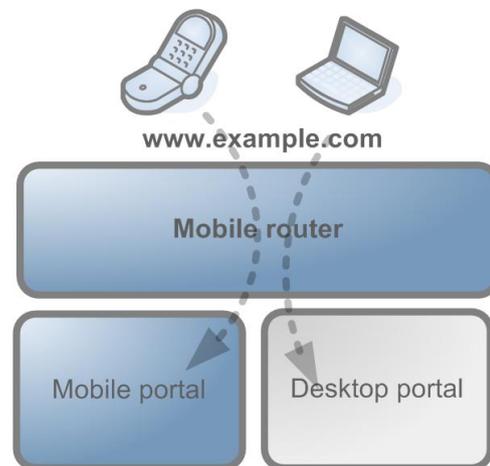
The detection is based on several parameters:

- User agent
- IP address
- Mobile carrier specific information
- Other relevant information

In order to provide the end user with the freedom of choice, the detection can be overridden. This feature can easily be implemented as links on the mobile portal allowing the user to choose which version to

browse. The choice can be made persistent for the session or forever.

## Systems overview



The Mobile Router can be shipped for different platforms and set-ups. Most common, an apache module, proxy- or load balancer configurations, a java- or php class or an IIS module.

The component can be configured to handle requests from handhels and desktop devices in either redirect rules or rewrite rules.

In addition to handling redirects and rewrites, the module populates the HTTP header with new fields that can be used further down in the value chain. The additional headers inform the application about the device name and brand, the originally requested url and of course whether the device is mobile or desktop.

The implementation of such a tool have immediate impact on traffic. Metrics like unique users, page views and sessions have increased by 50% on some customers. And most importantly, number of returning users is steadily increasing after installing the Mobile Router, indicating happy end users.

### ***Dotmobi compliant***

The dotmobi initiative requires a function enabling the user to choose which version of

the portal to access. Further, the Mobile Router allows you to preserve the structure of the urls used on the desktop portal. This means that if you have an url like [www.example.com/sports/soccer/123.html](http://www.example.com/sports/soccer/123.html), the same article is available at [example.mobi/sports/soccer/123.html](http://example.mobi/sports/soccer/123.html).

### ***Key features***

- Dotmobi compliant
- Built for performance and scalability
- High performance
- Available for several platforms
- Small footprint
- Enriching the user experience

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## ***Our offering***

Mobiletech believes in the mobile web as the platform for all development on handheld devices.

In addition to software providing perfect rendering on small screens and best possible user experience on mobile web, we provide a series of value adding products in order to increase the value of mobile presence.

Some of these are

- SMS and MMS gateway.
- Mobile Web Metrics.
- Mobile enabling plug-ins to CMS systems and workflows.
- Mobile publishing system.

All our products have flexible delivery- and deployment models, ranging from hosted on our Service Platform to full remote deployment.

## ***Mobiletech AS***

Mobiletech is a software company which provides the tools for companies, content owners and publishers to create content and services on the mobile web.

Mobiletechs mission is to empower our clients by giving them the tools to make the mobile channel the most effective communication channel available. By sharing our knowledge and expertise we help our customers achieve their full potential in the mobile channel.

## ***Contact us***

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