



ICANN Regional Tokyo

Presented by:

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Copyright 2010 mTLD Top Level Domain Ltd.

- Headquarters in Dublin, Ireland
- Mobile Domain Registry & Mobile Web Development
- We help businesses and individuals reach the world's billions of mobile phone users by providing the tools they need to ensure the Web will work on mobile phones with speed, accuracy and relevant content.
- We provide these tools to you – the Registrars and Web Hosting professionals, allowing you to provide leading edge services to your customers.

- Founded in February 2005
- Sunrise registrations began in June 2006 - Landrush in September 2006
- Dev.mobi launched in November 2006
- March 2007 reached 500,000 registrations
- Device Atlas launched in February 2008
- February 2010, purchased by Afilias
- goMobi mobile web solution launched in June 2010.
- Currently 970,000 .mobi registrations

dotMobi™

Mobile Web Solutions

1.mobi

DeviceAtlas™

goMobi™



- The first and only top level domain designed to let consumers know “This site will work on my phone.”
- Designed with the mobile context in mind
- 970,000 registrations
- Large brand adoption – Yahoo, Zagat, BMW, Fox News, Bank of America, CNN, NBA, Disney, Ferrari, XBOX, Hilton and more.
- Volume rebate program

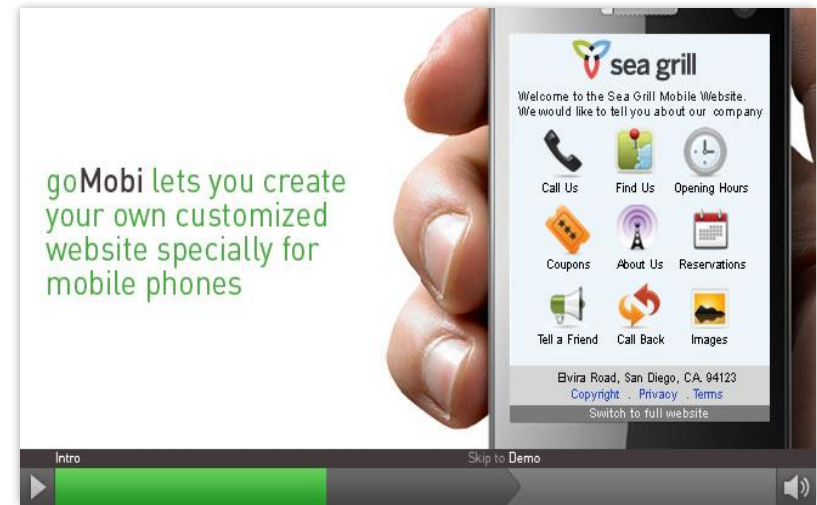
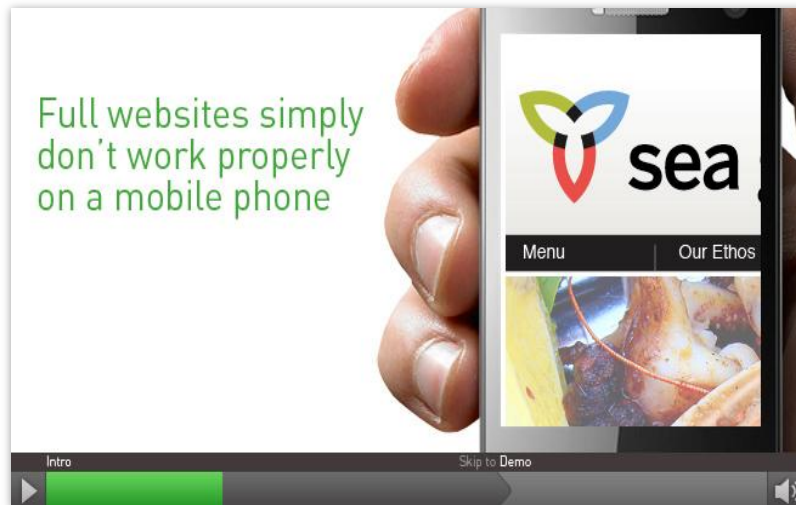
DeviceAtlas™

- DeviceAtlas is the fastest, most accurate mobile device recognition solution, containing comprehensive data on over 6,000 mobile devices currently in use world wide.
- DeviceAtlas contains a powerful analytics tool that allows you to explore the mobile device database information. As well as providing statistical data on each of the device properties and a comparison tool to cross reference different properties.
- Available in a wide range of offerings to fit your needs. FREE evaluation versions for web developers to OEM and Enterprise editions for the demanding user
- **Learn more at <http://deviceatlas.com> or at <http://deviceatlas.mobi>**



- With 4 mobile phones for every Personal Computer - the future for business is the mobile web
- Morgan Stanly predicts that the mobile web will be bigger than desktop web by 2015
- Businesses need goMobi - A fast, easy, and complete mobile website that works on all phones
- Offers unique mobile friendly features
- Easy to deploy and allows you to provide a complete mobile solution for your customers

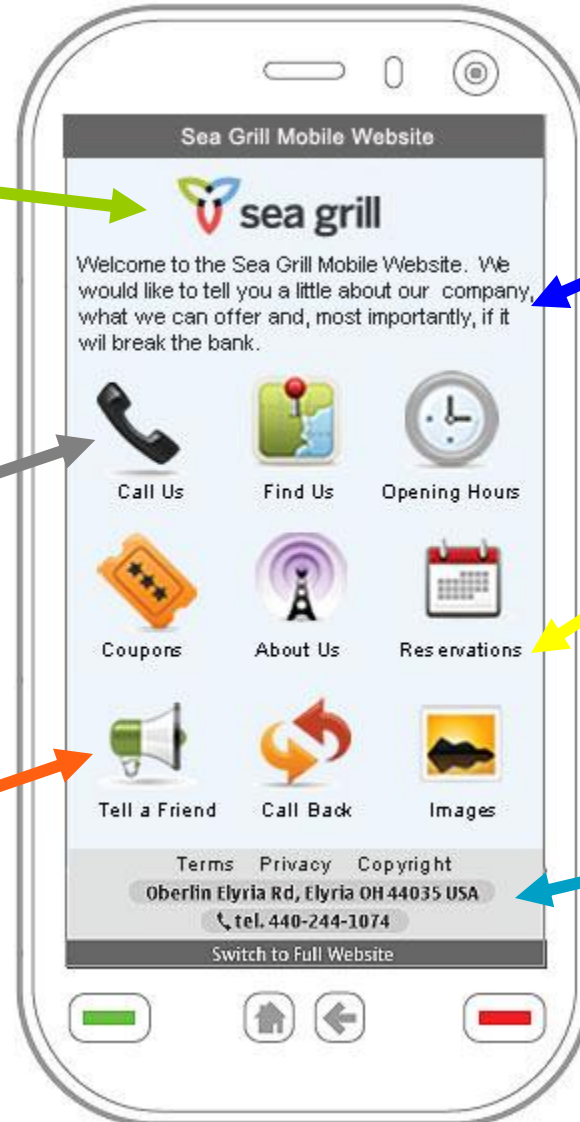
A goMobi mobile friendly website connects your customers and their customers **faster, easier and more completely** via their mobile device



Consistent Branding and logo with Registrant's desktop site.

Useful interactive functions to facilitate visitor conversion (e.g. Start a call to Registrant or find his location)

Stimulate word of mouth and interactivity with social media links



Context. Provide some indication of what this site is offering the user.

Edit Labels: Clients can modify to better suit their business and customer expectations.

Sharing + Add to Contacts. Devices such as the iPhone can automatically detect phone numbers and address enabling users to quickly copy/paste, share and store these details. Phone numbers can easily be formatted to launch a call on most devices.

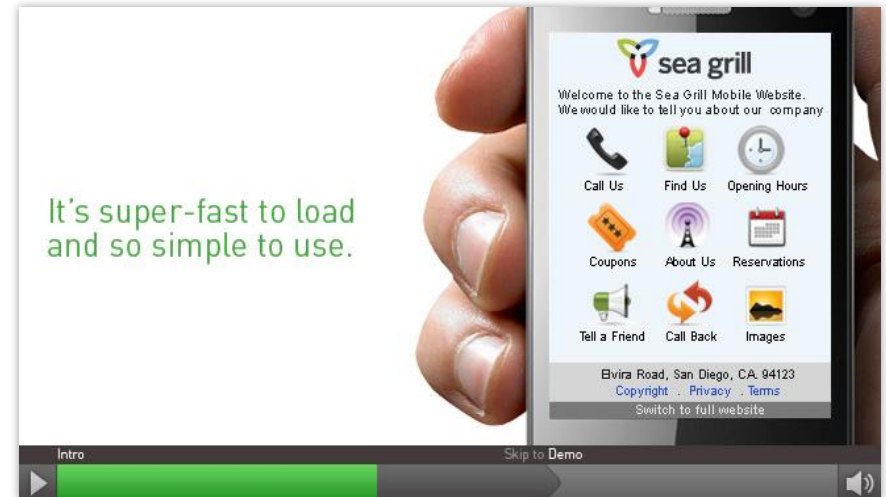
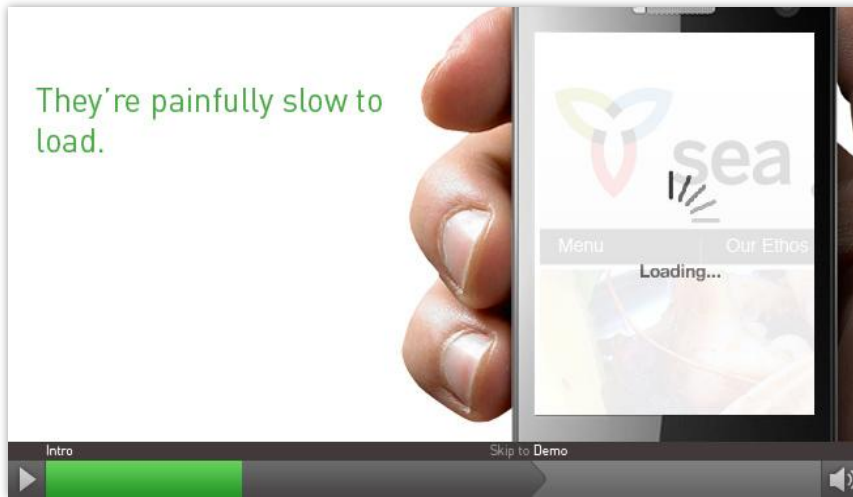


Features for the SMB

- Click to call
- Click to Locate
- Link to full website
- Opening Hours
- Products
- Services
- About Us
- News
- Picture Gallery
- Create Link
- Twitter
- Facebook
- LinkedIn
- Blog
- Tell a Friend
- Social Bookmarking
- Traffic Stats
- Traffic Booster
- Call Me Back
- Leave a Message
- Keep me Informed
- 3rd Party Advertising
- Coupons
- Booking
- Request/Reservations

Additional features for the Designer/Developer:

- Personalised Transcoding Engine
- Device Detection
- Mobile/Desktop Switcher



While the full website is frustrating customers and losing business

goMobi loads 6+ times quicker

Edit Yardstudio.Mobi goMobi

1. Design | 2. Features Upgrade to Premium

Welcome

To choose the design of your **GoMobi** site, simply click any of the tabs below.

3 features online now.

First time? [Get started](#)

- Theme
- Description
- Background Colour
- Logo
- Features and content**

yard studio interactive design

yard

Call Us Find Us Opening Hours

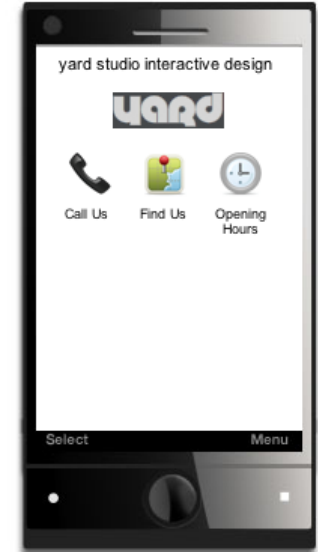
Select Menu

Next Steps

Select the features to include on your **GoMobi**.

[Next](#)

- Call Us** Online
- Find Us** Online
- Opening Hours** Online
- Images**
- Tell A Friend**
- Social Network**
- Custom Link**
- Mobile Site** Premium
- Website**
- Call Me Back** Premium
- News** Premium
- Design and branding**



[Done](#)

Finished editing your site?

Selected content is pre-scanned and auto-filled from existing web site; however customer may customize and update content at any time.



<http://go.mobi>

<http://www.gomobi.info>

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