



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



dotMobi is the ICANN-appointed global registry for the .mobi domain. Backed by 13 leading mobile and Internet organisations, .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, 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, organisations 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 *Switch On!*TM Guides, based on Worldwide Web Consortium (W3C) open standards.

In short, .mobi will revolutionise 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 and Vodafone.

Try .mobi sites yourself. Use your mobile phone and visit <http://demo.mtld.mobi> or see <http://mtld.mobi>.

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