.mobi

Instant Mobilizer

European Regional Gathering of ICANN-Accredited Registrars and gTLD registries
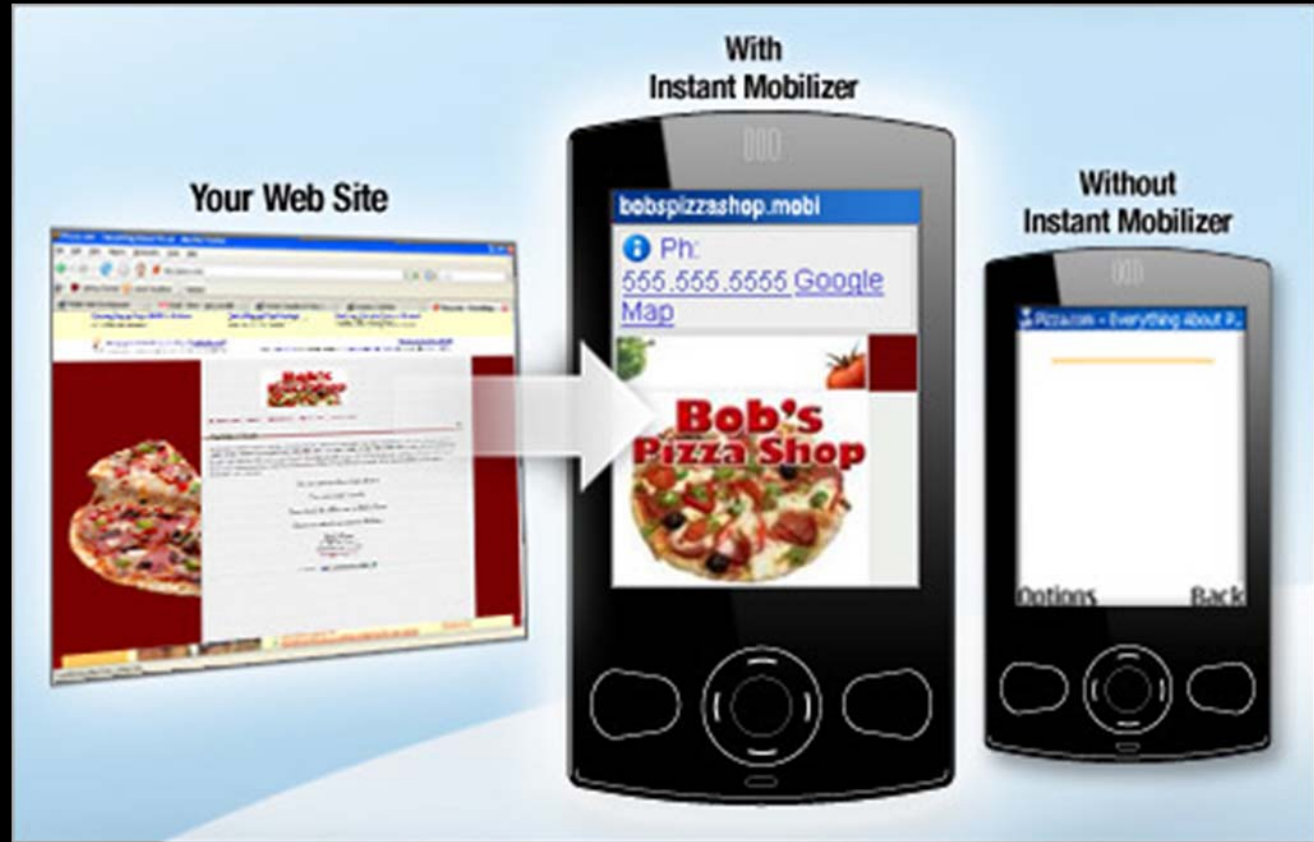
22nd January 2009

Zico Moro
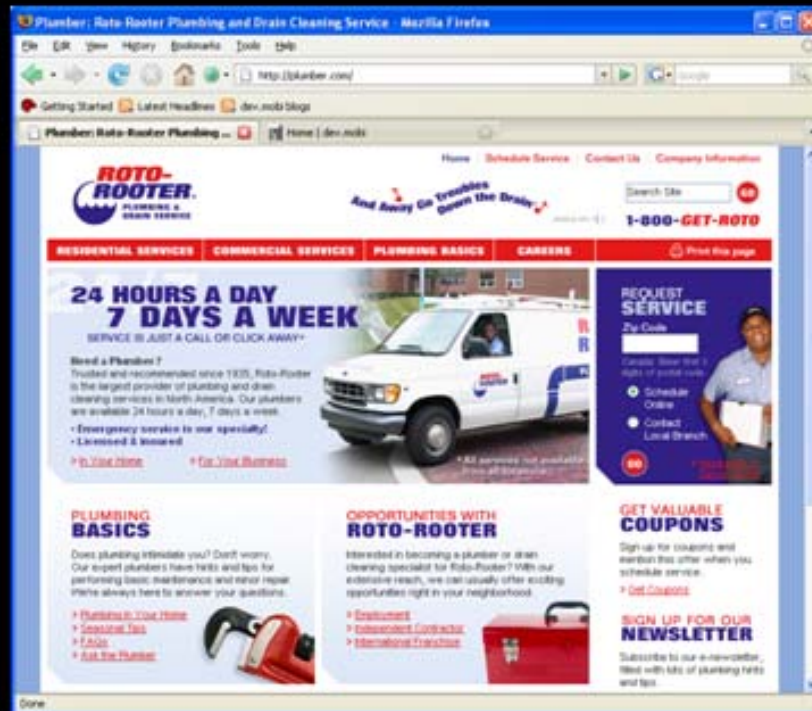Channel Sales Manager
dotMobi
zmoro@mtld.mobi

ICANN

.mobi™
Internet Made Mobile

Your
    website…

Accessible
on mobile
    phones…

Quickly,
easily,
and at an
    unbeatable
    price.

Instant Mobilizer Value

- Instant mobile website dynamically derived from an existing PC website
- Automatically formatted for the visiting mobile phone
- Requires no technical knowledge and no hosting

Instant Mobilizer Target Markets

The **Instant Mobilizer** is the perfect mobile site solution for the SMB and individual target markets.

The Instant Mobilizer:

- Is inexpensive – Perfect for a small marketing budget

- Requires no technical knowledge to implement

- Is a cost effective way to expand a small businesses market

- Provides a mobile web presence and increased mobile 'discoverability'

Instant Mobilizer – Registrar benefits

.mobi
™
Internet Made Mobile

Increase recurring revenue

1. Increased Registrations

2. Increased Renewals

3. Cross-sell Opportunities

4. Up-Sell Opportunities

Instant Mobilizer – Site owner Benefits

The Instant Mobilizer is the perfect solution for customers with a .com website, but no mobile presence.

- **Instant** mobile web presence with no development effort
- Increased traffic and site visibility
- Increased accessibility to customers on the go
- No separate hosting account or code to manage
- Easy and inexpensive to implement
- Increased SEO

According to Nielsen, mobile internet extends the audience reach of many leading internet sites by an average of 13% over PC traffic alone. That means a mobile web site is likely to increase the overall size of your audience.

End User benefits

- Fast and easy access to small business information via their mobile device
- Pages optimised for mobile, so quick to download, and low cost
- Easy access to contact information, with one click to start a call.

Instant Mobilizer – Features

- Click to call support

- Device awareness

- Google Map autogeneration

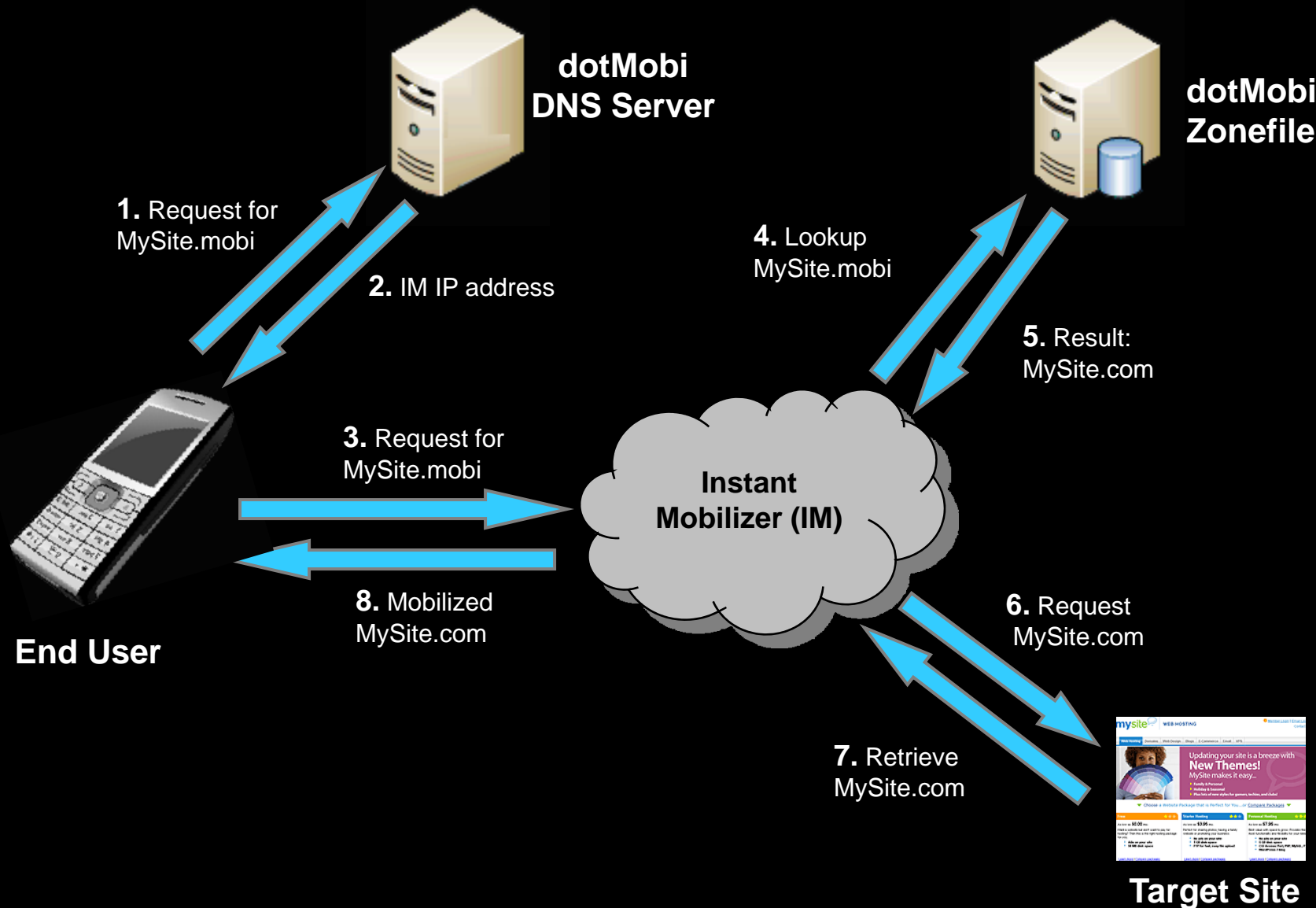- Hcard autogeneration

- Tell a friend

Live Mobilizer Preview

Mobilize your customer's existing websites INSTANTLY!

[Live Preview](#)

Runtime flow – behind the scenes

dotMobi DNS Server

dotMobi Zonefile

1. Request for MySite.mobi

2. IM IP address

3. Request for MySite.mobi

4. Lookup MySite.mobi

5. Result: MySite.com

Instant Mobilizer (IM)

6. Request MySite.com

7. Retrieve MySite.com

8. Mobilized MySite.com

End User

Target Site

.mobi
Internet Made Mobile

Site owner purchase flow

.mobi ™
Internet Made Mobile

1. Outbound marketing campaign or purchase flow up-sell drives customers to a mobile site preview where <u>customers can view their mobilized site before deciding to purchase</u>.

2. User accepts offer

3. **User confirms:**

- **Site to be adapted**
- **.mobi domain desired**
- **They own content**

4. **Registrar passes domain pair to dotMobi**

- **.mobi domain**
- **source site**

5. **dotMobi activates service, DNS propagates (24 hours max delay)**

 Service Live

Timelines and Pricing

Milestone	Date
Production release	9th February 09

Pricing	
FREE for 1 year	$1/month after year 1

.mobi™
Internet Made Mobile

Thank you!

Zico Moro
Channel Sales Manager
zmoro@mtld.mobi