



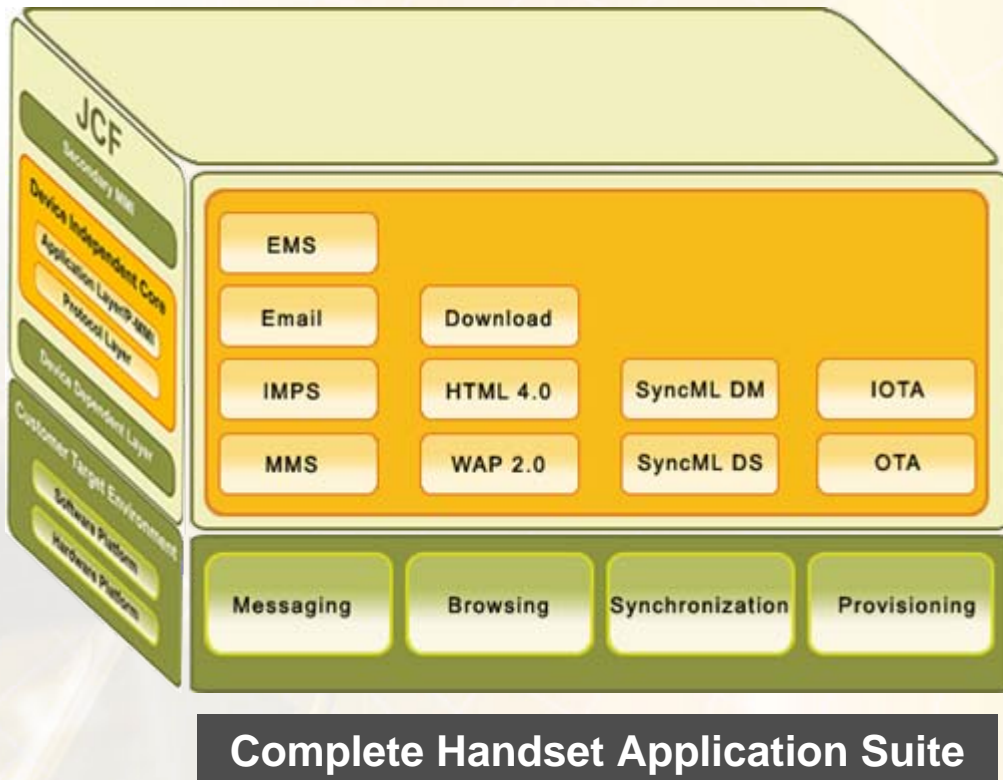
JATAAYU

Unwiring the Internet™

Enabling Web Access on Feature Phones

W3C Mobile Web Seminar
16 November 2006 - Paris, France





Products

Domains

Jataayu Client Framework (JCF®)
-Foundation on which all handset products are built.

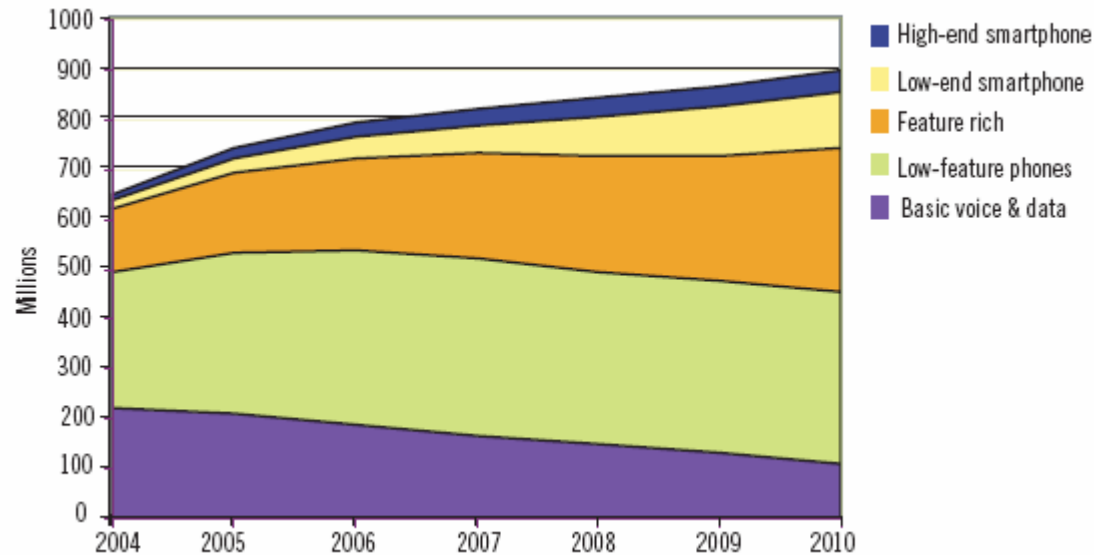
JCF® based Jataayu Client Software
-Over 30 Million handsets products licensed

Proven Framework ported on over 12 platforms
-Smartphones to Feature phones to Cordless phones

Jataayu also has a complimentary set of Server products, deployed at over 50 Carrier locations serving more than 100 million customers

Handsets segmentation

- Smartphones
 - Growing year on year basis
 - 17.2% of total sales by 2010
 - factor in Linux OS
- Feature phones
 - Still going to see a billion plus sales by 2010



Source: Informa Telecoms & Media Future Mobile Handsets
7th Edition

- A huge chunk is disenfranchised from mobile web access because of the current focus on smartphones

2 key developments

- Overall capability of feature phones improved to a point where
 - capable of certain amount of web content access
 - still have smaller screens, but the web is getting mobile friendlier, more mobile aware
 - Guidelines from MWI, best practices, the device description framework helping accelerate this trend
- Huge mass of people in developing countries
 - Mobile phone is becoming the principal tool for connectivity and access to content and services
 - Not going to be buying high-end phones

- Different approaches have been attempted
 - Content adaptation
 - Network based filters –with thin clients
- These have enabled web access to some extent but have probably ended up confusing the user
 - Most phones now ship with a regular browser typically WAP 1.x or more recently WAP 2.0
 - Downloading/using another browser –which to use for web/WAP can be confusing

What is needed

- To enable mobile web truly universally, the means to access must be available on feature phones
- Web browser should become part of the native phone environment
 - Not just as an independent application, but
 - Integrated into all applications that can enable access
 - Phone book –e.g. should be able to access contact's blog
- This would allow the user to seamlessly access content
 - the 'restricted' content set that he was accustomed to before, plus
 - experience better, the power of a fuller web access

- Playing a great role as an enabler to this vision
- MWI Best practices, Device descriptions are educating/enabling to
 - Getting content to fit the smaller screens on feature phones
 - Getting content to be more usable on the small screen
 - Enhance user experience by exploiting device capabilities
 - Help reach a much wider community of users

- Mobile web is gaining momentum
- Content sites are becoming mobile-aware and mobile-friendly
- MWI is playing a great supporting/guiding role
- Acceleration is possible if some of the focus shifts to feature phones
- **Web browsers need to appear on feature phones**
–means to enable that are now available!



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Thank You

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