

# Ubiquitous Web Workshop – mobiliaria position paper

## mobiliaria focus & strategy

mobiliaria is focussed on the fusion of technology and content, and delivering its products and services through mobile networks. As our business description states: “Our goal is to unite media content with IT systems and to host and deliver the content using a mobile telephony network”. The other key component of our business is that the content is offered in multilingual formats. To ensure our goals are met, we possess a multilingual staff of qualified programmers and network engineers that operate in both web and mobile environments.

## ubiquitous web characteristics

Ultimately, the goal of the W3C initiative is to develop mobile content, applications and infrastructure that create an optimal end-user experience. The principle elements being mobile site, device and browser usability. The focus of W3C's mobile best practices is on mobile site and content development. Several points are listed in regard to mobile content optimization, there are a couple of issues that underlie this goal, which should be addressed;

A) content quality & suitability for target end-users [particularly with text content] if content quality is poor or if it is irrelevant, the fact it is displayed optimally on end-user handsets becomes a minor issue

B) No mention is made of how traditional [non-web-based] media content, systems and applications fit into the mobile web environment. Nor whether these applications and content can/should be developed for mobile networks.

## mobiliaria assets/strengths & content development

### assets/strengths

- multilingual staff with various programming / network engineering experience
  - data/information systems and infrastructure for mobile and PC applications & network servers and storage
  - content for mobile device usage – targeted at clients in non-IT focussed industries
  - web-based bilingual content for PC-based applications
  - partnerships with content providers seeking to expand their content to mobile users
- ### content
- film & video content [feature film, corporate video, promotional advertising] for mobile networks
  - e-learning content targeted at bilingual corporations in Tokyo [Japan] that require web-based IT solutions
  - e-commerce / online shopping content targeting mobile users

## mobiliaria's role in ubiquitous web development

Mobiliaria is working toward ubiquitous web optimization in several ways. First, by integrating Internet and video media content with mobile web networks, mobiliaria aims to make traditional and web-based media content available on mobile networks. Second, the company seeks content that answers the needs of its target audience because an “improved end-user experience” goes beyond only delivery of the content. The content itself must be relevant and targeted to the appropriate end-user.

In this way, we believe mobile delivery will not only be improved, but optimized for the end-user.