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dotMobi (mTLD Top Level Domain, Ltd.)

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What is dotMobi...

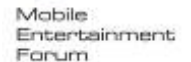
- dotMobi is the global registry for the .mobi top-level domain (TLD)
- .mobi is the TLD designed specifically for mobile
 - e.g. <http://example.mobi>
- Appointed by ICANN in July 2005
- General registration in September, 2006
- 500,000 domains in April 2007
- HQ in Dublin, with offices Reston and Beijing.

Who is behind dotMobi...

INVESTORS



ASSOCIATIONS / CONSORTIA



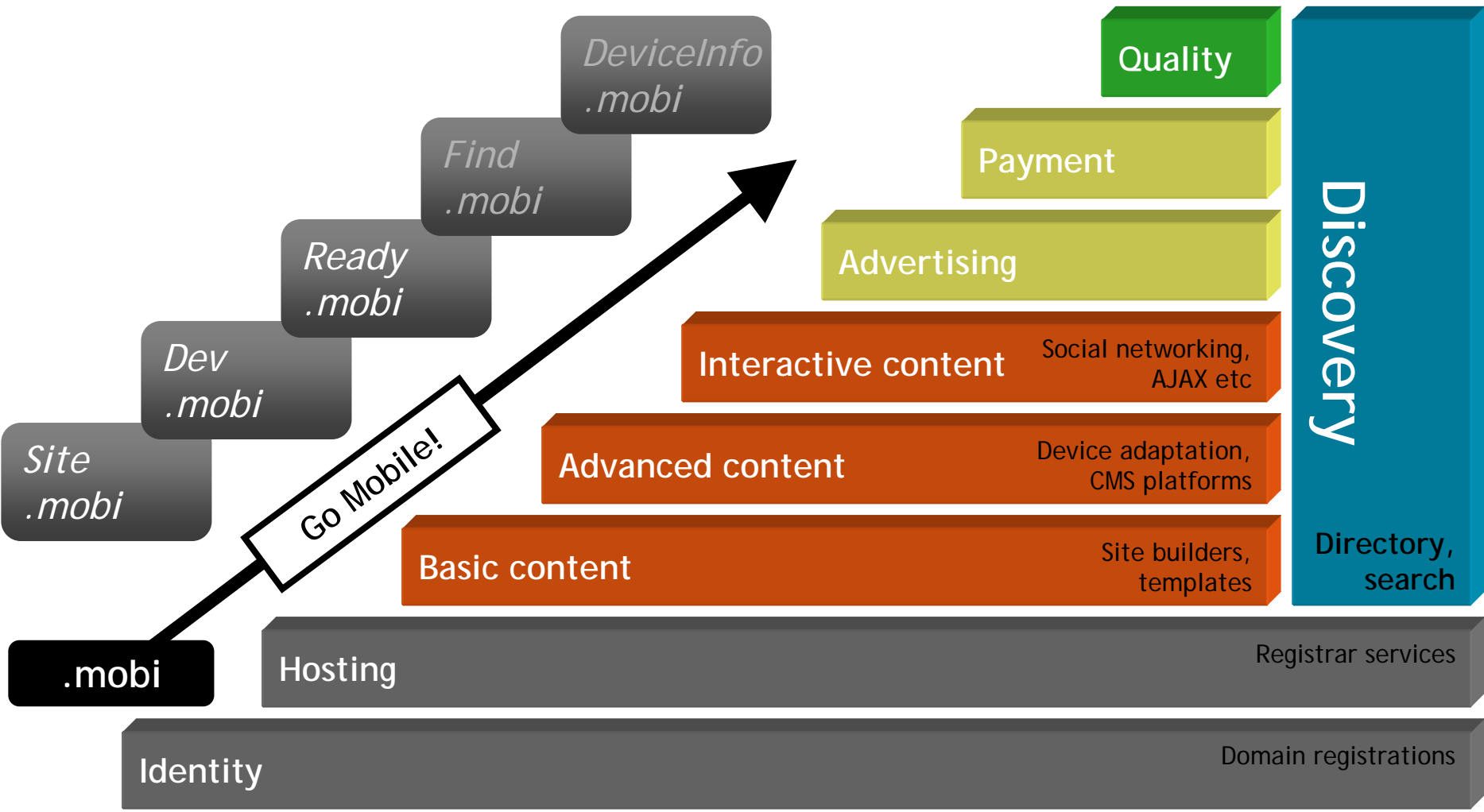
How does dotMobi help?

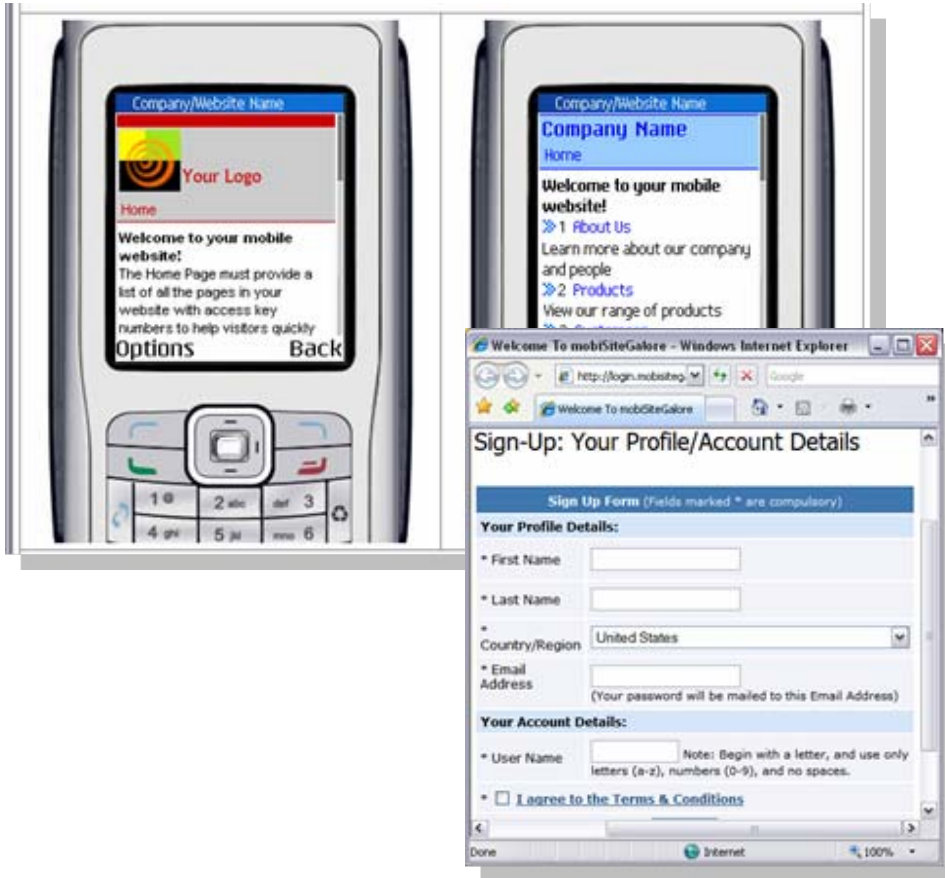
- Consistent navigation to mobile content
- Content authored specifically for mobile
- Characteristics relevant for mobile user

“Content that is designed specifically for the mobile experience”



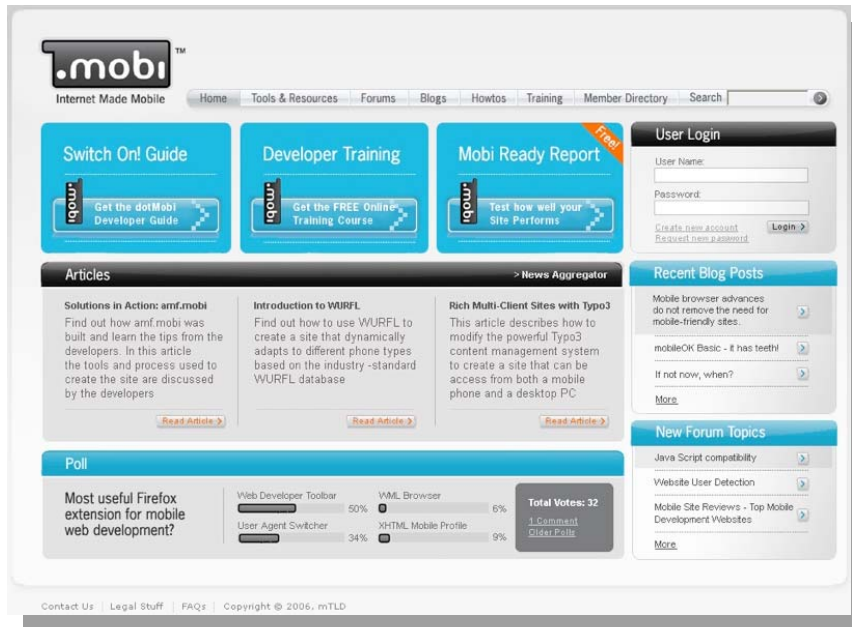
Providing the steps to mobile web success - "more than just a top-level domain"





“Build a .mobi site as easily as word processing”

- Multi-language support
- Integrated with directory & search
- Advanced features:
 - Data-driven templates
 - Checkbox payment & advertising
 - Device adaptation



“The leading independent mobile development community”

- Certification programme
- Continuous content refresh
- Superstar contributors
- Growing subscriber base
- “Umbrella” portal for all dotMobi tools



“Is your site ready to go mobile?”

- De-facto content checker
 - Best practice checking
 - Device emulation
- > W3C MobileOK Reference Implementation
- Ultimately becomes “directory submission”

- Certification programmes
- Developer fora
<http://dev.mobi>
- Our industry advisory group
<http://advisorygroup.mobi>



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