

Major update of InfoGin's online-to-mobile Internet platform

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InfoGin today announced a huge update of its **Intelligent Mobile Platform (IMP)**. IMP is already deployed with carriers and service providers world-wide, and helps convert on-line Internet content into a format that mobile handsets can easily access. **Version 8.4** of the platform is aimed at opening up more multimedia content from the Web to mobile, and providing that to a larger number of mobile devices.

What does the update include?

Automatic multimedia conversion - when browsing the on-line web with a handset, users will often encounter video or audio multimedia that's designed for a desktop environment. IMP automatically detects and converts that kind of content to a more mobile friendly codec.

"Write Once, Deliver to Many" - based on the same principle as the video conversion. This allows mobile developers to create a product once, which can then be shipped out to a huge variety of mobile devices. This removes the need for developers to recode a product for all the major handset families.

Device database - the InfoGin device database now caters for more than 9,000 mobile devices

User sharing - adding to its History/Favorites function, this version allows mobile users to share their most popular Web sites.

From the release:

Eran Wyler, CEO & Founder of InfoGin, commented: "Recent consumer expectation to surf the Internet on mobile devices in the same way as on a desktop has left both operators and content owners facing their biggest challenge to date. For operators, the enhancements provide a quantum leap in their ability to expand their Web services and enable mobile users to surf rich content from the Web on any handset. For the content community, the enhancements provide the ability to maintain their creativity with no limits and create new, engaging content for any mobile device, at a fraction of the time."

What we think?

Pretty much all the news for the last few days has been about applications, application developers and application stores. And here's a nice story about the competition: mobile browsing. The native app vs. browser debate looks set to go on for quite some time yet, as neither side has shown it's particularly better than the other. I'll say two things about this release. First, the IMP is looking good. Second, the competition between browsers and applications is definitely having the effect of driving the user-experience for the mobile web higher and higher. Keep fighting, guys.