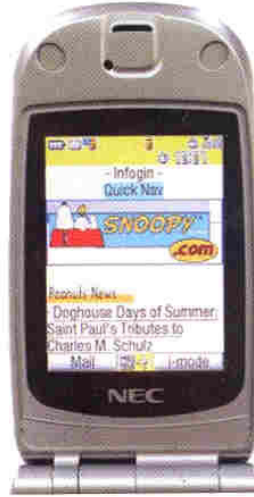




Without InfoGin,
the page exceeds the
device's capabilities.



An i-mode device
using InfoGin's
automatic engine.



server-based middleware platform with the ability to alter a browsing experience depending on the limitations of individual devices; it can also be used on any wireless device.

“Our unique approach originates from recognizing that in order to view a Web page that was originally designed for a large screen display, the ‘visual aspect’ of the Web page must be analyzed, and only with such technology [as IMP] can a Web site be automatically adapted and optimized for small displays and easy navigation,” explained Wyler in company literature.

InfoGin reports that users of the IMP have experienced immediate growth in average monthly customer usage, which is attributed to increased content variety, improved quality and enhanced user experience. IMP has already been deployed by operators and content aggregators such as AOL and KPN Mobile and is available now for purchase. //

—JESSICA RIVCHIN

Why Reinvent the Web?

For most of us, surfing the Web on a smartphone is a little more wonderful in concept than in execution, and so fewer of us have been doing this than the carriers would like. Consequently, a consortium of carriers came up with dotMobi, a “dot com” equivalent of sites designed specifically for easy mobile device access. So far only trademark holders have been allowed to register for dotMobi domain names, but on August 28 registration will

open to everyone. Not everyone, however, is embracing the concept.

Internet content adaptor InfoGin acknowledges dotMobi's benefits to mobile users but criticizes that it leaves the content provider community with no choice but to rewrite all of its work. Besides, what users want, says InfoGin CEO and founder Eran Wyler, is the good old World Wide Web.

InfoGin's flagship product is the Intelligent Mobile Platform (IMP), a