



Case Study: AOL Mobile Search

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The following case study details how AOL worked with mobile technology firm InfoGin to develop its mobile search services.

[AOL Delivers Real Internet Experiences for Mobile Users - Powered by InfoGin's Intelligent Mobile Platform](#)

The Challenge

Internet content and services have become the current buzz of the global Mobile market. With today's myriad of devices with rich functionality and high resolution display screens, users are demanding more attractive and familiar content beyond what mobile portals have to offer.

Limited, low-quality mobile content and a constantly growing introduction of a wide variety of new mobile device types have made it essential to provide a solution that can automatically and optimally adapt any type of Web to mobile content for delivery on any target mobile device, as well as provide complete control over the delivered content.

The introduction of advanced mobile data services is proving very popular and consumption is on the rise. One such player, Time Warner Inc's America Online (AOL), is paying attention.

AOL has introduced several applications for the mobile user, but one brand new service is especially attracting mobile subscribers: a new mobile browsing service that automatically adapts Web pages for mobile screens and enables the users to surf the Web just like they would on their desktop computer. The easy-to-use mobile browsing service can be used by millions of wireless subscribers, as the majority already use Web-enabled phone.

The Solution

Together with a major North American wireless operator, AOL launched its mobile Web service, [mobile.aolsearch.com](#). AOL teamed with InfoGin which unique approach originates from recognizing that in order to view a Web page that was originally designed for a large screen display, we must understand the 'visual aspect' of the Web page first. With InfoGin, AOL was quick to introduce this innovative service, bringing a real Internet surfing experience and such advanced mobile data services from the Web, including Web

Search, PinPoint® Shopping Comparison and AOL's Yellow Pages® Local Search listings.

With InfoGin's technology, AOL opened up the real Internet and developed stronger relationships with operators. These services are available to all mobile subscribers, and are not limited to AOL's wireless audience. AOL offers these services free of charge, at no extra subscription or payment. AOL's innovative mobile search service enables users to perform searches just as they would search on any regular search engine. Usually, mobile-based services require special keywords and syntaxes for making searches, restricting the user from accessing any real Web site from the search results. AOL has revolutionized mobile search by making its search services as simple as possible. AOL offers real Internet browsing capabilities which users are already familiar with, without compromising the presentation, user's experience and ease of navigation, just like PC users. In addition to the automatic adaptation technology, AOL has taken advantage of InfoGin's professional editing tools to customize the presentation of some of its Internet offerings, such as Yellow Pages®.

The Results

AOL first introduced its Beta service in July 2005, followed by a commercial launch with a major wireless operator in the US in November 2005. Since the launch, users are generating more than one million page views and over nine Giga Bytes (GB) of data every day!

With the help of InfoGin's technology, AOL has opened up the full Internet to the entire US mobile user community without writing a single line of code in any mobile markup language, at a fraction of the costs, and within record time. For the first time ever, any mobile user in the US can enjoy the full breadth and depth of the real Internet without compromising the Web's richness or user experience on any wireless device.

Quote: "We selected InfoGin's solution to quickly meet rising consumer demand for mobile search and browsing services. With InfoGin we make it easier than ever for mobile users to access their favorite Web sites and services on the go" (Eric Engstrom, Senior Vice President of Product, AOL's Wireless Group)

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