

InfoGin Offers Operator Web Customization

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InfoGin is showcasing their more PC-like browser solution. The featured new user interface for high-end devices utilizes and enhances the native capabilities of built-in browsers. As new high-end devices are introduced into the market (such as the iPhone, LG Dare and many others), some include built-in and greatly improved browsers. However, none of these device browsers match the desktop browsing experience.

InfoGin's technology is designed to further enhance the functionality of high-end devices by offering mobile operators a customization interface, enabling such enhancements as expansion and collapsing of navigation menus within an adapted Web page, insertion of tool tips for each menu option, enabling advanced auto-scrolling and toggling between various content views (e.g., mobile site and a PC view). At the same time, InfoGin's technology utilizes the full capabilities of the device's browser, such as JavaScript. Thus, mobile users with high-end devices can fully benefit from the device's advanced features and experience the best real Internet browsing available today, while leveraging the operator's brand.

Eran Wyler, CEO & Founder of InfoGin, said "We are continually focusing on innovative technologies and services for mobile operators. The new enhancements for high-end devices truly enable operators to maintain the leading edge in a rapidly changing and dynamic mobile handset marketplace and expand their marketing campaigns as well as promote product offerings to further drive uptake of content."

Benefits:

- Superior presentation of web sites on high-end devices.
- Enhanced navigation tools within the adapted page.
- Dramatically improved surfing functionalities and supported rich Web technologies (e.g., JavaScript, Flash, Ajax and more).
- Reduced download time of Web sites.
- Strengthened operator branding and customization elements
- header, footer and access links.

InfoGin's technology is commercially deployed with more than 35 customers including top tier operators, leading content aggregators and search providers worldwide. InfoGin's customers report a phenomenal increase in data usage, doubling their overall portal traffic in less than three months - without cannibalizing their existing data offerings, and reducing by more than 80% the operational costs of creating content and managing the configuration of mobile devices. InfoGin's technology has provided more than 20 million mobile users across the globe the best real Internet surfing experience on a daily basis, spanning more than 6,600 mobile devices.

InfoGin's IMP™ is a complete Content & Functionality Adaptation platform that supports all mobile browsers, languages and advanced Web page features, and is available in a number of operating systems. For more information, visit www.infogin.com.

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