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Web sites not to blame for lack of mobile Internet demand

Web hosting company, Hostway, yesterday revealed that 73% of UK consumers don't currently access the Internet from their mobiles. Hostway director Neil Barton blames the websites for this problem, "Most web sites just aren't flexible enough to be accessed on mobile phones."

Eran Wyler, CEO & Founder of InfoGin, disagrees. He believes that the problem doesn't lie with the web sites, but with a "missing link" between the mobile networks, the web sites and the variety of different handsets that are in circulation.

Wyler says: "Unsurprisingly, Hostway's research shows the lack of demand for the mobile Internet is due to frustration of slow loading pages, navigation difficulties and sites that don't work on mobiles. People expect the Internet on mobile phones to look like and feel exactly the same as on a PC. Asking web developers to create special mobile versions of their sites with limited images and content is hugely time intensive and won't give consumers what they really want.

"In the US, the mobile Internet is already taking off at an astounding pace, thanks to some of the world's largest ISPs and mobile operators implementing network-level solutions. These solutions automatically adapt the original site to the mobile device's physical and functional capabilities, providing excellent content presentation on even the smallest mobile device, and can resolve all the issues relating to slow loading pages, navigation and sites that don't work."

If you would like to speak to Eran Wyler to discuss further the future of the mobile internet please contact Bettina Winters at Hotwire on 0207 608 4670.

About InfoGin

InfoGin is a world leader and a pioneer in the field of web to mobile content adaptation, enabling mobile users to access any content they desire, optimized to their mobile device, while offering a range of solutions which enhance mobile surfing experience.

With an internationally proven track record for mobile content adaptation around the globe, InfoGin is dedicated to developing technologies that dramatically reduce the time-to-market of new services, while maximising the efficiency and the quality of mobile content delivery. InfoGin's clientele show an immediate growth in average monthly customer usage attributed to increased content variety, improved content quality and enhanced user experience.

InfoGin's flagship product, the Intelligent Mobile Platform™ (IMP™), enables real-time optimal reformatting of Web content to any mobile device, without compromising the web's richness or the device functionality. InfoGin's platform offers a range of solutions, from a fully automatic intelligent conversion engine to professional content-editing and marketing tools that enable full control over the delivered information.

For more information, visit www.infogin.com