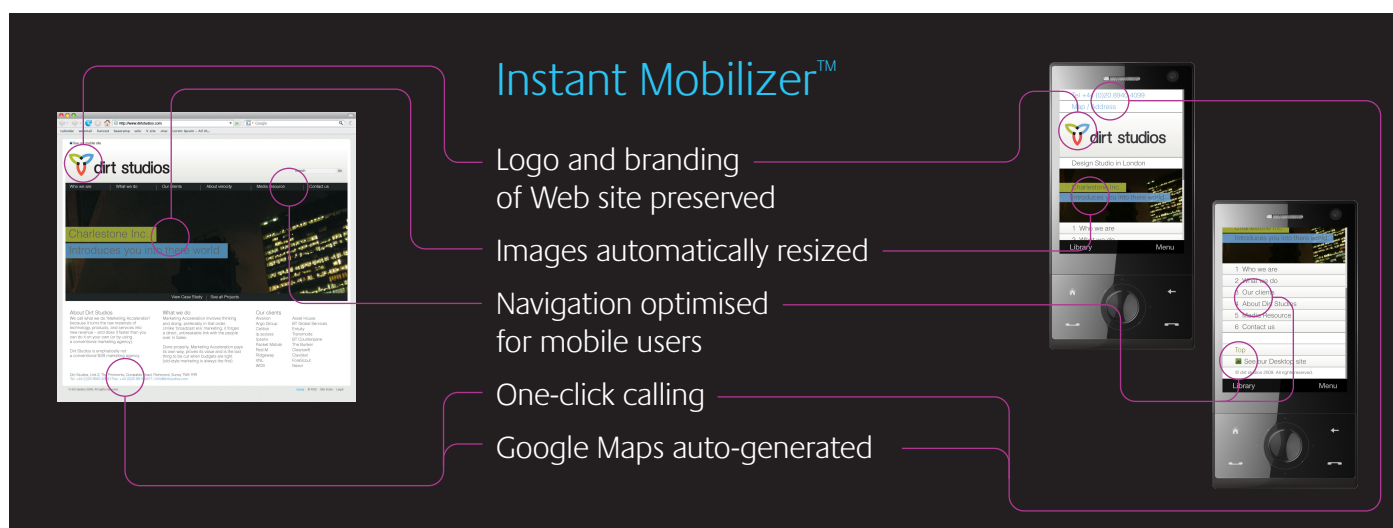


If you thought creating a Web site specifically for a mobile audience would be time-consuming and expensive... think again. **Introducing Instant Mobilizer™ from dotMobi, the fastest, easiest and most cost-efficient way to create a mobile Web site.** Instant Mobilizer™ takes your existing Web site and automatically creates a mobile optimised version with no programming or user intervention - and because it's real-time any updates to the main site will automatically be reflected on your new mobile site. It's never been easier to reach a new customer base, simply register your .mobi domain, configure which Web site is to be the source and let Instant Mobilizer™ do the rest.



Key Features and Benefits

Completely Automated Content Creation

- Intelligently extracts content from your existing Web site and creates a state-of-the-art mobile version;
- Content is generated in real-time so updates to your main site are reflected on the mobile Web site without any further effort from you.

Mobile Optimized Content

- All content generated is optimized for mobile devices so it is faster to download and easier to navigate;
- Instant Mobilizer™ automatically detects the capabilities of the mobile device visiting the site and resizes images and reformats content specifically for the device ensuring the best possible experience.

Brand Consistency

- Company logos, branding and color schemes are faithfully reproduced on the mobile Web site giving a consistent look and feel between source and mobile sites.

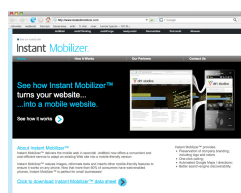
Enhanced Mobile Features

- **One Click Calling:** Primary contact number is extracted and placed at the top of mobile Web pages so a call can be made by simply by clicking on the link;
- **Google Map Auto-generation:** Company address is automatically extracted and linked to Google Maps providing directions for customers;
- **Tell-a-friend:** A link to send the Web address of the mobile site via SMS is added automatically.

Improved Search Engine Ranking

- Registering a .mobi domain puts an entry in the Internet Zone Files that search engines use to locate sites;
- Instant Mobilizer™ automatically extracts addresses and telephone numbers and makes them available to search engines (HCard Autogeneration).

Instant Mobilizer™...
delivering the Mobile Internet



To find out more visit
<http://www.InstantMobilizer.com>