

# WiderWeb Mobile

“Forget squeezing millions from a few megahits at the top of the charts. The future of entertainment is in the millions of niche markets at the shallow end of the bitstream.”

© Chris Anderson, Wired Magazine

OF THE 35 MILLION WEBSITES ON THE INTERNET, LESS THAN HALF A MILLION OFFER EVEN LIMITED HIGHLIGHTS IN A FORMAT ACCESSIBLE FROM A MOBILE PHONE

WiderWeb Mobile is designed to bridge the browsing gap and deliver a 100% increase in overall mobile browsing activity for Mobile Network Operators and Service Providers. WiderWeb offers network operators the chance to become Mobile Internet Service Providers, selling true web access to all customers with a colour camera-phone

WiderWeb is a content adaptation platform that transparently intercepts requests for all standard web sites and converts the web pages into highly compressed yet functional mobile phone compliant WAP2 pages. To your customers it looks like a new gateway from your WAP portal's "walled garden" out into the World-Wide Web.

WiderWeb Mobile takes the vast majority of sites and on the fly throughout a user session converts the content to XHTML/MP compliant pages. It achieves this through the use of Proxy Execution, carrying out complex page actions at WiderWeb and then passing on simplified and transcoded pages to the client.

WiderWeb Mobile also provides numerous service enhancements to improve operator control. These include content filtering, device management, rich media transcoding, user billing and user authentication



## FEATURES

### PAGE HANDLING

- Transcoding to compliant XHTML/MP
- Analysis of script execution results
- Flattening Frames
- Code tidying
- Style Updates
- Image Control

### SESSION CONTROL

- SSL session handling
- Proxy script execution
- Cookie Management
- Access Control
- Billing
- Session time to live
- Browser Spoofing

### NETWORK MANAGEMENT

- Caching control
- Network Bearer independence
- Session tracking
- Browser detection or server over-rides
- Usage Logging

### CUSTOMISATION

- Page Content changing
- Site wide over-rides
- Browser over-rides
- Allow or disallow user preferences
- User directories
- Search Engine choice