

Mobile Router

The importance serving customers with mobile devices the right content is more important than ever. Mobile users require an experience which is built for the mobile user in mind, the right content for the right device at the right time. The Dextella Mobile Router can make sure the mobile device also receive the mobile version of a website or content. Its job is to detect the type of device and forward it to the proper portal. The detection is based on knowledge gained both from the device it self, the mobile carrier and general internet properties.

Identifying mobile

On most mobile phones today, "www" is pre entered in the "go to url" input field in the mobile browser, resulting in many users entering the desktop version of the mobile portal which of course provides a poor user experience on a handheld. Poor user experiences result in users 'switching off' from return visits to mobile sites.

The Dextella Mobile Router ensures that each site is tailor made for the user. The tool analyses the HTTP request based on well defined algorithms and detects whether the requesting device is a mobile device or a desktop web browser and direct users to the appropriate site.

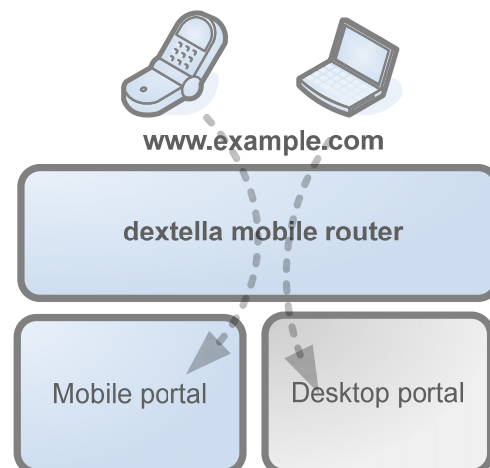
The detection is based on several parameters:

- User agent
- IP address
- Mobile carrier specific information
- Other relevant information

In order to provide the end user with the freedom of choice, the detection can be overridden. This feature can easily be

implemented as links on the mobile portal allowing the user to choose which version to browse. The choice can be made persistent for the session or forever.

Systems overview



The Mobile Router can be shipped for different platforms and set-ups. Most common, an apache module, a java- or php class or a .NET module.

The component can be configured to handle requests from handhelds and desktop devices in either redirect rules or rewrite rules.

In addition to handling redirects and rewrites, the module populates the HTTP header with new fields that can be used further down in the value chain. The additional headers inform the application about the device name and brand, the originally requested url and of course whether the device is mobile or desktop. This feature enables the underlying portal to display links to the desktop version of the portal for mobile devices and vice versa.

Dotmobi compliant

The dotmobi initiative requires a function enabling the user to choose which version of

the portal to access. Further, the Dextella Mobile Router allows you to preserve the structure of the urls used on the desktop portal. This means that if you have an url like www.example.com/sports/soccer/123.html, the same article is available at example.mobi/sports/soccer/123.html.

Key features

- Dotmobi compliant
- Built for performance and scalability
- High performance
- Available for several platforms
- Small footprint
- Enriching the user experience

Dextella Mobile Family

All Mobiletechs products and solutions are members of the Dextella Mobile Family. The product portfolio constitutes a complete value chain for efficient customer communication through the mobile channel.

The purpose of the product portfolio is to enable the mobile channel for everyone. The focus is on editorial freedom and control for the content owner, and on accessibility and usability for the end user.

The modular design of the Dextella Mobile Family allows solutions to be tailored to fit the customers' needs without compromising the flexibility and scalability.

Further, the products provide an abstraction layer to common telecom functions across operators and markets. This makes Dextella products favorable for content owners, users and developers.

Mobiletech AS

Mobiletech AS is an independent software company that delivers a complete range of products and services for communication through mobile devices.

Our vision is to change the way mobile internet is perceived by the masses. We enable our clients to communicate and interact with end users through all mobile channels by providing superior tools with uncompromising focus on usability, flexibility and relevance for the end user.

Contact us

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