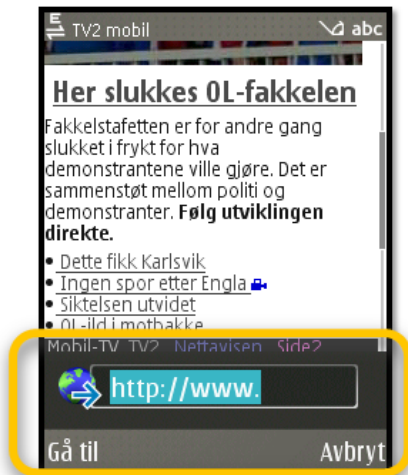


## One URL for both mobile- and desktop web sites



For as long as internet on mobile has existed, there has been confusion among end users regarding which URL to use to access a site. Usually there's one URL for the desktop site and another URL for the mobile site. Makes sense? Not to us and more importantly, not to mobile users. Mobile sites have a variety of URLs being wap., mobile., /wap, /mobile and other variations. It is impossible for the end user to know what URL to type. On top of this, "www." is the default value on most handheld devices when typing in a URL. Those bold enough to enter www.yourdomain.com will probably end up on a site made for desktop computers, get a very poor user experience, a huge phone bill and will most likely never return. The Dextella Mobile Router eliminates this issue by directing mobile phones, including iPhones, to a mobile optimized version of your site. Now users only need to know one URL regardless of what device they use to access a particular site. This is made possible with Mobiletech's latest product, the Mobile Router.

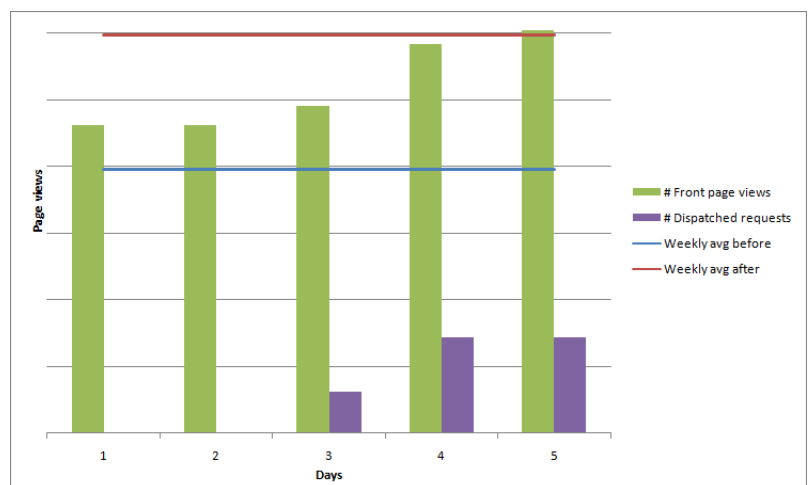
### How does the Mobile Router work?

The Dextella Mobile Router's purpose is to detect handheld devices and redirect these to a mobile optimized site. The product is installed on your web servers or web cache which handle your primary domain. The mobile router analyses every request, desktop devices are let through while mobile devices are automatically redirected. The end user is given the choice to change version after the automatic redirection should they wish to receive the desktop version. The router supports Apache, Squid, Varnish, HA-Proxy among others. In addition code implementations in php or java are available. For more technical information, please contact [support@mobiletech.no](mailto:support@mobiletech.no)

### What is the effect of the Mobile Router?

- The weekly average page views on the front page increased by 50%.
- Instant effect from the time of implementation.
- 20% of the mobile page views are now being dispatched from mobile users hitting the normal URL.

The numbers will of course vary depending on type of portal and how it is promoted.



### Next step

If you find this interesting, please contact [sales@mobiletech.no](mailto:sales@mobiletech.no) for an offer tailored for your needs. You can also read more about the mobile router on our web site; [www.mobiletech.no](http://www.mobiletech.no)