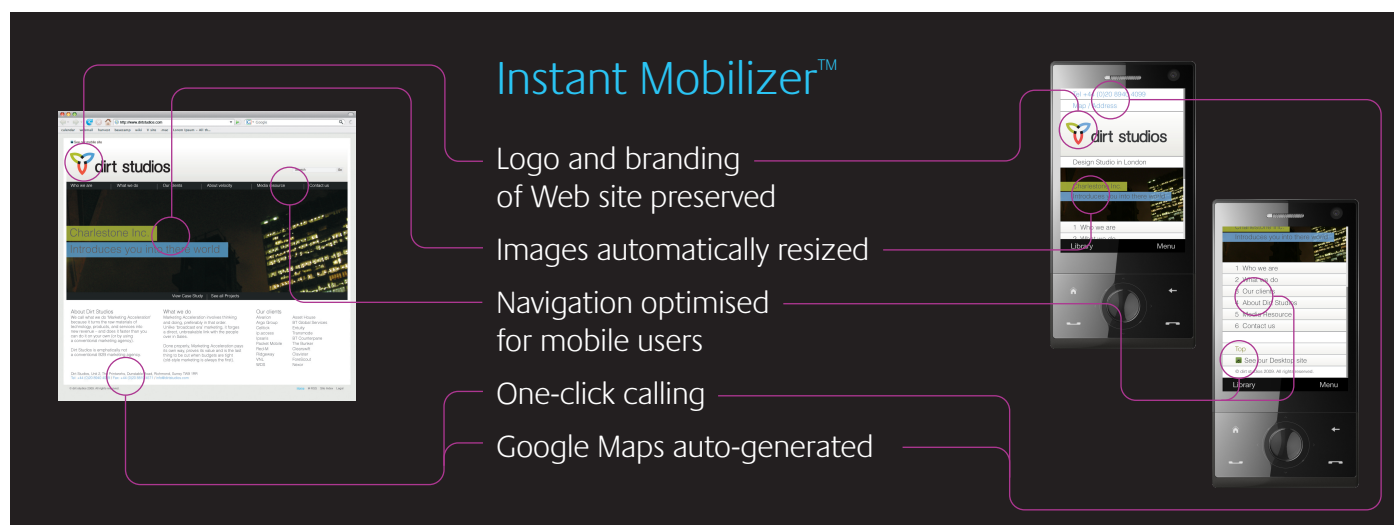


The mobile Internet is booming and it has never been easier to create a mobile Web presence. **Introducing Instant Mobilizer™ from dotMobi - a revolutionary tool that takes an existing Web site and automatically converts it into an enhanced mobile site.** By offering this service and eliminating the need for expensive mobile Web site development dotMobi and its partners are further driving the growth of the mobile Web, offering every Web site owner a mobile site that mirrors their existing Web site in real-time with minimal cost and no maintenance.



## Benefits for you

### Increased Revenue from Registrations

By offering instant mobile Web site content creation Instant Mobilizer™ will drive direct revenue through increased .mobi domain sales.

### Increased Renewals

Instant Mobilizer™ mirrors the existing Web site in real-time to ensure content on mobile Web site always up to date and having a Web site with live content is far more likely to drive renewals than domains that are “parked”.

### Cross-sell Opportunities

By automating content generation all .com and other domain holders can be cross-sold .mobi domains with “free” content migration from their existing Web sites.

### Up-Sell Opportunities

Once customers experience the benefit of having a mobile Web site they will want to develop more tailored solutions and this provides an upsell path to your own site builders and custom web designs.

## Benefits for your customers

### Automatic Content Generation

All content is extracted automatically from the existing Web site and updated in real time so the mobile site and desktop site are always in sync.

### No Expensive Programming or Setup Costs

Entire mobile Web site creation and updating are 100% automated delivering a complete mobile experience at a fraction of the cost of developing a specific mobile Web site.

### Brand Consistency

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

### Enhanced Mobile Experience

Automatically implements mobile specific features such as Click-to-call, Google Map autogeneration and Tell-a-friend (SMS).

### Search Engine Ranking

Improved findability and search engine performance through additional Internet Zone File entry and features such as HCard Autogeneration.

## Mobile Internet... the Opportunity

“As of May 2008, there were 40 million active users of the mobile Internet in the US.” Nielsen, May 2008

“125 million Europeans will access the Web regularly from their mobile phone by 2013 - triple the number that do so in 2008.” Forrester, March 2008

For more information or to become a registered partner contact us at [sales@InstantMobilizer.com](mailto:sales@InstantMobilizer.com)