Get Ur Mobile On.

"We are seeing a very **fundamental shift** where increasingly, particularly among the young demographic…, *the **primary access** to the internet is **not** through the PC, but through mobile devices*."

- Vic Gundotra, Google's VP of Engineering

Key Benefits:

- Deployment in less than 5 weeks
- Minimal work on client side
- Flexible platform: eMobileMe can either transcode current websites to be mobile optimized on the fly, or write straight to your APIs via XML.
- Cutting-edge mobile design

Why Mobile Optimization?
According to Gartner.com, by 2013, over half of internet usage will be from mobile devices, yet today a large majority of websites do not offer a mobile-optimized experience.

Any user accessing a normal website from a mobile device will generally have a bad experience, resulting in high abandon rates and low conversions. A mobile-optimized website can increase your conversion rates to be equal to, or even higher than, rates on your desktop website.

What is Mobile Optimization?
EMobileMe creates mobile websites based on the information in our clients' current large desktop format, PC/laptop websites.   We create different websites based on the type of mobile device with which the user is accessing your website. For older phones/devices, we might create very simple sites that just highlight your contact info and some basic facts, whereas for Smartphones, we create an immersive experience to take advantage of GPS, compass, accelerometer and other advanced features.

How does Mobile Optimization work?
First, we provide you a small piece of API code to add to your primary, desktop website (we often add this code for you). This API code detects the device being used to access your website. If the device is determined to be a mobile device, then the user is automatically redirected to the mobile version of your website appropriate to that particular device. All of this happens on the fly in hundredths of a second is completely invisible to the person visiting your website.

What are Web Apps?
Web apps are just high-functioning mobile-optimized websites.   An example is gMail for the iPhone — it is commonly called a "web app", but for practical purposes, it does the same thing as the gmail.com website, so it is really a mobile-optimized website. "Web app" and "mobile optimized" can largely be used interchangeably — "web app" just has a connotation that lots of functionality is included.

How does Mobile Optimization Relate to Native Apps?
Mobile websites are rapidly evolving in two ways:

I. Consumers are navigating directly to sites using their browser — so, it is becoming imperative that companies develop mobile-optimized websites.   A good implementation is Burger King, where the www.bk.com experience on an iPhone is very different from a PC, even though the user is entering "bk.com" into both devices.

II. By developing a mobile web site as the basis for a mobile strategy, companies can significantly reduce ongoing maintenance costs. Native iPhone, Android, Blackberry and Windows Mobile 7 Apps can be developed as wrappers to the underlying mobile web site. Only the top pages/navigation are written in native code (to ensure acceptance in app stores and a great user experience – as the user typically feels he/she is staying within a native app).   Changes to most content can then be accomplished by changing the mobile HTML, thus reducing costs by (i) making changes only once across all platforms and (ii) obviating the need for re-submission to app stores.

Do I need apps at all, or can I just have a mobile web site?

Native iPhone, Android, Windows or Blackberry apps are deployed as components of a complete mobile strategy in order to fulfill specific functions, such as:

- Taking advantage of additional distribution through the iPhone, Android, Blackberry and other apps' stores.
- Using certain functionality only available to native apps (such as accessing the camera or the phone's contact lists).
- Offering immersive experiences (such as video games)