



dotMobi *Switch On!* Guides: Design rules and best practices for the .mobi domain.



dotMobi *Switch On!*TM Guides ensure that the .mobi domain is truly the mobile Internet, delivering a consistent and reliable user experience.

Existing Internet protocols and practices are designed for desktop PC-oriented services, not for mobile phones. Today, more and more people want to access the Internet from their mobile phones; however, there is a lack of mobile-friendly Internet sites, content and applications.

dotMobi *Switch On!*TM Guides provide design rules and best practices for sites and services associated with the .mobi domain; the guides contain mandatory rules and recommended best practices that ensure the highest levels of user friendliness when interacting with the domain and its services. The dotMobi *Switch On!* Guide for Web Developers is based on work performed by the World Wide Web Consortium (W3C) Mobile Web initiative. dotMobi played a key role in the creation of this document and is also a sponsor of the W3C Mobile Web initiative.

As the only registry with a guide for the design of mobile-friendly web sites, dotMobi is in a unique position to encourage the use of the guide so that end users can be confident of a consistent, reliable and enjoyable experience when accessing .mobi content and services.

The guides are designed for domain registrants, since they are the owners of the .mobi Internet sites and services; the guides can be applied to content and services hosted at any domain, but must be implemented for .mobi domains. Also, the guides are useful for tool vendors and solution providers whose products and services may utilize .mobi domains.

Ericsson, GSM Association, Google, Hutchison, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, Telefónica Móviles, TIM (Telecom Italia), T-Mobile and Vodafone. All 13 of these companies invested in dotMobi because they want the same thing millions of mobile phone users around the world want: Internet Made Mobile. Find out more at <http://mtld.mobi> or read <http://blog.mobi>.

Try .mobi sites yourself. Use your mobile phone and visit demo.mtld.mobi.

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