

InfoGin's UI Enhances Browser Experience

By Rhonda Wickham on October 23, 2008

Boston—InfoGin has unveiled a new user interface for high-end devices that hopes to encourage user consumption of off-portal content. The interface uses the native capabilities of built-in browsers. Although many high-end devices feature improved browser experiences, none of them match the desktop browsing experience, according to Eran Wyler, CEO and founder.

InfoGin's technology offers operators a customization interface that lets them enhance the user experience by expanding and collapsing navigation menus with an adapted Web page, insert tool tips for each menu option, and allow advanced auto-scrolling and toggling between various content views.

Wyler, long an advocate for recreating the Internet experience on mobile devices, continues to maintain his view. He said mobile subscribers don't want to have to adapt their Internet habits just because they are away from their desktops. InfoGin's technology permits mobile users to access those same websites and view them in a similar fashion as on the desktop, just enhanced for the smaller screen.

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