

O2's recent decision to drop i-mode is no surprise, Says InfoGin**24 JULY 2007**

"O2's recent decision to drop its i-mode services in the UK, followed by the Australian operator Telstra's decision to drop the i-mode in Australia is no surprise," comments Eran Wyler, CEO & Founder of InfoGin, the leading pioneer of Web to mobile content adaptation.

Wyler has commented on several occasions that he's perplexed by the mobile industry's move toward such services as i-mode after having been disappointed WAP. The real issue has always remained unresolved - the problem is not with i-mode or with WAP, but rather content and end-user experience.

In past years, mobile operators have made it almost impossible to access off-portal content. However, in today's highly competitive environment, more and more operators are realising the potential of revenues from such advanced mobile data services, and are eager to offer the ultimate mobile Internet surfing experiences.

Wyler wonders why the Web needs to be reinvented when Internet users are happy with Web sites that already exist. Just like dot Mobi, i-mode content is limited to both specific content as well as devices. O2 believes it is the limited range of handsets which has constrained the growth of i-mode. However, it is also insufficient Internet content, as well as 'thinner' mobile versions of Web sites that have led to such a low take-up of i-mode content. Today's mobile users expect nothing less than access to Web sites they're familiar with on any mobile device they desire, whether it be a WAP 1.0 phone or a higher-end device such as Apple's iPhone.

If operators are to offer such services, they must quickly adopt solutions which automatically adapt the original site to the mobile device's physical and functional capabilities. This solution must provide the best content presentation and ease of use for even the smallest device. The time has come for mobile users to continue enjoying surfing the Internet while being on the move.

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