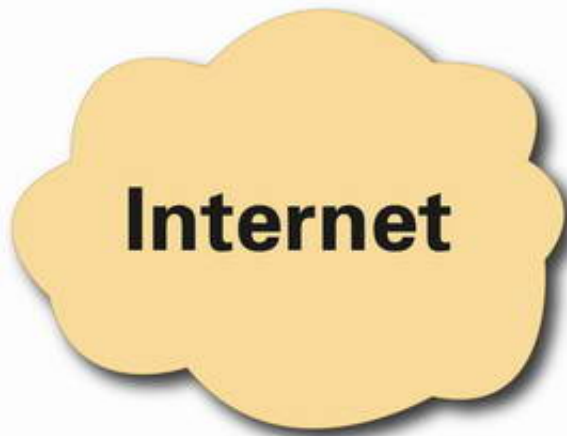


# Wireless-phone domain name '.mobi'

April 6 2006

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The first Internet address exclusively for cell phones, .mobi, was unveiled Thursday by Mobile Top Level Domain.

The domain will lead to Web sites that are tailored for browsing by wireless phones in terms of download speeds, screen size and ease of navigation.

"Many Internet sites are grounded in desktop PC-oriented services and were not designed with a mobile phone in mind, which has led to less than ideal performance for consumers," MTLTD Chief Executive Officer Neil Edwards said at the CTIA show in Las Vegas. "The dot-mobi sites are tailor-made for browsing and navigating on the mobile phone,

making a far better experience."

By creating a specific phone domain, Edwards said, his company has established a baseline of best practices and open-standard rules for a population of new Web sites.

Edwards said the domain would tap into the growing number of consumers with mobile Internet access, which is expected to top 1.3 billion by 2008.

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