

ForumNokia.mobi



Forum Nokia Deploys Mobile Channel

Reference: http://www.forum.nokia.com/main/forum_nokia_mobi/

ForumNokia.mobi, Forum Nokia's mobile channel, provides a cross section of Web content to a broad range of mobile devices. **Developers** and others can **access news, the latest Nokia device information, technical documents, tools, blogs and other content.** The mobile Web site also **provides summary descriptions of key developer services such as Forum Nokia PRO, Launchpad, and Champion programs.**

The Web site conforms to the World Wide Web's MobileOK and .mobi industry best practices for optimal web browsing on mobile displays. .mobi is a top-level domain name like .com or .org but differs from the other top-level domains in two important respects; the first is that .mobi is reserved for Web sites that are used with mobile devices. The second is that .mobi sites must follow user interface guidelines developed by the .mobi consortium established by the GSM Association, Microsoft, Nokia, Samsung, T-Mobile, and Vodafone to run the administration of the domain registration policies.

The goal of .mobi is to make it easier for consumers to recognize and find Web pages that are designed for mobile use. The reason for requiring content owners and Web developers to adhere to the user interface guidelines is to make sure that the .mobi pages are easy-to-use and that they will work on a variety of mobile devices.

In addition to enhancing the mobile consumer experience, this new domain is also a channel for mobile advertising, revenue generation, and new Internet business models. Some mobile Web sites enjoy greater audience reach via the mobile Web than they do via PC-based Internet by optimizing content for the small screen. The types of content especially well-suited to mobile access are weather and travel information, mobile entertainment, and navigational tools.

ForumNokia.mobi joins Nokia.mobi and S60.mobi Web site, which also launched this year. The .mobi initiative, which began in 2006, creates a domain extension that is easily-recognizable by smartphone and mobile device users.

External Links.

[For more information about .mobi](#)

[Developers interested in creating mobile Web sites](#)

And don't forget to make ForumNokia.mobi one of your favorite mobile web sites.