

FirstSpirit™ MobilePublisher

Society continues to become increasingly mobile, which is also evidenced by a market saturation of more than 100% pertaining to cell phones and other mobile devices. Mobile portals gain in importance as part of this development. This applies not only to Web but also to Intranet portals and the associated applications for business processes in companies.

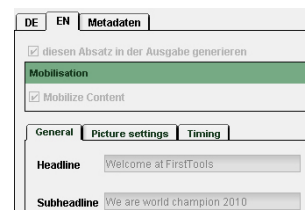
FirstSpirit™ MobilePublisher is a module capable of preparing and processing corresponding contents for a mobile output channel by being easily integrated into the central CMS. These contents are now available anywhere and anytime!

The integrated user agent profiling function makes it possible to deliver the requested content optimized for the mobile device – in real-time! More than 10.000 different mobile devices are currently being recognized. The mobile device databases are continuously updated by adding new models.

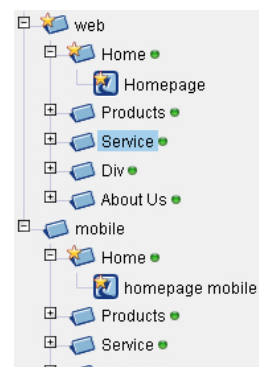
FirstSpirit™ MobilePublisher reduces the editorial and technical design effort for editors down to simply marking corresponding contents as „mobile“ with the click of a button. The preview option is used to check the result in the mobile phone simulator before the content is released.

FirstSpirit™ MobilePublisher offers two approaches to create a mobile portal: One way is to create a mobile portal as an independent project; the other consists of using FirstSpirit™ as CMS to integrate the corresponding module. Both alternatives render the mobile portal to be created autonomous because its structure is completely independent of the structure of the original portal.

The applied technology also makes it possible to compile and merge different contents under one uniform design (content syndication). For example, contents of several Internet portals can be filtered as needed and published with one single mobile portal. Furthermore, mobile presentations can be made even more attractive by simply integrating third party content such as traffic information, weather alerts, stock exchange info, business directories, or maps and trip planners.



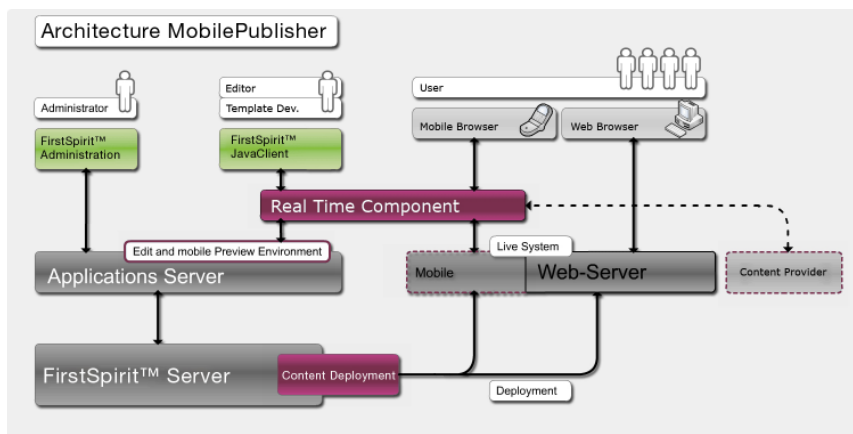
Easy selection of content to be mobilized



Definition of an independent mobile site structure



Direct preview from FirstSpirit™



Integration of FirstSpirit™ MobilePublisher into the „Server infrastructure“

Using FirstSpirit™ MobilePublisher does not require any fundamental alterations of the infrastructure of the existing server environment since the solution is applied in CMS purely software-based.

The optional implementation of the so-called „Browser sniffer“ is a practical addition. Based on identification of the mobile device, the application also controls handling of http requests and routes these to the corresponding mobile or traditional Website differentiated according to „mobile device“ or „desktop Browser.“ This means that users who do not know the correct mobile URL of the portal still reach the desired contents – reliably and optimized for their respective device.

FirstSpirit™ MobilePublisher thus offers a more simple way to „mobilize“ existing Web contents. Web applications – from third-party solution to online banking – can effectively and in real-time be converted for use with the mobile channel.

If an existing FirstSpirit™ project is to be „mobilized,“ the FirstSpirit™ MobilePublisher can be installed within one day. Existing contents can be marked as mobile content automatically or selected manually for this output channel using corresponding templates.

Overview

- Display of delivered contents optimized for mobile devices in real-time
- Preview of mobilized content from FirstSpirit™ in Web Browsers using the mobile phone simulator
- No alteration of existing infrastructure of source portals required
- Easy integration into existing FirstSpirit™ projects results in the immediate implementation of the mobile portal
- Independent, freely definable structures and release by simply marking the mobile content within scope of normal editing activities
- Designing and changing navigation points and contents exclusively with the editing interface of FirstSpirit™
- Independent reporting of mobile sites with mobile device analysis