



Introduction to dotmobi



Making the Internet Mobile

Dotmobi is a new top-level domain, which will bring the wealth and variety of the Internet to mobile devices.

A dedicated mobile namespace (.mobi) and web development style guides will ensure that dotmobi sites work effectively on mobile devices. It is expected to lead to a wider availability of Internet-based services for mobile users, higher mobile Internet usage and increased demand for Internet access over mobile. This in turn will extend the reach of the Internet to a whole new audience of users.

The GSM Association (GSMA), along with a number of companies within the mobile communications and web space, have joined forces to form mTLD Ltd., the company responsible for managing the dotmobi domain.



Switch-on web browsing direct to your mobile

The dotmobi 'Switch On!' Web Browsing Guide provides mandatory rules and highly recommended best practices for content developers and website owners, ensuring that their sites can be easily accessed by mobile devices.

For mobile users, the use of style guides ensures that their mobile web experience is reliable and consistent.

Have your say...

The consultative version of the Switch On! Web Browsing Guide has been released and is now available for viewing at www.mtld.mobi



Participate in shaping the mobile internet

The .mobi Membership Advisory Group (MAG) provides a forum for all commercial and trade organisations in the mobile and ICT world to be a part of defining the future of the dotmobi domain.

MAG members will discuss and advise mTLD on issues critical to the success and usage of the Internet for mobile consumers.

For more information on the MAG, or to learn how to participate in shaping the future of the mobile Internet, go to www.mtld.mobi

GSMA members, register your trademark names first

The dotmobi launch will be phased as follows:

- Phase 1: May 2006

Industry Registration

GSMA members benefit from a special pre-registration period to register their trademark names ahead of other trademark owners.

- Phase 2: June 2006

Trademark Registration

All trademark owners may register names prior to the general public. This phase will begin in June and will last for 60 days.

- Phase 3: September 2006

General Public Registration

This phase opens up registration of domain names to the general public.

How to register

Registering a dotmobi domain will be through ICANN* approved registrars, just like registering other Internet domains. For a full list of registrars, or for information on any of the registration phases and updates on specific dates, go to www.mtld.mobi

Investors in dotmobi

- Ericsson
- Google
- GSM Association
- Hutchison
- Microsoft
- Nokia
- Orascom Telecom
- Samsung Electronics
- Syniverse Technologies
- T-Mobile
- Telefonica Moviles
- TIM
- Vodafone

For further information on dotmobi please visit www.mtld.mobi



For further information on the GSM Association please visit: www.gsmworld.com

* ICANN - Internet Corporation for Assigned Names and Numbers