



[TeliaSonera vs JumpTap vs Novarra Vision Platform 7](#)

Posted by [Bena Roberts](#) on Feb 19, 2008 23:19

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Novarra has launched its new Novarra Vision Platform which is optimised for mobile advertising.

From the press release:

Mobile Usability

Usage data from global commercial deployments show that speed and usability are key drivers of consumer uptake. Version 7.0 includes comprehensive enhancements that extend Novarra's leadership in this area. These features are in addition to SmartScroll™, SmartNav™ Snapshot™ and Mobile Dashboard™, which form part of the core platform.

Supported on third party browsers and Novarra micro-clients:

- Speed and usability for internet capable HTML browsers including iPhone
- Content prioritization enhancements and user personalization
- Customizable toolbars and navigation icons
- Widget and mash-up support
- Location and presence enablement across all handsets
- Enhanced dynamic folderization
- User selectable Mobile Dashboard™
- Advanced Find

Supported on Novarra micro-clients:

- Virtual mouse for improved navigation
- Tabbed interfaces
- Integration with on device portals
- Password vaultText auto-completion

Mobile Advertising Enhancements

Operators and content providers see mobile internet usage as a key driver for mobile advertising which is a new revenue stream to monetize growing portal and internet traffic. Version 7.0 includes support for:

- Dynamic delivery of advertising using multiple mechanisms in multiple formats
- Context-based ad delivery
- Reporting and tracking capabilities by page impression and click-through
- Open advertising APIs

What we think?

In December, when I was in Hong Kong and I saw a few shots of new TeliaSonera SurfOpen platform – I didn't know who created it as it was so hot. So then I realised the search and advertising is from JumpTap. *But the features that had struck out to me seem to come from Novarra.*

What were the highlights?

The tool bar small icon navigational panel and the tabbed interfaces or the customisable dashboard look good.

I am in no ways reducing the amount of work that JumpTap has put into this –but mobile search is a search box. At the bottom of the Telia page there are two search boxes that JumpTap manages and the results off portal are adapted by Novarra. The ads are also delivered by Novarra – but the ads are managed and the inventory owned by JumpTap.

Why is this important?

I think that companies such as InfoGin and Novarra are a one stop shop of making mobile search sexy. The opportunities with the small icons, in search navigation and menu customisation gives mobile search a better shop window that can only drive use. This way search boxes are used, results are relevant and uptake soars.

On top of that TeliaSonera looks good, because it has managed the right “white label” partnerships.

<http://www.gomonews.com/teliasonera-vs-jumtap-vs-novarra-vision-platform-7/>