

[Telecom Italia Mobile deploys Novarra Vision for mobile browsing](#)

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Tags: [feature phone](#), [mobile browser](#), [mobile device](#), [mobile handset](#), [mobile internet](#), [Mobile Web](#), [novarra](#), [smartphone](#), [telecom italia](#), [vision](#)

[Novarra](#) today announced that [TIM](#), the mobile branch of [Telecom Italia](#), is using its [Vision](#) platform for its mobile Internet browsing services. Using Vision, TIM customers can browse on-line internet sites from mobile phones. All of Telecom Italia's 35+ million subscribers can access Vision without changes to existing handsets.

The Vision platform will perform real-time optimisation of on-line web sites for feature phones and smartphones. This will enable, amongst other things, Flash and streaming video across all types of handset.

From the release:

“Novarra is pleased to partner with Telecom Italia to offer this compelling new service that increases customer loyalty, drives everyday data usage, and generates new revenue,” comments **Ian McWilliams, Novarra's European Managing Director**. “We expect Telecom Italia to follow the same pattern we see in our other global deployments – increases in mobile internet penetration, data ARPU and customer satisfaction.”

What we think?

Vision is part of a large (and growing) number of services that use on-server services to port [smartphone](#) functions to feature phones. It's a trend I like to see - since smartphone functions are [pushing mobile Internet use](#), the more people using them the better. And since there's still a LOT more feature phones out there than smartphones, these kind of services are good news for everyone.

<http://www.gomonews.com/telecom-italia-mobile-deploys-novarra-vision-for-mobile-browsing/>