



[Q&A with Novarra About oneweb](#)

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This week, we spoke with **Scott Cotter, Sr Director - Marketing at Novarra**, a leading mobile browser vendor, to talk about Novarra's new initiative: **oneweb**. oneweb is a new cloud-based service designed to deliver a much faster and personalized web experience with thousands of apps. **We spoke about what is unique about oneweb as well as Novarra's plans for oneweb over the next six months. To learn more about oneweb and download this innovative browser, click on the following link.**

Of note, since 2000, **Novarra** has been a pioneer in mobile internet and services with a patented server-based browsing and application architecture. Novarra's Vision™ platform is deployed worldwide by customers like Verizon Wireless, Vodafone, Turkcell, Hutchison Three Group, Telecom Italia and Yahoo!.

JBB: How would you describe oneweb?

SC: oneweb offers simple, fast, always-on access to daily-use favorite activities including social networking (e.g. Twitter, Facebook), streaming video, webmail, news and info in a single unified dashboard. The offering provides apps, widgets and services with dynamic updates. With the oneweb dashboard, users can perform single click updates and posts on their favorite social networking sites such as Twitter and Facebook.

It's easy to test drive oneweb. On a PC, it only takes a minute to see it live, just [download](#) the oneweb PC app. On the phone, there's nothing to install –you can [get started via SMS](#) or type oneweb.net in the phone browser. oneweb is currently available on any network for smartphones (e.g. Blackberry, Android, iPhone, Nokia Series 60, Palm, Windows Mobile) and feature phones (e.g. Nokia series 40 and others).

In summary, oneweb enables operators, internet brands and handset OEMs to quickly and easily customize and launch mobile web and app offerings. The service also reduces network bandwidth usage by up to 90%, providing faster browsing speeds, a better user experience and improved network efficiency.

JBB: What is unique about oneweb?

SC: oneweb is immediately usable on thousands of phones worldwide without requiring any software download or install. It also empowers hundreds of millions of consumers to access web and apps on mobile using a cloud-based architecture, which solves handset fragmentation

challenges. Its intuitive web dashboard makes it fast and easy to navigate the web and apps. Increasingly important to operators, network operating costs are 5-10 times less than that required for equivalent iPhone support. Lastly, oneweb provides streaming video, which enriches the mobile experience.

JBB: What are Novarra's plans for oneweb over the next 6 months?

SC: We plan to extend and customize oneweb, working with leading industry partners. Additionally, we'll include consumer personalization capabilities from the PC and phone. We will also offer a synchronized desktop companion app, based upon the desktop oneweb emulator now available for [download](#). Ultimately, we're building eco-system support for developers to create thousands of apps.

If you want to learn more about oneweb, please check out this [Youtube video](#)