

## STRATEGY ANALYTICS INSIGHT

Wireless Media Lab

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# CTIA 2009: Novarra “Vision” Mobile Browser Enhances the Mobile User Experience

### Snapshot

Enabling and encouraging mobile internet access was a key theme at the International CTIA 2009 conference in Las Vegas, NV. Among the technologies showcased at CTIA that Strategy Analytics' User Experience analysts believe provide the most compelling user experience enhancements was Novarra Inc.'s Vision+ Mobile Browser.

### Analysis

Making the mobile internet experience real for the consumer was a key topic of discussion at CTIA 2009. With the promise of true mobile broadband speeds from 4G networks just around the corner and accelerating consumer adoption of devices that are capable of providing an enhanced web experience, the key questions of *which services and applications will mobile internet users adopt?*, and *how should these be delivered to promote use?* have never been more relevant.

Strategy Analytics' User Experience analysts selected Novarra's Vision+ Mobile Browser as one of the solutions from those showcased in Las Vegas which we believe provide the most compelling user experience enhancements.

### Novarra “Vision” Mobile Browser

Novarra claims to be enabling a superior mobile internet experience on the next billion devices, and the company's Mobile Vision Browser which was showcased at CTIA brings **enhanced capabilities** such as zoom, pan and scan, zoning windows and cursor control to a wide range of devices including basic feature phones as well as smartphones.

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Innovations such as the ability to toggle between mobile version and full-HTML versions of sites (where available) maximize **flexibility** and **convenience** for the user. Snapping to page elements when scrolling **simplifies** the browsing experience on a smaller screen.

Novarra's server-based architecture provides ultimate flexibility to deliver content in the appropriate format, at the appropriate compression rate across fragmented networks, device platforms, sites and services. By identifying page elements on the fly such as login, search, and main story, Novarra's platform can automatically provide quick access to and render these in the most **relevant** layout for the user's device and browser. Within the Vision browser's on-device portal, handset manufacturers or operators can also choose to promote featured elements such as search with offerings from their provider of choice.

Novarra claims typical compression rates of 75-90% when serving web pages over the air, thereby helping operators to **optimize** mobile data traffic while providing the optimal trade-off to users of page display quality and speed of download.

Novarra's solution is built as a broad cloud-based open architecture platform which powers mobile internet events such as advertising, analytics, and rich content or multimedia page views based on device and browser. The network-based provisioning means that the platform can provide a **consistent** experience (including a widget-type interface) across not only new, but all legacy installed devices, as long as they have a browser which supports basic java-script or AJAX. The platform also includes open APIs and feeds into operator billing events.

## ***Implications***

In an industry where value is moving increasingly to software, connected applications and services, Strategy Analytics believes that Novarra's Vision+Mobile Browser addresses several of the current challenges to providing a superior mobile user experience including:

- how to deliver and surface **relevant** and **compelling** content and services,
- how to **optimize** delivery and presentation given **fragmentation** of networks, device software and hardware,
- how to create a more **powerful**, yet **simple** user interface.

Overcoming these challenges will be critical to eliminating the barriers to use of mobile internet services and driving consumer adoption.

## Contact Information

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