

# STREAM

## Vodafone UK partners with Novarra for richer mobile



Vodafone UK has announced that its Mobile Internet Service is using Novarra's Vision™ server version 6.5 content transformation platform to enable its customers to access the breadth of the internet with a rich mobile user experience.

Novarra's Vision server automatically transforms the web to fit handset specific capabilities such as screen and memory and dramatically reduces mobile network bandwidth required to support rich internet traffic.

"Vodafone live!'s success has been due to the breadth of content and user experience," said Al Russell, head of Mobile Internet & content at Vodafone UK. "We firmly believe that an intuitive user experience is the cornerstone of consumer uptake and usage."

Richard Blades, commercial and development director, Novarra, added; "Will this be the death of the [carrier] portal? Not necessarily because operators can provide additional functionality. There's a healthy case for operators to say; "The internet is rejuvenating my portal and my business model."

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RICHARD BLADES