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## **Mobile Internet access is a killer app - Novarra CEO**

### **Mobile operators should let users identify key applications, says company that provided Web platform for Vodafone UK.**

Providing full Internet access from a mobile phone is the killer "application" that will drive broad usage of the mobile Web, according to Jayanthi Rangarajan, CEO of wireless Internet solution provider Novarra.

"The power of the Web is that it enables millions of consumers to speak and choose their own applications – that's how things like MySpace got started," Rangarajan told *Total Telecom* Monday

She said that by providing access to the full Internet, mobile providers don't need to take the time or the risk of identifying and developing what they consider to be their own killer application.

"The previous myth that people just use the mobile Internet for on the move applications like email is not necessarily the case," said Richard Blades, Novarra's European commercial and development director.

Rangarajan believes that eventually operators will leverage the information they collect about their customers in order to personalise their web portals on a per-user basis, enabling access to the content most relevant to each customer.

"It takes away the pain of designing content," she said.

The Novarra chief's comments echo opinions expressed by software company Aricent at a roundtable on mobile broadband held in London earlier this month.

Last week, Novarra announced that its platform is the basis for Vodafone's mobile Internet service in the U.K. The company noted that its platform automatically processes, formats and delivers web pages to over 150 handset models.

"Before when users entered the URL they would have had all kinds of format issues. Lower handset range users in particular had a really bad experience," explained Blades.

Rangarajan explained that in terms of file size, the pages being delivered to the handset are just 10% to 20% the size of normal web pages accessed on a computer.

She said that processing the web pages on Novarra's servers takes the job away from the handset's integrated browser, which improves the speed of the service for 2G and 2.5G phones, because it overcomes memory and CPU limitations.

"What gets sent is far more compatible," she added.

But Novarra admitted that it cannot overcome all handset limitations.

"We can do the best job we can, but ultimately it depends on the mobile phone itself as a platform... [and] there is a portion of handsets where the service doesn't work as well," said Rangarajan.

However, she expects the functionality of integrated handset browsers to improve significantly over the next 12 to 24 months.

Rangarajan also explained that Vodafone is using Novarra's server-only solution, which means that users don't have to download a client to their handsets in order for it to work.

"This enables Vodafone to actively market it because they already have the user base in place," she said.

According to Blades, Vodafone began marketing its mobile Internet service on Sunday.