

.mobi Solutions in Action

.mobi Strategy: tim.mobi and alice.mobi

Presented by Telecom Italia.

"There are one billion internet users and 2.5 billion mobile users worldwide: with .mobi, the industry and users have a great opportunity to dramatically increase the availability of internet services and content, when needed, where needed. TIM was a pioneer in the development of mobile personal communications and is committed to remaining a pioneer in mobile personal internet ... and dotMobi is the best platform to achieve this target."

—Luca Luciani, Head of Mobile Business Unit, Telecom Italia

Company

High-profile brands such as Telecom Italia, Alice, TIM, La7, Olivetti and APcom all represent the Telecom Italia Group's presence in the total advanced communications chain: fixed-line & mobile telephony, internet, media, office & systems solutions. The Group's international presence allows it to leverage its extensive network infrastructure and advanced technologies. For example, in Europe, Telecom Italia is expanding its broadband offerings in France and Germany. Currently, Telecom Italia carries 60% of all traffic between major Mediterranean basin countries. And in South America, TIM Brasil has become the country's leading GSM provider, and is the country's number two carrier overall.

Solution

Telecom Italia launched the first **tim.mobi** site in 2006 as a demo for mobile-service customers to access the webs site from their mobile phones to get information on special offers, see the latest mobile phones, download multimedia content and to manage their profiles.

Telecom Italia plans to deliver a new tim.mobi site that will continue its "on the move" design and will be integrated with the tim.it site, using the same content database for consistent information.

Building on this experience, Telecom Italia has introduced a new way for its business and corporate clients to "go mobile" with their web sites. Telecom Italia's clients can now have their ".mobi" site developed by Telecom Italia in mere weeks. Plus, Telecom Italia offers domain registration services, web site development and hosting: a full, comprehensive set of sales, support and customer care. At the 3GSM World Congress in Barcelona, TIM will present one such project done for one of the world's most famous brands.

Telecom Italia's is also showing its commitment to the .mobi domain with the launch of **alice.mobi** portal. Alice is the most popular horizontal portal in Italy and provides sports & finance news as well as shopping and social networking services such as chats, friend searching, photo album and ads. A demo of alice.mobi will be available for viewing at the 3GSM World Congress.





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tim.mobi

Presented by Telecom Italia.

"The availability of our commercial and caring information and services on the tim.mobi solution is a great opportunity to strength furthermore the relationship with our Clients. The integration of the tim.mobi and www.tim.it Content Databases allows us to have very efficient and accurate maintenance of both websites, delivering information specifically designed for mobile navigation."

– *Pietro Guglielmi, TIM Website Manager*

Company

High-profile brands such as Telecom Italia, Alice, TIM, La7, Olivetti and APcom all represent the Telecom Italia Group's presence in the total advanced communications chain: fixed-line & mobile telephony, internet, media, office & systems solutions. In Italy TIM's leadership is demonstrated with 31.5 million customers. 3.9 millions of those customers are UMTS subscribers and represent a 40.3% of market share. In South America, TIM Brasil leads the GSM market with 21.5 million customers. As of 30 September 2006, the TIM Brasil customer base grew to more than 24.1 million users, representing a market share of 25.1%.

tim.mobi

Telecom Italia launched the first **tim.mobi** site in 2006 as a demo for mobile-service customers to access the web site from their mobile phones to get information on special

offers, see the latest mobile phones, download multimedia content and to manage their profiles.

"tim.mobi site shows how organizations can expand their current service offerings, and dramatically improve and simplify the mobile web experience for millions of users worldwide," said Neil Edwards, CEO of dotMobi, the registry behind the .mobi domain.

The TIM .mobi site is fully compliant with dotMobi's style guides, a set of rules and best practices for content developers and service providers to ensure that their web sites can be accessed by any mobile phone. The guides are based on best practices specified by the Worldwide Web Consortium's Mobile Web Initiative.

Telecom Italia plans to deliver a new tim.mobi site that will continue its "on the move" design; however, it will eventually be integrated with the tim.it site, using the same content database for consistent information across platforms.





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alice.mobi

Presented by Telecom Italia.

"To open the mobile channel for our popular portal is an important step toward showing the strength and leadership of the Alice Portal. "

– Mario Cinguino, ISP & VAS Management Director, Telecom Italia

Company

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Alice.mobi

Telecom Italia's commitment toward the .mobi domain includes launching the **alice.mobi** portal in 2007 (shown as a demo at the 3GSM World Congress 2007). Alice is the most popular portal in Italy and its .mobi version will deliver useful information and services to the mobile user as well as provide a live example of the strengths of the .mobi approach.

Alice was Telecom Italia Group's first web portal. It provides free Internet connections, free ADSL, flat, 20 Mega, news about sports & finance, and online shopping ... but most significantly, it represents an important community "center" with services like chats, meeting, friend searching, photo album and advertisements.

 <input type="text"/> <input type="button" value="Trova"/> <ul style="list-style-type: none"> ▪ NEWS ▪ SPORT ▪ SOLDI ▪ OROSCOPO ▪ ALICE SMS 	 <h3>News</h3> <p>News via sms</p> <ul style="list-style-type: none"> ▪ Top News ▪ Ultim'ora ▪ Cronaca ▪ Economia ▪ Esteri ▪ Politica ▪ Scienze e Tecnologie ▪ Spettacoli 	 <h3>News Cronaca</h3> <p>31/01/2007 08:39</p> <p>GENOVA, VIOLENZE SUL TRENO DOPO DISCOTECA, ARRESTATI DUE GIOVANI</p> <p>Roma, 31 gen. (Apcom) - Stop della Polfer al bullismo in ferrovia. Due giovani denunciati per devastazione di un treno e violenze su giovani viaggiatori di ritorno da una serata in discoteca. L'operazione in Liguria viene riferita da un comunicato della Polizia di Stato.</p>
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