

**In the future, the Web that you know will be based upon the Web that knows you.**

## What if with any mobile device that connects to your website...

- ▶ You knew **Who** was using the device and what their personal preferences were, in real-time?
- ▶ You knew the **What** device's operational capabilities were in real-time?
- ▶ You knew **Where** they physically were in real-time?

## What if you could cost-effectively integrate this mobile metadata...

- ▶ Into your current Web services by adding a few lines of code an existing script?
- ▶ To customize browser menus for each user with just a few lines of HTML
- ▶ Into your business applications using open Web standards?

## What if you could extend your current Web services to mobile users...

- ▶ Without having to build complex mobile applications?
- ▶ For a fraction of the price of a conventional cross-platform mobile solution?
- ▶ In a fraction of the time to deliver, test and upgrade a traditional mobile application?

## What if the solution to these What ifs...

- ▶ Was already available>
- ▶ Didn't require you to learn anything new?
- ▶ Leveraged your existing programming skills, current infrastructure and fully standards compliant?



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