

bemokoLive: simple, effective web for mobile

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bemoko enables easier deployment of web content to any mobile device

MOBILE WORLD CONGRESS, Barcelona, 16th February 2009: UK-based mobile web experts, bemoko, today launched bemokoLive 1.2, the latest version of the company's mobile web platform.

bemokoLive enables:

- Web content to be delivered to any mobile phone accessing a web site without the need to create specific sites for all mobile devices
- Organisations to use their current web content to deliver an effective web experience to any mobile browser
- Mobile web sites to be rolled out quickly and effectively to organisations that may previously not have considered the potential of the mobile internet
- Visitors to mobile web sites to upload content (pictures, status updates, video) to a web site and also share this with their Facebook, Twitter, MySpace pages, or other social networks

bemokoLive recognises a user's mobile device before they arrive at the site and automatically delivers relevant mobile content to the device being used. By delivering the right content to the right device, bemokoLive delivers a browsing experience on the mobile that is intuitive and effective, without the problem of unreadable pages or non displaying images or video.

Mat Diss, co-founder of bemoko said: "bemokoLive 1.2 enables any organisation to use the mobile internet as an effective marketing and communications tool. bemokoLive repurposes the content to ensure that any mobile device visiting a web site sees a professional and effective online presence."

bemokoLive means that the likes of shopping centres, theme parks, music festivals and entertainment venues can all benefit from delivering relevant content to any mobile device quickly and effectively at a fraction of the cost of building device specific mobile sites.

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Read here about the application of Bemoko live:

<http://www.bemoko.com/bemoko/i/page/swarmteams>

<http://www.bemoko.com/bemoko/i/page/sage-and-bemoko>

About bemoko:

bemoko (www.bemoko.com) is the leading innovator in flexible mobile web solutions providing a

comprehensive platform for delivering compelling mobile web sites. For more information: www.bemoko.com

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