Gomez Unveils First Solution to Automatically Test Entire Mobile Web Sites on iPhone, Google Android, BlackBerry & Windows Mobile Smartphones

Submitted by: Six Degrees Limited

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New Browser Compatibility Testing Solution Helps Mobile Developers Rapidly Ensure Content Renders Correctly on Popular Smartphones

LEXINGTON, Mass., May 26, 2009 — Gomez, Inc. (www.gomez.com), the leader in Web application experience management, today introduced the industry's first solution that can automatically test how entire mobile Web sites render on iPhone, Google Android, BlackBerry, and Windows Mobile 6.1 and 5-based smartphones. The service is part of Gomez's "One Web" performance testing and monitoring capabilities that help developers and IT operations teams find, diagnose and fix application performance issues whether they are mobile-specific, Web-specific or both.

Completely automated, self-service and on-demand, Gomez's cross-browser and device testing solution saves mobile developers time and money by enabling them to visually test complete mobile Web sites significantly faster than traditional manual testing processes. By simply entering a starting URL and selecting which smartphones to test, the service rapidly crawls through the entire mobile Web site and returns volumes of screen captures showing how each Web page appears on each smartphone selected. Automating the process means developers can more swiftly find and correct content rendering issues like missing or misplaced graphics, buttons and text, prior to launch. It also reduces the need for in-house testing labs which can be expensive and time-consuming to build and maintain.

As smartphone sales increase (more than 36.4 million units were sold in Q1 2009, a 12.7 percent increase from the same period last year, according to Gartner, Inc.1), so does consumer and enterprise mobile Web usage fueled by the full HTML browsers found in these devices. Consequently, more businesses are developing mobile Web sites and applications to ensure that their brands and services are available to increasing numbers of smartphone owners. However, much like on the traditional Web, the multiplicity of mobile browsers and devices affects the way content appears and functions from smartphone to smartphone which can negatively impact the end-user's mobile Web experience.

"First impressions count, especially for smartphone owners who have high expectations for a rich mobile Web experience," said Imad Mouline, CTO of Gomez. "Any organization that is building a mobile presence needs to be sure that their content renders as intended across all the devices their customers use -- or risk jeopardizing brand and customer satisfaction. Gomez's cross-mobile web browser testing transforms a process that was once manual and cumbersome to one that is speedy and cost-efficient."

In addition to visually testing mobile Web sites, Gomez's cross-browser and device testing solution also checks how traditional Web applications appear and function in more than 500 combinations of browsers, operating systems and screen sizes. It is available now on an annual subscription basis.

About Gomez

Gomez, Inc. is the leader provider of Web application experience management services which businesses use

to test their Web applications while in development and to monitor their Web applications after deployment. More than 2,500 customers use Gomez's on-demand services to improve the quality of the Web experience in order to increase their revenue from Web applications, reduce their operating costs, and extend their brand reputations. For more information, please visit www.gomez.com.

1 Gartner, Inc. Press Release, "Gartner Says Worldwide Mobile Phone Sales Declined 8.6 Per Cent and Smartphones Grew 12.7 Per Cent in First Quarter of 2009", May 20, 2009.
http://www.gartner.com/it/page.jsp?id=985912

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