

PRESS RELEASE

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WiderWeb enhances Mobile Web usability with Sheffield Hallam University

WiderWeb has announced a collaboration with the Culture, Communication and Computing Research Institute at Sheffield Hallam University to analyse and optimize the mobile web experience. The study will analyse the mobile web enabled through WiderWeb's 'One Web' content adaptation servers and make recommendations on configuration and features to optimize the customer experience.

Ed Moore, Commercial Director of WiderWeb, said: "Accessing all web sites from mobile browsers, with operator enabled content adaptation is now a reality. WiderWeb provides class-leading adaptation technology to enable this new market to reach it's new potential.

Working with Dr Roast and his team allows us access to their expertise to optimize the mobile web experience, fine tuning the output from adaptation and discovering new and exciting methods of web interaction. We look forward to putting the findings in to practice at our existing customer deployments and for all future clients."

Dr Chris Roast, Reader in Human Computer Interaction, Sheffield Hallam University, said: "Mobile Web access to the Internet introduces a whole raft of new issues for usability from limited devices and bandwidth through to changes in user expectations. Bringing 'one web' to everyone is especially challenging, as it includes an adaptation and optimization process for enabling sites that were not necessarily designed with mobile phones in mind.

We welcome the opportunity to work with WiderWeb to enhance the mobile web and apply academic discipline and experience to this emerging field. The results can have clear benefits to the whole global web community, for many of whom the mobile web will be the only web they will ever know."

Dr Chris Roast is a Reader in Human-Computer Interaction in the Culture, Communications and Computing Research Institute at Sheffield Hallam University.

About the C3RI at Sheffield Hallam University

The Culture, Communication and Computing Research Institute (C3RI) at Sheffield Hallam University provides research and consultancy services for business, public authorities, Government departments and the cultural industries. Experts from the C3RI hope to target software development companies as well as small and medium-sized enterprises.

For more information on the institute contact Dr Chris Roast

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About WiderWeb

Based in the UK, WiderWeb is a leading developer of mobile web access solutions, providing adaptation servers to bring the whole web to mobile users. The WiderWeb technology takes poorly structured web sites and delivers them in a highly optimised, compressed and standards based XHTML/MP format to devices. Markets being addressed include Open Web access plus Mobile Search and RSS Syndication enabling.

WiderWeb deploys solutions to service providers and leading mobile operators around the world, including Hutchison 3G and Amstrad. WiderWeb also works with a growing number of value added partners and resellers including 724 Solutions, Zeus Technology and Adamind plc.

For further information, visit www.widerweb.com or contact: Ed Moore, Commercial Director, t: +44 870 011 5480.