

# Press Release

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## Youra Mobile on Cell Phones

**Port Hadlock, WA.** Travelers in Washington State can now find hotels and make room reservations right on their cell phones. Dan Youra, president and CEO of Youra Mobile, a mobile service provider, debuted the cell phone application at the Washington State Hotel and Lodging Association meeting in Tacoma on Thursday, June 26, 2008.

The program features a **DOTmobi**, top level domain name, developed by Youra's company to enable cell phone users to access the wireless application from mobile wireless devices. To find hotels in Washington, the cell phone user enters the domain name **RoomDEX.mobi** into the mobile browser on the phone or personal data assistant.

The service covers Washington, Oregon, Idaho, Alaska and British Columbia. Service to all states and nations is in development for launch in August. The world wide booking service will be promoted with Youra's world wide ferry schedule service, **FerryTravelGuide.com**, which has been on the world wide web since 1995.

Cell phone access to hotels and a room booking service is attractive to travelers, vacationers and business travelers. The phone based services enable access where cell phone service is available, which is more widespread than WIFI services.

An attractive feature of cell phone web browsing is one-click dialing, which is made possible by the integration of the wireless web design and cell phone itself. A user does not need to remember a phone number or write down a phone number. A simple touch of the finger on the phone listing and a call is instantly initiated to the hotel.

Cell phone access to wireless information is easy, fast and unconstrained by access to a computer or traditional Internet connection.

The main advantage of .mobi is that the user is guaranteed a site optimized for usage on the go. **DOTmobi** accommodates smaller screens, variations in phone sizes, location, touch, ambient noise, as well as expectations of immediate results and fast loading. An important benefit is the speed of page delivery for a shortened attention span compared to home or office use of a computer on the Internet.

Youra Mobile developed mobile web sites for Washington State Hotel and Lodging Association (**WSHLA.mobi**), Olympic Peninsula Resort and Hotel Association (**OPRHA.mobi**), Olympic Peninsula Festivals, (**OlyPortal.mobi**), Washington Ferries (**GoFerry.mobi**), entertainers (**GoMya.mobi**) and (**GoDollarBill.mobi**).

References on the Internet:

**Youra.com**  
**RoomWA.com**