

Press Release

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Cell Phones Connect Travelers to Mobile Web

Cell phones surf the mobile web, do Google searches and connect one-click calls to businesses on the mobile web. The mobile web delivers blogs, chat and video ad to wireless phones.

Smart travelers do not leave home without their cell phones. On trips to unfamiliar destinations travelers discover powerful features that they did not know were hiding inside their handsets. Instead of ending in the familiar ".com" format, mobile web sites end in ".mobi".

GoFerry.mobi serves up ferry schedules. **OlyPortal.mobi** is a gateway to Olympic National Park in Washington State. **EnjoyWA.mobi** promotes Washington tourism. **GoCasinos.mobi** access casinos from cell phones.

350,000,000 cell phones are in use in the United State (The Wireless Association ctia.org). 45,000,000 cell phone users access mobile web (m:metrics). It is the fastest growing segment of wireless marketing.

Dan Youra, owner of **Youra Mobile** in Washington State, creates mobile web sites. Youra created **OlyPortal.mobi** to help travelers learn about Washington State's Olympic Peninsula, find attractions, and also to book rooms at participating hotels and resorts.

Businesses with web sites on the Internet need to create special web sites for cell phones. Mobile web sites need to be streamline and simple in order to enable easy viewing on the small screens on handsets. Elaborate Flash animations designed for web sites on the Internet cannot be viewed on wireless devices. Internet web sites tend to be too large and too complex for phones. Navigation is different.

Mobile web sites built by Youra incorporate added features that keep readers exploring the site and coming back for more. Youra adds blogs, chat rooms, event feeds, journals, surveys, links, forums and guestbooks, with which visitors can interact and enter their own comments.

Cell phone users like the one-click calling from a mobile web site. They do not need to write down the phone number, nor do they need to key in the number. They simply click on an underlined view of the number and the phone immediately calls a business to order a product, book a room or ask a question.

Youra's company builds mobile tools from Google directly into his web sites for travelers. The tools calculate distances between cities, show routes to destinations, lists events, access cams at ferry docks, convert currency, translate languages and provide other assistance to travelers.

Lodging owners learn from Youra how they can offer a room booking capability for travelers to book rooms on their hotel's mobile web sites. Mobile web sites offer individualized advertising opportunities for businesses. Ads can be a simple underlined phone number that is ready for a one-click response or they can be a short video that pops up to show off their resort.

For more information on building mobile web sites for access from cell phone call **Youra Mobile** at (360) 379-8800.

OlyPortal.mobi - accessible on Internet and on a WAP enabled cell phone.
OlyPortal.com - accessible on Internet.