

Media buzz on SiteOnMobile

HP Labs announces siteonmobile service

BANGALORE: HP Labs, on Thursday, unveiled a new service — *siteonmobile* that allows web usage through SMS and voice on any entry level mobile phone.

The service uses technology that is needed to open websites for the user and provides page content both as voice and text. Briefing reporters, HP Labs India Director Sudhir Dixit said the technology enables creation of "TaskLets" which records the action the user has performed to access specific webpage and repeats the task next time when they provide instruction on the mobile. Users can create "TaskLets" to be used as widgets on desktops, while they can be accessed later from any device connected to the web. The service, particularly, would provide

small businesses and ordinary users easiest means to consume web contents and use web-based services.

The tools automatically record web task users perform while accessing a site. Users will have to visit the web on PC only the first time. Since the "TaskLet" they create resides on cloud, it would be possible to use the "TaskLet" from different devices. The service is being run on pilot basis on three businesses, one being taxi shuttle service. The tool, accessed through siteonmobile website on invitation, will be made commercially available once HP works out viable business model and irons out architectural issues that may come up with scalability.

DH News Service



HP Labs India Unveils SiteOnMobile For Emerging Markets

July 08, 2010

HP Labs India today announced the launch of SiteOnMobile, a breakthrough technology that can make Internet content and services available to the masses even from low-end mobile phones. It is a new cloud service that enables Internet to be accessed just using SMS and voice.



HP Labs Making Web Browsing Similar to Using an Appliance

November 07, 2008

HP Labs India is researching how to remove complexity from Web browsing and Web transactions. Web browsing has to be as intuitive and as simple as using an ...

THE ECONOMIC TIMES

SIMPLIFYING WEB ACCESS

19 Jan 2009

EMAILS, chats, ticket-booking, photoalbums: for many of us, the web has woven itself into the fabric of everyday life. However, a large part of the population is yet ...

India Tech online

Your guide to Information Technology in India

HP researchers simplify the Web for the rest of us

April 22, 2009

Researchers at the Bangalore end of HP Labs, the research arm of Hewlett Packard are putting the final touches to an Internet tool that will let lay users with no programming knowledge, 'mix-n-match' packages of Web tasks to create their own customized utilities.

Technology Review

PUBLISHED BY MIT

Single Click Interface

NEW TOOL SIMPLIFIES WEB EXPERIENCE FOR USERS. SOURCE: "CREATING PERSONAL MOBILE WIDGETS WITHOUT PROGRAMMING" ...

complex as they require users to remember websites, perform complex navigation, fill multiple forms, and essentially figure out a sequence of actions that are needed to accomplish a simple task. This is further complicated in the context of mobile phones when the device has interface challenges. Radical simplification of Web interfaces will help everyone realize the value of the Web.

Methods: The SWAN team at HP defined the concept of Tasklet to capture a user's preferred way of accomplishing a task — compressing the sequence of Web actions needed to perform a specific task in a user-specified way. To enable the user to program a Tasklet, SWAN has used the technique of programming-by-demonstration. The user needs to perform a Web interaction once using the web-browser by giving sample



Business Standard

Monday, July 12, 2010

HP Labs launches 'SiteOnMobile'

BS Reporter | Chennai | Bangalore July 10, 2010, 02:29 IST

Enables Web content on low-end mobiles

HP Labs India on Thursday announced the launch of 'SiteOnMobile', a technology to make Internet content and services available to the masses even from low-end mobile phones. It is a new cloud service that enables Internet to be accessed using SMS and voice.

The solution enables portal owners to design mobile applications and extend their reach from 60 million internet users to more than 600 million mobile phone users. The cloud service developed by the India research team at HP Labs includes a solution for rapid creation of mobile applications.

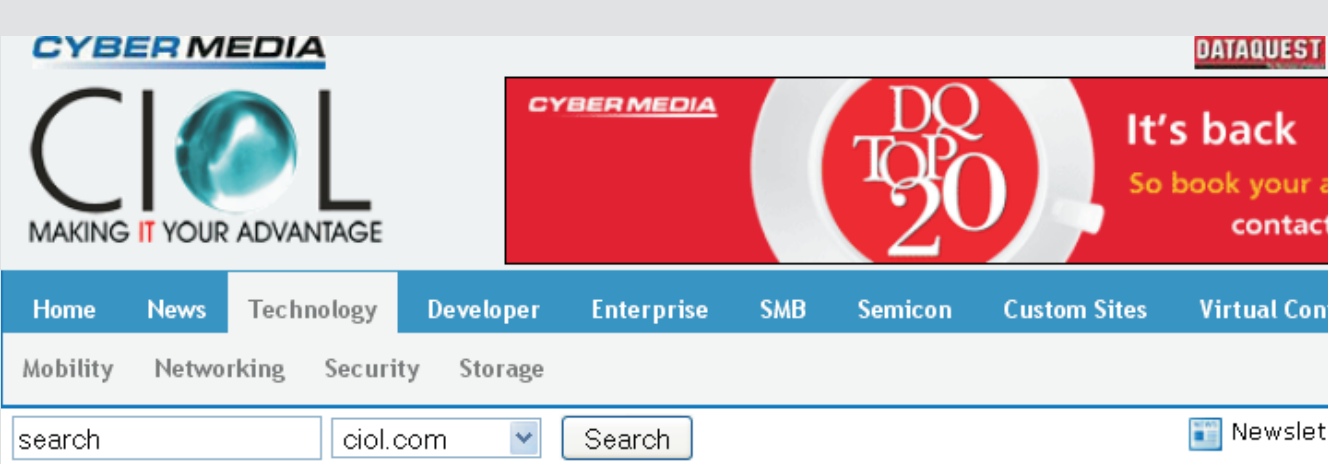
For users in developing countries, mobile phones are expected to deliver their first internet experience. However, more than 50 per cent of the phones sold in India are ultra-low-end and less than 3 per cent are internet-enabled. There is a strong need to deliver the value of Internet experiences on low-end devices used by users in emerging markets like India.

'SiteOnMobile' is a solution to deliver Internet content and services over SMS and Voice to non-tech savvy consumers. The solution enables task-based personal web interactions. Instead of delivering a complete web page to a mobile phone, the solution delivers only the short content relevant to the user's task. It is built around a concept of TaskLets that represents the interactions for a user's specific web task. In addition to mobile phones, even those owning the PCs can run TaskLets by clicking the corresponding widgets on their computer screens. Since the TaskLets reside in the cloud they can be accessed from anywhere from any device.

There are several small and medium businesses in India that have invested in an e-commerce web portal for their business, but their portals is not much accessed by their end customers today.

The SiteOnMobile solution enables such website owners to define specific tasks on their website and make those tasks easily accessible to their customers using low-end mobile phones. This is valuable even for simple tasks that their customers need such as to check status of an order, request for cab service, request for a quotation, booking a doctor's appointment, and so on.

"We are ready with the portal-based solution where website owners can create TaskLets for the services. We received positive response from select businesses whom we approached to partner with us. They not only agreed to use our



HP Labs brings 'SiteOnMobile'

New solution enables Internet content and services on basic phones

Thursday, July 08, 2010

BANGALORE, INDIA: Taking Internet to the masses is a big challenge especially in a country like India where internet penetration is low and majority of mobile phone subscribers use basic phones. HP Labs India has now come out with a path-breaking technology that can take Internet content and services to even basic phone users without internet connectivity.

Sudhir Dixit, director of HP Labs India said new solution 'SiteOnMobile' enables portal owners to easily design mobile applications that are task based. The HP cloud service enables users to access the applications just using SMS or voice.

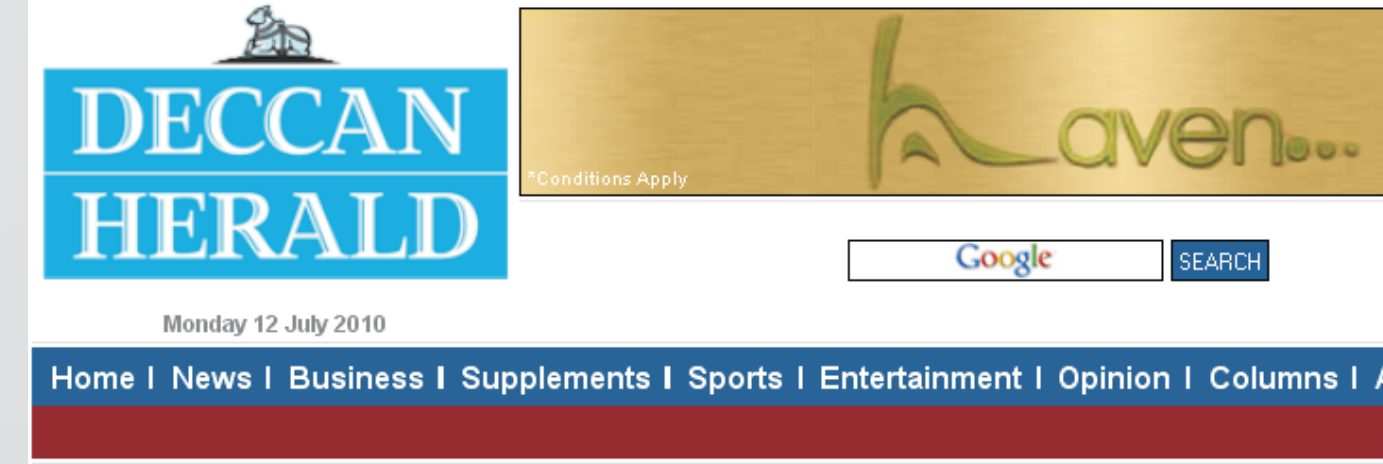
Also read: 'Reduce time-gap between innovations'

Instead of delivering a complete web page to a mobile phone, the solution delivers only the short content relevant to the user's task. It is built around a novel concept named 'TaskLets' that represents the interactions for a user's specific web task, Dixit said.

In addition to mobile phones, even those owning the PCs can run 'TaskLets' by clicking the corresponding widgets on their computer screens. Since the TaskLets reside in the cloud they can be accessed from anywhere from any device.

Also read: HP Labs working on gesture-based PCs

There are several small and medium businesses in India that have invested in e-commerce web portals for their businesses, but such portals are not much accessed



HP Labs announces siteonmobile service

Bangalore, July 8, 2010.

HP Labs, on Thursday, unveiled a new service — *siteonmobile* that allows web usage through SMS and voice on any entry level mobile phone.

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HP Labs India has announced the launch of 'SiteOnMobile', a technology that can make Internet content and services available to the masses even from low-end mobile phones.

The cloud service, developed by the India research team, allows Internet access just using SMS and voice, instead of the webpage based browsing method.

Using HP's platform, businesses can create 'TaskLets' which represents a sequence of interactions needed to perform a task on the web.

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HP Labs brings 'SiteOnMobile'

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HP Labs uses cloud technology to simplify mobile web access

by John Ribeiro | IDG News Service | Bangalore | Bureau

Thu Jul 8, 2010 1:35pm EDT

HP Labs India has developed a cloud-based technology, called SiteOnMobile, that simplifies accessing content and doing transactions on the Web.

Rather than requiring the user to navigate the Web in a number of steps to achieve a task, the series of steps required to complete the task are encapsulated in a cloud application that HP calls TaskLet. Sudhir Dixit, the director of the lab told reporters on Thursday.

Mobile phones users can access specific information on the Web or complete a transaction online by sending an SMS (short message service) or calling up a number that invokes the relevant TaskLet on the cloud, said Geetha Manjunath, senior research scientist at the lab. PC users can run a TaskLet by clicking on the corresponding icon on their computer screens, she added.

In India, where there are over 600 million mobile connections in the country, most people are likely to access the Web through mobile phones, Dixit said.

HP Labs India first disclosed it was working on the technology in 2008, as a way to make the Web accessible on mobile phones to the masses in emerging markets.