



HP Labs India Unveils 'SiteonMobile' for Emerging Markets

A breakthrough technology that can make Internet content and services available to the masses even from low-end mobile phones.

National, 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. The solution enables portal owners to easily 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 unique 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% of the phones sold in India are ultra-low-end and less than 3% 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 novel 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 portal is not much accessed by their end consumers 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 very 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.

* Patent Pending

"We are ready with the portal-based solution where website owners can create TaskLets for the services. We received an overwhelmingly positive response from select businesses whom we approached to partner with us. They not only agreed to use our platform, but also offered to enhance their web portals to offer services they wished to make available through mobile phones but hadn't been able to invest time, money and resources for it so far", said Sudhir Dixit, Director, HP Labs India.

"At HP labs India, we always look forward to innovate by introducing new and advanced technologies and solutions for the next billion customers of HP, most of them coming from the emerging markets such as India, SiteonMobile is one such example ", he added.

The portal is currently hosted at <http://www.siteonmobile.com>. It is an "invitation only" model where only selected customers will be allowed to create TaskLets. Interested content owners can send in their request to access the solution on the portal, giving a brief description of their website.

About HP

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