



## **Motorhomes.Mobi Launches dotMobi Site for Easy Access to New and Used Motorhomes for Sale in the UK**

***Motorhomes.Mobi is Mobile Ready and Compliant According to dotMobi Guidelines***

**Worcestershire, UK – 6<sup>th</sup> August 2007** – Motorhomes.Mobi, the provider of a virtual motorhome showroom, today announced that users can now access UK motorhomes for sale at <http://motorhomes.mobi>.

dotMobi, the official worldwide registry for the .mobi domain, simplifies building high-quality, compliant content for mobiles. Motorhomes.Mobi uses dotMobi's ICANN-authorized, W3C-based standards for ensuring compliant mobile site quality.

[Motorhomes.Mobi](#) will offer buyers quick and easy access on mobile devices to new and used motorhomes for sale in the UK. The rapid creation and testing of the .mobi site was facilitated through tools available on the dotMobi Web site at [dev.mobi](http://dev.mobi).

Motorhomes for sale in the UK, from dealers and private sellers, will be accessible directly from mobile devices. Information will include not only detailed descriptions, but also up to 10 full colour pictures, optimized for display on each type of mobile phone. Active alerts, by email and SMS text message, will deliver full details of new motorhome listings, which match users' saved search criteria, directly to their mobile phone within seconds of the motorhome being added to Motorhomes.Mobi.

“A .mobi address means that end users will be able to access reliable mobile content of the highest quality like Motorhomes.Mobi,” said Neil Edwards, CEO of dotMobi, the company behind the .mobi domain. “We are excited to display another example of excellent mobile Internet content, and look forward to seeing more and more content to come.”

“Traditional, classified style web sites will not work effectively for buyers in the mobile environment, due to the constraints in screen size and bandwidth” said Terri O’Leary of Motorhomes.Mobi. “Potential buyers need to be able to locate quickly and easily the product they want. Motorhomes.Mobi addresses this problem by applying advanced classification techniques, and utilizing push technology, to help sellers quickly match up with buyers of motorhomes, with user interfaces optimized for both PC and mobile browsers.”

### **About Motorhomes.Mobi**

Motorhomes.Mobi is a virtual motorhome showroom, dedicated to matching UK sellers with buyers of motorhomes, online. By the use of advanced classification techniques, any motorhome in the Motorhomes.Mobi database can be quickly

and easily matched to a potential buyers search criteria, avoiding most the problems of searching traditional classified adverts and auction sites. Both private sellers and motorhome dealers use the website, with dealers having dedicated stock management tools to enable them to easily manage their stock online on Motorhomes.Mobi.

### **About dotMobi**

dotMobi (the informal name of mTLD Top Level Domain, Ltd.), a consortium based in Dublin, Ireland with offices in Washington, DC and Beijing, is leading the growth of Internet use from mobile phones with the .mobi domain name. Unique among domain name providers, dotMobi ensures that services and sites developed around .mobi are optimized for use by mobile devices. On-the-go consumers can have confidence that an Internet site or service will work on their mobile phones when using a .mobi address.

dotMobi is backed by leading mobile operators, network & device manufacturers, and internet content providers, including Ericsson, GSM Association, Hutchison 3, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, T-Mobile, Telefonica Moviles, TIM, Visa and Vodafone.

For more information on dotMobi domains and registration information, visit <http://mtld.mobi>. Visit the dotMobi blog at <http://blog.mobi>.

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