

Mobi Tech International has approved this interview for media re-distribution. The interview is a series of questions along with answers by Ron Duggar, President of Mobi Tech International, Inc.

The interviewer may be replaced with a journalist's name and questions may be reordered or deleted. Any questions not asked here may be submitted to info@mobitechintl.com and will be answered and returned immediately by Ron Duggar. We appreciate your interest in our game changing mobile application Mobi iNet.

Interviewer:

Thank you for taking the time to answer a few questions regarding Mobi Tech International and the mobile applications you are developing.

Duggar:

I'm happy to answer your questions, thank you for your interest in what we are doing at our company. We are pretty excited about our developments and for our future.

Interviewer:

Please tell our readers briefly about Mobi Tech. What is your company's focus and why did you start the company?

Duggar:

Sure, our focus is to help small, medium and large businesses grow by helping them navigate the transition to the mobile world we now live in. In late 2007 we began to see some indications of a recession ahead. We knew there would be some very challenging times for businesses down the road. The looming recession was going to cause great strain on businesses and their ability to grow and create more jobs. We were very concerned for the survival of businesses of all sizes. As we surveyed the marketplace we saw a bright spot that seemed to have the momentum to do very well during the coming years. What we saw was the emergence of the mobile internet. We started Mobi Tech because we saw the opportunity for businesses to reduce costs and increase effectiveness of their marketing efforts by engaging with the Mobile Internet.

Interviewer:

What is the Mobile Internet?

Duggar:

In simple terms the Mobile Internet is the same as the regular internet but is accessed and viewed on a smartphone. The Mobile Internet introduced a couple of challenges, namely the small screen size and slower internet speeds. Some of the newer smartphones have full internet browsers and can view the full desktop websites just like on your computer.

Interviewer:

What is the users experience like? Is it very practical to browse the internet from your smartphone?

Duggar:

In our opinion, the user experience was poor! Again the screen size and slower speed make browsing the internet not very practical. It is helpful to be able to access the internet while you are out and about, but as a general rule you would most likely wait until you are at a computer before you would do any significant searching. We started noticing that there were many companies that had optimized their websites to fit the smaller smartphone screens and had also optimized the speed of loading their websites by reducing the file sizes for graphics and images. The user experience went from poor to great when viewing a mobile optimized website. However, this creates another problem, how to find a company's mobile optimized website.

Interviewer:

How do you find the optimized websites?

Duggar:

We found that it wasn't easy. To date there hasn't been any standards set for mobile website development so every website developer is doing things a little differently. This is making it very difficult for today's popular search engines like Google, Yahoo and Bing to find the mobile site URL's. Let me give you an example. If you search for National Geographic from your smartphone using any of these search engines they will direct you to: <http://www.nationalgeographic.com>. This is the full desktop site where you must zoom and scroll to view the whole site. On the other hand, if you were directed to <http://m.nationalgeographic.com> you would see a beautiful, mobile optimized, user-friendly site. No scrolling or zooming is needed, just a site that is easy to read and navigate through all the rich media content provided. This example happens over and over again when using these trusted search engines. We believe that the majority of the time users would prefer to view the mobile optimized site over the full desktop site while on their smartphone but they simply can't rely on the popular search engines to direct them to the mobile URL. Our solution to this problem is the Mobi iNet application which we have developed for the iPhone and Google G1. We will soon be releasing Mobi iNet for other smartphones like Blackberry, Palm, Nokia and Windows Mobile. Mobi iNet is now available for download in the iPhone and Android app stores.

Interviewer:

How does Mobi iNet solve the problem?

Duggar:

Mobi iNet is unique; it is a new approach for searching the internet from a smartphone. Companies or their developers register their mobile optimized websites with Mobi iNet just like they have done for years with the major search engines for their full desktop site. Our users also request sites to be added to Mobi iNet when they discover sites that have been mobile optimized but have not registered with us yet. Each mobile optimized website is meta-tagged (keywords for searching), categorized and put into alphabetical order. Each mobile optimized website has a graphic site logo for a visual display so users can easily locate what they are looking for. To save time users can also neatly organize and bookmark their favorite sites to frequent. Most importantly the user is guaranteed to be directed to the mobile optimized website URL. Users of Mobi iNet are reporting a very positive experience. Having this application on your smartphone eliminates the need to clutter up your valuable phone screen space with bookmarked websites. With Mobi iNet, users can navigate the mobile internet by touching the screen with little typing required. Users have the option to also search using the major search engines from within Mobi iNet. In the category "Search Engines", users can choose from several well known search engines and conveniently search the full internet if they desire. Mobi iNet users have the best of both worlds from a single application. It's never been easier or faster to browse the internet and find what you want, when you want it, from wherever you are.

Interviewer:

Sounds very useful, where can someone learn more about Mobi iNet?

Duggar:

To learn more you can visit <http://www.mobiinet.com> and you can stay up to date by following us on twitter, <http://www.twitter.com/mobiinet> or fan us on Facebook <http://www.facebook.com/pages/Mobi-iNet/82159195892>

Interviewer:

Thank you for your time today, Ron. We look forward to seeing more from Mobi Tech in the future and wish you the best of luck.

Duggar:

You're welcome. We appreciate your time and interest in what we are doing at Mobi Tech. We'll be sure to keep you and your readers informed of our future developments.