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NEW INTERNET MARK-UP LANGUAGE PROVIDES MASSIVE BOOST TO MOBILITY

Dublin, December 12, 2000 – MobileAware, the leading provider of e-business mobility infrastructure, will unveil one of the first working examples of modularized XHTML at the WAP Forum meeting which starts today in Munich and runs until 15th December. The company has developed a unique mark-up language known as TML (task mark-up language), an extension of XHTML which enables content from a single source to be structured for delivery to any Internet enabled device, fixed line or wireless.

The new mark-up language has been designed to minimize dependence on IT resources by empowering the original content author to pre-purpose web pages for delivery to any device. A simple set of tools is added as an extension to any standard web-authoring package, replacing the need for low-level programming code and allowing non-technical authors to determine for themselves how content and applications will be displayed on a PDA, a smart phone, a laptop or any other web-connected device. Existing web authors do not need to learn any new skills to make use of TML because there is little difference between applying TML and standard HTML.

Speaking today, Brian Collins, CEO and co-founder of MobileAware said, “In a world where customers, suppliers and employees expect instant access to corporate information through a growing range of Internet enabled devices, e-businesses recognize the need to develop their wireless capabilities in order to remain competitive. However, the diversity of devices, protocols, formats and browsers in the wireless environment makes this a daunting challenge, particularly for companies that have already invested heavily in developing their mainstream Internet assets.

“TML overcomes this by providing a very simple, user-friendly way of structuring new or existing content for delivery to different devices. This means that the author can retain full control over their content regardless of the medium through which it is being accessed, and consequently ensure a far more consistent user experience. Also, because the author can see in real-time how content will appear on different devices, they can ensure that the display capabilities of each device are optimized.

“As it presently stands, companies are often forced to deploy valuable IT resources to re-engineer enterprise content and applications for delivery to different devices, however this is an incredibly complex task which most companies don’t have the resources to sustain in the long-term. Consequently, many corporations are resisting change because of concerns about set-up and maintenance costs and the need for in-house expertise.

“TML is XML compliant and offers a convenient and low-cost way for companies to mobilize their enterprise resources by enabling them to re-use existing enterprise content and applications. This removes many of the IT resource dependencies traditionally associated with the wireless Internet. For example, a person with little or no experience of Internet technology can easily mobilize a corporate Intranet by simply adding TML tags to the existing web pages”. Mr. Collins concluded

About Mobileaware

Mobileaware is a leading provider of mobility infrastructure to mobile operators and ASPs. Its flagship product suite Everix™ is an innovative e-business mobility infrastructure platform that enables existing and new web-based content and business process applications to be seamlessly integrated and delivered over any network channel (fixed line or wireless) to any Internet enabled device, including PCs, smartphones, PDAs and laptops. The company is headquartered in Dublin and has offices in the US and UK. (www.mobileaware.com)

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