

## -WAP-, i-mode™- & PDA-Emulator -

The MobileRunner 4WEB is a web-based emulator that allows you and your customers to comfortably browse **WAP, i-mode™ and PDA portals**.

The MobileRunner 4WEB can be integrated into your website as a **strong marketing tool** in order to promote your mobile portal and effectively familiarize your customers with your current mobile services.

Customers can quickly and easily become acquainted with and test your mobile services directly on a computer, thereby increasing name recognition and use of your mobile portals. In addition, wireless carriers can use the MobileRunner to simultaneously **promote new handsets**.

### Benefits:

- Strong marketing tool (Branding, customer loyalty and acquisition)
- Convert the web users to WAP users (High Conversion Rate, Increasing ARPU)
- Promote the newest handsets
- Easy implementation into websites
- Customized design of frames and devices
- Device and URL selector
- Embedded as well as pop-up mode

### References:



Promote your Mobile Portal ...



[www.mobilerunner.net](http://www.mobilerunner.net)

## - Data sheet -

### Description:

The MobileRunner 4WEB is a web-based emulator that allows you and your customers to comfortably browse **WAP, i-mode™ and PDA portals**.

It is a strong marketing tool in order to promote mobile services to end customers who gain a real mobile experience.

### Features:

- Handles wide range of content and media-types (WML, XHTML, CHTML, Multipart, WBMP, GIF, Animated GIF, PNG, JPG, MIDI, MPEG, MP3, WAV, Realaudio, 3GPP, msvideo, Quicktime Video and others)
- Bring near mobile devices behavior (user agent, display resolution, sizes and colors, general look-and-feel)
- Easily integrates in any web environment as embedded on the page or popup window
- Configurable with POST and GET parameters
- Separated test environment for customer and product environment for end-users
- Web-based admin tool for configuring and testing

### Additional Features:

- Fixed IP
- Colored emoji support
- Multilanguage support, UTF-8, ISO-8859 and other character encodings
- Ability to closest integration with service providers by using customized HTTP-headers (MSISDN simulation for billing tests), extended authorization methods, working on separate IP and hostname or through VPN connection
- Video streaming

### Supported web-browsers:

- Internet Explorer
- Mozilla
- Firefox (with DOM support)
- Netscape Navigator
- Opera

### References:

