



## Oracle WebCenter Sites Mobility Server

Enabling exceptional mobile and tablet web applications and web sites *without compromise*

Mobility Server offers state-of-the-art technology and a comprehensive solution to enable organizations to publish rich websites and deliver an exceptional user experience across thousands of mobile and tablet devices. By reusing existing web content and eliminating duplication of effort, organizations can quickly create and deploy mobile websites and web applications optimized to meet the very specific needs of mobile users. Mobility Server presents enterprise customers a solution that requires no compromise.

Creating and deploying mobile websites is simple and straightforward with Mobility Server. Out-of-the-box, mobile Display Objects (templates) provide the key building blocks to enable easy creation of mobile websites. Display Objects are designed and built to offer intelligent formatting for optimal presentation of and interaction with content across mobile and tablet devices of different capabilities, form factors and generations, ensuring pervasive reach of a company's web content as well as state-of-the-art interaction and functionality.

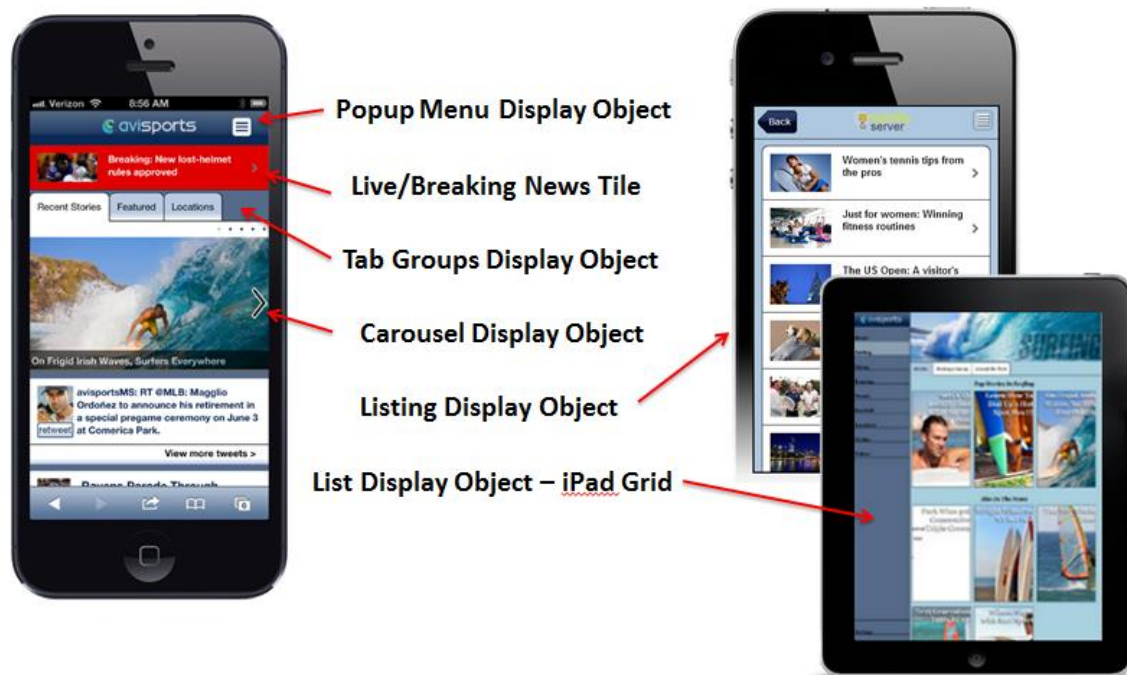


Figure 1

Simple, visual tools enable content creators and business users to preview and manage the mobile web experience in real-time across different device families such as iPhone, iPad, BlackBerry, Android as well as a broad range of older feature phones. These powerful capabilities make managing the web experience for mobile devices easy and intuitive across myriad devices.

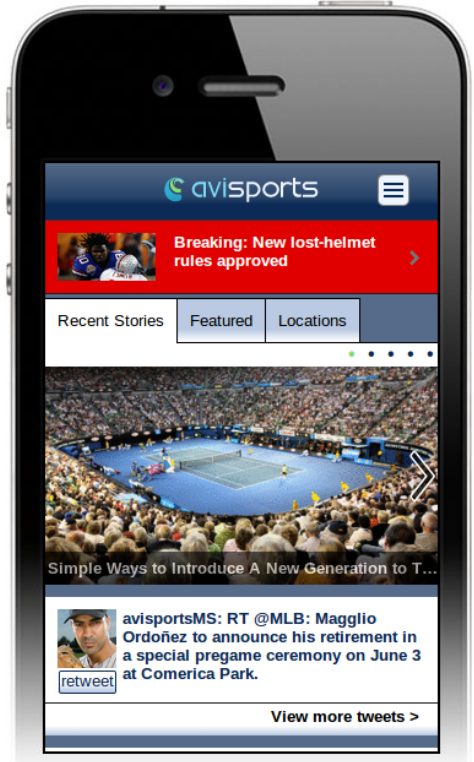
ORACLE WebCenter Sites | Mobility

Getting Started | Help

**Preview** Refresh

**Touch** Device: Touch

Preview Mode  Select Mode



**Properties** Sort by: Last Updated

Global Properties

Filters none

<b>Transition Style</b>	Current value: Slide	Last updated: 22 Apr 2013 3:27 PM
<b>Logo Background Color</b>	Current value: mixed	Last updated: 22 Apr 2013 3:27 PM
<b>Footer Background Color</b>	Current value: mixed	Last updated: 22 Apr 2013 3:27 PM
<b>Image Quality</b>	Current value: 80%	Last updated: 22 Apr 2013 3:27 PM
<b>Loading Screen Opacity</b>	Current value: 70%	Last updated: 22 Apr 2013 3:27 PM
<b>Image Popup Background Opacity</b>	Current value: 70%	Last updated: 22 Apr 2013 3:27 PM
<b>Date Format</b>	Current value: 02/15/2010 3:55PM	Last updated: 22 Apr 2013 3:27 PM
<b>Popup Screen Color</b>	Current value: #000000	Last updated: 22 Apr 2013 3:27 PM

[Refresh properties](#)

**Figure 2**

Mobility Server customers also gain significant cost savings and the peace of mind that comes with not having to keep up with the latest mobile devices, device capabilities, mobile browser advances, screen sizes and resolutions that would otherwise require a team of employees constantly tweaking, updating, testing and deploying changes to their mobile sites.

Whether an organization’s customer is accessing its website from a modern HTML5-enabled touch or tablet device or a feature phone that supports a simple WAP2.0 browser experience, Mobility Server will present content and functionality optimized for that device’s capabilities. Mobility Server’s built-in image management engine will detect an individual device’s screen size and orientation and dynamically generate resized images on the server to ensure rapid download and optimal display.



## Mobility Server Components

Mobility Server consists of three related modules:

- **Mapper:** Allows developers or editorial power users to perform a one-time mapping of content types and elements from Content Management Systems, RSS/Atom feeds, or any XML data feeds to Mobility Server Display Objects.
- **MSAdmin:** A rich Internet application that allows designers and editors to adjust the look and feel of Mobility Server mobile web sites and preview the results immediately in their web browser.
- **Mobility Server:** This is the application responsible for identifying devices and serving appropriate mobile websites.

Mobility Server libraries handle communication with various data sources, including CMS REST APIs as well as RSS, Atom and other XML feeds. A Mobility Server caching mechanism caches responses from these data sources. It is important to note that the main CMS repository will always remain the authoritative source for content thus minimizing duplication of content and management effort.

Mobility Server Control Panel

Mapping Mapping Data Tasks

+ Add Mapping

ID	Mapping Label	Display Object Type	Source Type	Source Value	CS Site	CS Type	Link Label	List Item Limit	Action
57	AllArticles	ListFilter	assetlist	/cs/Satellite?c=AVIArticle&pagename=S...	avisports	AVIArticle	ASDetail		
54	AppCacheMonitor	AppCacheMonitor							
17	ASBaseball	Index	asset	1327251719525	avisports	Page			
21	ASBaseballAlsoInTheNews	Listing	assetlist	/cs/Satellite?c=AVIArticle&pagename=S...	avisports	AVIArticle	ASDetail		
46	ASBaseballArticles	Index	asset	1327251719525	avisports	Page			
45	ASBaseballTabGroup	TabGroup			avisports				
20	ASBaseballTopStories	Listing	assetlist	/cs/Satellite?c=AVIArticle&pagename=S...	avisports	AVIArticle	ASDetail		
48	ASBaseballWebDetail	Detail	atomentry	http://api.flickr.com/servic...id=35034357755@N01&lan...us&format=atom					
47	ASBaseballWebList	Listing	atomentrylist	http://api.flickr.com/servic...id=35034357755@N01&lan...us&format=atom			ASBaseballWebDetail	3	

Figure 3

Mobility Server’s dynamic image management system ensures that the smallest possible images are served to a given device by detecting its screen size when a request is received and adjusting the markup to serve appropriately resized images. This important capability results in much faster page load times and materially reduces bandwidth usage.



## Key Features

- **Device Optimization:**
  - Mobility Server's comprehensive mobile device detection capabilities enables dynamic optimization of user experience for each handset
  - Device database regularly updated as new devices come to market\*
- **Rapid development of mobile and tablet web applications and web sites**
  - Mobility Server's out-of-the-box library of Display Objects enables organizations to quickly deploy exceptional mobile and tablet experiences with simple mapping of content from existing content management systems or feeds
  - Display Objects deliver state-of-the-art mobile web apps on the latest devices while automatically degrading gracefully to present an excellent mobile web experience on older devices
- **Delivery Optimization:**
  - Output optimized for display speed and unreliable bandwidth
  - Caching of resized media for quick display
- **Image Optimization:**
  - Dynamic resizing of images for screen resolution and fastest load times
  - Smart cropping of images for devices
  - Links generated to original images
- **Location-based Services**
  - Leverage mobile device GPS capabilities to enable users to "Search Nearby" and to recommend services close by
  - Include interactive maps, directions
  - Integrate sponsored recommendations
- **Experience Optimization:**
  - Unsupported elements automatically removed
  - Option to revert to full web site on suitable devices
  - Offline access possible for newer devices supporting HTML5
  - Detection and redirection of mobile devices can be added to website home page
  - Dynamic Navigation Elements: Intelligent handling of nested menus
- **Content Syndication:** RSS and ATOM feed content incorporated into site
- **Mobile Advertising:** Integration with major Mobile Ad Serving networks

\* requires separate subscription for device database updates



- Mobile Analytics Reporting: Integrate 3rd party analytics services such as Omniture, Google
- Social Media Integration
  - Integrate with Twitter, Facebook and other social media services
  - Subscribe to content channels or send specific content to phone while browsing website (requires netomat Messaging Gateway)

## Key Benefits

- Provide rich multimedia websites, brands, content channels to mobile users with minimal effort, expense, ongoing maintenance
- Quickly develop exceptional mobile websites without writing a line of code
- Deliver sites dynamically optimized for viewing on thousands of different mobile devices
- Offer powerful and timely location-based services
- Integrate social media capabilities to enable users to easily share content within their professional and social circles
- Build a world-class user experience that exploits the latest technologies such as HTML5 and CSS3
- Easily ingest content from multiple data sources and content management systems and present an integrated mobile web experience to users.
- *No compromise necessary:* Leverage material investment in existing website without duplication of effort and create a mobile experience which is optimized and targeted for the specific needs of mobile users, not a desktop website simply reformatted or resized to fit on mobile devices.