

# Index

## • Symbols & Numerics •

; (semicolon), 78, 85  
# (number key), 75  
\* (star key), 75  
3G, 277  
4INFO, 110–111, 262  
“24: Conspiracy”  
(mobisodes), 32  
128-bit encryption, 161

## • A •

<a> tag, 218  
ABC, 31  
accessibility, 271–272  
ACT!, 27  
AdMob, 223, 230–235  
adolescents. *See* child and adolescent mobile-phone users  
adult content, 37, 40  
advertising, mobile. *See* mobile advertising  
aftermarket mobile browsers, 52  
aggregators, 226, 277, 278  
Agile Mobile, 147  
Ahonen, Tomi, 18  
AIM (AOL Instant Messenger), 139, 144  
Air2Web, 224, 227  
airlines, 24  
Akmin, 236  
AKQA, 224  
alerts, 132, 164, 225, 277  
aliases, 139  
Alliant, 63  
Allrecipes.com, 24  
Alltel, 62, 83, 275  
Alltel Axxess Web, 90

Alltel Wireless, 89  
all-you-can-eat plan, 51  
alphanumeric keypads, 74–76  
alt attribute, 218  
American Airlines, 157  
America’s Choice Premium (Verizon Wireless), 13  
Amtrak, 157  
AOL Instant Messenger (AIM), 139, 144  
AOL Mail, 137  
AOL Shopping, 156  
Apple, 25, 244–245  
Apple iTouch, 53  
application, 277  
ARDIS, 76  
artists, 176, 224  
AT&T, 13, 62, 80, 81, 83, 89, 116–119, 132, 139, 275  
AT&T devCentral, 241  
AT&T Media Mall, 116–117  
AT&T Media Net, 90  
AT&T mobile network, 38  
AT&T Mobility, 39  
AT&T MyMedia, 91  
AT&T Wireless Media, 13  
attachments, 80  
auction system, 235  
audio upload, 194–196  
automatic connections, 268

## • B •

<b> tag, 217  
bandwidth, 50, 173, 260, 277  
Bango, 29, 176, 189–190, 224, 229  
Bango Buttons, 190  
Bank of America, 22, 160  
banking services, 22–24. *See also* mobile banking  
banner advertising, 231, 232  
banner size, 277

barcode, 157, 224  
Bay Area Rapid Transit (BART), 167  
bCode, 224  
Beattie, Russell, 254  
Bebo, 181, 184  
BeeJive, 145  
Bell Mobility, 63, 167  
best practices, 249, 250  
Betavine (Vodafone), 243  
Bible, 264  
billing aggregator, 277  
billing models, 66–70  
billing statements, 37  
billing systems, 19  
Bitstream, Inc., 52  
BlackBerry, 25, 54–57, 131, 172, 245  
BlackBerry OS, 129  
BlackBerry phone class, 52  
BlackJack (Samsung), 25  
Blogger (service), 177, 188, 193, 215  
blogging, 171, 214–215  
blogging services, 176–177, 187–188, 191–194, 215  
blogs, 238, 254–255  
Bluetooth, 43, 277  
Bluezones, 145  
BMG artists, 125  
BMW, 13–15  
<body> tag, 216–218  
bold tag, 217  
bookmarks  
adding, 273–274  
of mobile Web pages, 60, 99–100  
monitoring, 37  
books, 263–264  
Bournique, Dennis, 254  
<br> tag, 217  
break line tag, 217  
BREW RTOS, 52

BREW technology, 243  
 broadcasting, 141  
 browser button, 53, 54  
 browsers, mobile. *See* mobile browsers  
 browsing, mobile. *See* mobile browsing  
 bucket of minutes, 51  
 buddy lists, 36  
 bundled services, 66, 68  
 business applications  
   description, 16–17  
   e-mail, 26–27  
   mobile coupons, 28  
   mobile Internet for, 25–26  
   orders/forms/reports, 27  
   sales tools, 27  
   transaction handling, 28–29  
 business hours, 211  
*BusinessWeek*, 93, 94, 98, 164  
 buying minutes, 51

## • C •

cached sites, 60  
 call links, 106, 107  
 camera phones, 86, 171–172, 260–262, 272  
 Canada, 63, 167  
 Canada Text Messaging Resource Centre, 226  
 Canadian Wireless Telecommunications Association (CWTA), 63, 82, 226  
 car rental sites, 24  
 Carlson Marketing, 222, 224  
 carrier, 277  
 carrier development sites, 241–243  
 carrier targeting, 236  
 CBS Mobile, 31, 123, 128  
 Cellfire, 28, 154–155  
 centrally hosted, 210  
 certification, 239  
 channels of interest, 235  
 Charles Schwab, 162, 163  
 Chase Mobile, 162  
 chat, 171, 225, 277  
 Chattermail, 132

cheating, 41  
 child and adolescent mobile-phone users, 33, 34, 36–44, 175  
 CHTML (compact Hypertext Markup Language), 49  
 Cincinnati Bell, 62  
 Cineplex-Odeon movie theaters, 167  
 Cingular, 80  
 CISCO Networks, 99  
 Citibank, 22, 158  
 citizen journalism, 178  
 classes, phone, 51–53  
 click-through, 277  
 closed systems, 54  
 CMSs (content management systems), 212–215  
 CNNMoney, 164  
 collapsed Web pages, 110  
 Collective Good, 65  
 color scheme, 205, 207  
 Comedy Central, 123, 128  
 .com/mobile, 13  
 common short code, 278  
 Common Short Code Administration (CSCA), 82, 226  
 community-based sites, 214  
 compact Hypertext Markup Language (CHTML), 49  
 computers, 12, 48–50, 118–120  
 conferencing, 145  
*Consumer Reports*, 154  
 contacts, e-mail, 136, 141  
 Contacts lists, 36  
 content, mobile. *See* mobile content  
 content aggregator, 278  
 content developer guidelines, 174  
 content management systems (CMSs), 212–215  
 contract, 19, 38, 50–51, 64–65, 269, 270  
 cookies, phone, 37, 60  
 copyrights, 125  
 corporate content, 178  
 corporate e-mail access, 27  
 countries, 235

country-code addresses, 199  
 coupons, mobile, 28, 154–155  
 CoverGirl, 157  
 Creative Commons, 177  
 credit-card processing, 229  
 credit-card processing companies, 29  
 credits, 116  
 Cremin, Ronan, 238  
 CSCA (Common Short Code Administration), 82, 226  
 CTIA–Wireless Association, 63, 82  
 customer relationship management (CRM), 27  
 customers, 28  
 CuteFTP, 219  
 CWTA (Canadian Wireless Telecommunications Association), 63, 82, 226  
 cyberbullying, 43–44

## • D •

*Dallas Morning News*, 83, 84  
 data bucket, 51  
 data charging, 278  
 data plan, 13, 51, 172, 265, 274  
 data services, 50, 69–70, 265, 267  
 dating, mobile, 262  
 De Waele, Rudy, 255  
 deck, 278  
 Decktrade, 223  
 dedicated mobile domains, 200–201  
 dedicated video network, 122  
 dedicated wireless-enabled terminals, 53, 59  
 deleting e-mail, 136  
 devCentral (AT&T), 241  
 developer.com, 239  
 development tools, 239  
 device listings, 241  
 device specifications, 246  
 DeviceAnywhere, 220, 239  
 DeviceAtlas, 239  
 dev.mobi, 238–239  
 digital downloads, 48

directions, to store, 211  
 directories, 112–114, 201, 202  
 discounts, 65  
 disruptions, school, 41  
 documenting activities, 42  
 domain registrar, 202, 203  
 domains, 199, 201, 202  
 dotMobi, 50, 201, 205, 220, 238, 250  
 dotMobi Advertising Group, 231  
 Dow Jones Online, 164  
 downloading, 117–124, 259–260  
 Drafts folder, 77  
 Drupal, 214  
 dual band, 278  
 dual-mode phones, 192  
 dynamic Web sites, 203–204, 212–215

## • E •

EA Mobile, 30, 127  
 early-termination penalty fee, 270  
 eBuddy Mobile, 145  
 edmunds2go, 157  
 education, 25, 40  
 e-mail  
   blogging by, 193  
   as data service option, 69  
   deleting, 136  
   inserting picture in, 136  
   as mobile Internet option, 16  
   options in, 131–132  
   pull, 137  
   push, 132–136  
   roaming charges for, 268  
   sending/receiving, 26–27, 136  
   storing contact from, 136  
   text messaging by, 80–81  
   viewing, 136  
   wireless carriers offering, 132  
 Yahoo!, 137  
 e-mail account, 133  
 e-mail alert services, 132

Emanzio, 132  
 emergencies, 38, 42  
 Emoze, 132–136  
 employers, 18  
 encryption, 161  
 EnPocket, 231  
 entertainment sites, 15, 98–99, 116–124  
 entrepreneurs, 178  
 erase character, 75  
 ESPN, 31  
 ESPN Mobile TV, 123, 128  
 etiquette, 18, 41  
 E\*Trade, 162, 163  
 exiting mobile browsers, 60  
 eZiText (Zi Corporation), 76

## • F •

Facebook, 34, 43, 171, 181–185, 187  
 Fandango, 32, 156, 157, 158  
 FAQs (Frequently Asked Questions), 240  
 favorites. *See* bookmarks  
 FCC (Federal Communications Commission), 40, 64  
 Fido, 63  
 FierceWireless, 251  
 file transfer protocol (FTP), 219  
 file transfers, 145  
 Filezilla, 219  
 financial accounts, 48  
 financial news services, 164  
 financial services  
   mobile banking, 159–161  
   mobile payments, 165–167  
   mobile trading, 161–164  
 find.mobi search engine, 102, 103, 105  
 fine print, 67, 68, 173, 269  
 Firefly, 38  
 First Data Corporation, 167  
 fixed plan, 51  
 flat-rate wireless data plans, 88  
 FlexMail, 132

Flickr, 170, 171, 175, 176, 186–188, 260, 261  
 foreign countries, 274–275  
 forms, 27  
 Forum Nokia, 245–246  
 ForumOxford, 252  
 forums, 238, 239, 241, 242, 252  
 Fox, 31  
 Fox Mobile, 32, 123, 128  
 frames, 274  
 France Telecom, 241  
 free mobile Internet access, 266  
 Frequently Asked Questions (FAQs), 240  
 friendly off-deck, 278  
 friends-and-family plan, 269  
 Frucall, 148–149, 150–152  
 FTP (file transfer protocol), 219  
 FTP account, 203  
 FTP information, 206, 208, 219  
 FTP software, 219  
 full music download, 278

## • G •

gallery, 278  
 game platforms, 129  
 Gameloft, 30, 127  
 games, mobile. *See* mobile games  
 Geodesic Information Systems, 143  
 geotag, 188  
 GIF, 216  
 Global Authoring Practices (GAP), 240, 250  
 global positioning system (GPS), 188, 278  
 global wireless carriers, 63  
 Glu Mobile, 30  
 Gmail (Google), 26, 132, 133, 137  
 Go To/Address, 60  
 GoDaddy, 209

“Good Practice Guidance for Social Networking and User Interactive Services” (UK Home Office), 175

Google, 26, 102, 103, 182, 193, 215, 231

Google AdSense, 223

Google AdWords, 236

Google Android operating system, 53

Google Mobile, 272

Google Mobile Ads, 235–236

Google mobile search engine, 104, 106

Google SMS, 112

Google Talk, 138, 144

GPS (global positioning system), 188, 278

graphics, 117, 216

GSM Association, 63

## • H •

Hahlo, 181

handset, 278

handset development sites, 244–249

Harald Blåtand, king of Denmark and Norway, 43

Helio, 62

help group, 40

Hendry, Kai, 254

*High School Musical 2* (Disney), 99

Hilton Hotels, 99, 157

history, 37, 60

HooQs, 260

hosted blog platforms, 215

hosting, 202–203, 210

hosting information, 206

hotels, 24

hotspots, 145, 262

href attribute, 218

HTML (HyperText Markup Language), 49, 203, 205, 215, 216

HTTP (HyperText Transfer Protocol), 200

Hume, Tome, 254

hyperlink, 218

## • I •

<i> tag, 217

ICQ, 144

iLoop Mobile, 224, 227, 236

IM. *See* instant messaging

image ad, 279

image sizes, 216

image tag, 217–218

IMAP e-mail access, 26

<img> tag, 217–218

Inbox folder, 77

independent mobile development sites, 237–241

industry forums and news, 251–255

Infinity mobile marketing platform, 224

information gathering

browsers used for, 48

from mobile Internet sites, 97–98

privacy issues with, 18

school-based, 42

information on demand, 279

information services, 83

information sites, 16

INMobile, 252

input devices, 50

instant messages, 140–141

instant messaging (IM)

costs of, 139, 142, 145

description, 138

as mobile Internet option, 16

with network provider, 139–141

options for, 138

selecting interoperable

service for, 143–145

setting up, 140

text messaging versus, 139

third-party, 142–143

international calls, 69, 269

international plan, 268

Internet

history of, 11

mobile Internet versus, 11–12

texting from, 79–80

text-message short-code uses on, 81–84

Internet browsers, 48–50

interoperable instant messaging clients, 143–145

iPhone (Apple), 25, 59, 129, 172–174, 183, 192, 244–245

iPhone class, 53

ISBN, 151

italics tag, 217

iTap (Motorola), 76

iTunes, 126, 259

## • J •

J2ME (Java Micro Edition), 248–249

Jabber, 144

Jack in the Box, 167

Jaiku, 171, 181, 182, 185, 192

Jambo Mobile, 224, 227

JamPaw, 114

Jamster, 127, 227, 228

Japan, 261

Java, 129, 279

Java games, 279

Java Micro Edition (J2ME), 248–249

JiveTalk, 145

Joomla!, 212

joysticks, 60

JPG, 216

jump page, 279

## • K •

Kaboodle, 155

Kajeet, 38

Kbps (kilobits per second), 279

keypads, 74–76

keywords, 82

KHTML (Konqueror  
Hypertext Markup  
Language), 49  
Kyte, 188, 189, 195

## • L •

language, of Internet  
browsers, 49  
LBS (location-based service),  
279  
Leap Wireless, 62  
letter mode, 75  
letters, entering, 75  
LG, 180  
links, 60, 106, 107, 218, 283  
Linux-based operating  
systems, 52–53  
LiveJournal, 188  
local number portability  
(LNP), 63, 64, 88  
local services and  
information, 103  
location awareness, 105  
location-based service (LBS),  
279  
long-distance calls, 69, 269  
loss, of phone, 19  
Lotus Domino, 27  
Lotus Notes, 135  
“Love and Hate”  
(mobisodes), 32  
lowercase mode, 75

## • M •

made-for-mobile content,  
212–215  
made-for-mobile directories,  
112–114  
made-for-mobile episodes  
(mobisodes), 31–32  
made-for-mobile identifiers,  
96, 273  
made-for-mobile Internet  
sites, 13–15  
made-for-mobile storefronts,  
156  
mainstream advertisers, 233

Major League Baseball  
(MLB), 157, 158  
Makayama, 260  
Makkonen, Matti, 76  
Mandel, Ron, 238  
marketing promotion, 241  
markup, 215  
MasterCard, 167, 229, 261  
matchmaking, 262  
MatchMobile, 262  
mature content, 37, 40  
m-commerce, 165  
m-commerce sites, 16  
media, searching for, 108–109  
Media FLO TV service, 128  
Media Net (AT&T), 39  
media tools, 246  
MediaBoard, 25  
Medio, 223  
Meetmoi, 262  
mega-storefronts, 190  
memory cards, 264  
menu, 279  
message logs, 36–37  
messaging, 48, 279. *See also*  
*specific types*  
Messaging folder, 77  
metered package billing  
model, 68  
metered plan, 51  
metered services billing  
model, 67  
microblogging, 171, 185, 195  
micropayments, 166  
microSD card, 121, 264  
Microsoft, 103, 180  
Microsoft Exchange, 27  
Microsoft Live Search, 102,  
106  
Microsoft Live Spaces, 215  
Microsoft MSN, 98  
Microsoft Outlook, 133, 135  
Millennial Media, 231  
minibrowser. *See* mobile  
browsers  
minifeed, 185  
Minimo (Mozilla), 52  
Mippin, 184–185  
MLB (Major League  
Baseball), 157, 158

m-learning (mobile learning),  
25  
MMS. *See* multimedia  
messaging service  
.mobi, 13, 96, 200–201  
mobile, 264  
Mobifest, 263  
mobile advertisers, 232–233  
mobile advertising  
AdMob, 232–235  
Google Mobile Ads, 235–236  
trend, 230–232  
white paper on, 231  
Winksite, 211  
mobile advertising network,  
223  
mobile agencies, 224  
mobile banking, 159–162  
mobile browsers  
aftermarket, 52  
on Apple iPhones, 59  
on BlackBerry, 54–55, 57  
carrier services for, 49–50  
computer Internet versus,  
48–50  
on dedicated wireless  
terminals, 59  
defined, 47, 279  
language of, 49  
launching, 53–54  
on Microsoft Windows  
Mobiles smartphones,  
57–58  
navigation features, 60  
on Palm smartphones, 58  
by phone classes, 51–53  
on Symbian OS  
smartphones, 57  
as tool, 12  
WiFi access for, 56  
mobile browsing, 88–100, 279  
mobile content  
blogging, 191–194  
defined, 280  
description, 179  
on dynamic Web sites,  
212–215  
personalization, 281  
photo-sharing, 186–189  
podcasting, 194–196

- mobile content (*continued*)
  - self-publishing, 189–191
  - selling, 225
  - social-networking, 180–185
  - user-generated. *See* user-generated content
- mobile content sellers, 232–233
- mobile coupons, 28, 154–155
- mobile dating, 262
- Mobile Digital Media, 264
- mobile games, 30, 121–122, 127, 280
- mobile Internet
  - accessibility of, 271–272
  - content/services available for, 22–24
  - defined, 271, 280
  - etiquette, 18
  - examples of activities on, 275
  - history of, 11
  - information gathering from, 18
  - Internet versus, 11–12
  - number of users, 10
  - service available for, 15–17
  - service contract, 19
  - surfing, 32
  - tools for, 12–13
- mobile Internet business
  - advertising, 230–236
  - credit-card processing, 229
  - description, 221
  - premium-rate text messaging, 225–228
  - types of, 222–224
- mobile Internet development
  - resources
  - carrier development sites, 241–243
  - handset development sites, 244–249
  - independent mobile development sites, 237–241
  - industry-centric forums/news, 251–255
  - standards/best practices, 249–250
- mobile Internet marketplace sites, 176
- mobile Internet site
  - development
  - converting existing Web site, 211–212
  - description, 197
  - graphics, 216
  - hosting, 202–203
  - images, 217–218
  - links, 218
  - made-for-mobile content in dynamic sites, 212–215
  - markup language, 215–216
  - reasons for, 198
  - resource guide. *See* mobile Internet development resources
  - site-builder software, 205–211
  - static versus dynamic sites, 203–204
  - template, 216–217
  - testing/improving, 219–220
  - uploading site, 219
  - Web address, 198–202
- mobile Internet sites, 87, 272
- mobile learning (m-learning), 25
- Mobile Marketing Association, 232
- mobile payments
  - Bango system, 189–190, 224
  - description, 165
  - NFC, 261
  - PayPal, 223
  - signing up for third-party, 165–166
  - via wireless carriers, 166–167
- mobile phone allowance, 35
- mobile phone call logs, 36
- mobile phone transactions, 37
- mobile phones
  - capabilities of, 90–91
  - classes of, 51–53
  - computers versus, 12
  - downloading music from, 120–121
  - downloading ringtones from, 118–119
  - personal nature of, 17–18
  - setting policies for using, 34
  - texting from, 78–79
  - theft/loss of, 19
- mobile readiness, 93–95, 267, 273
- mobile revenue generation
  - advertising, 230–236
  - credit-card processing, 229
  - description, 224–225
  - premium-rate text messaging, 225–228
- mobile shopping
  - coupons, 154–155
  - description, 149
  - finding sites for, 156–158
  - price checking, 150–154
  - social, 155
  - trend, 150
- mobile site-builder software, 205–211
- mobile subscriber, 280
- mobile trading, 161–164
- mobile TV, 280
- mobile virtual network operator (MVNO), 62, 63, 280
- mobile Web, 70, 271, 280
- mobile Web applications, 100
- mobile Web browser. *See* mobile browsers
- mobile browsers
  - Mobile Web Developer's Guide* (dotMobi), 238
  - Mobile Web Initiative (MWI), 250
- Mobileactive, 178
- MobileDigit.com, 28
- MobileMonday, 253
- MobileOK Checker, 250
- MobileOK test guidelines, 93
- Mobilizer, 212
- mobisodes (made-for-mobile episodes), 31–32
- Mobitex wireless-data-only networks, 76
- MobiTV.com, 31
- money issues, 35
- monitoring phone use, 36–38
- monophonic ringtone, 117
- Moto Q (Motorola), 25
- MOTODEV Studio, 245
- Motorola, 25, 76, 180, 245

- Movable Type, 212  
 movie tickets, 167  
 movies, 32, 263  
 MovieTickets.com, 32  
 Mozilla, 52  
 mPoria, 29, 157, 229  
 mShopper, 152–153  
 MSN, 144  
 MSN Hotmail, 137  
 MTS Mobility, 63  
 MTV, 123, 128, 227  
 MTV Insider, 227  
 MTV Mobile, 126  
 MTV Mobile Alerts, 227, 228  
 multimedia entertainment  
   game platform dependence,  
   129  
   off-portal sites, 124–128  
   on-portal sites, 116–124  
 multimedia messaging  
   service (MMS), 279, 281.  
   *See also* picture  
   messaging  
 multiplayer mobile game,  
   121, 129, 281  
 Mundu, 138  
 Mundu Interoperable  
   Messenger, 143–145  
 music  
   downloading, 259–260  
   from mobile Internet, 30–31  
   off-portal, 125–127  
   searching for, 103, 108–109  
   spending on, 259  
   from Sprint, 119–121  
 music videos, 22  
 musicians, 176, 224  
 MVNO (mobile virtual  
   network operator), 62,  
   63, 280  
 MWI (Mobile Web Initiative),  
   250  
 MyItThings, 155  
 MySpace, 34, 43, 181, 184
- **N** •
- Napster Mobile, 126, 259  
 national wireless carriers,  
   62, 63  
 navigation features, 60  
 navigation menu, 53  
 NBC News 2GO, 123, 128  
 NBC2GO, 128  
 NCH, 43, 44  
 Near Field Communications  
   (NFC), 167, 261  
 network bandwidth, 50  
 network service, 91  
 New York City, 167  
*The New York Times*, 98  
 news, 48, 83, 84  
 NFC (Near Field  
   Communications), 167,  
   261  
 Nickelodeon, 128  
 Nokia, 167, 180, 223, 245–246  
 Nokia 700, 53  
 Nokia Ad Services Business,  
   231  
 Nokia mobile phones and  
   services, 99  
 Nokia N73, 182, 186  
 Nokia N95, 182, 186, 192, 261,  
   263  
 Nokia Nseries, 171–172, 181,  
   182, 194  
 Nokia Series-60 (S60), 129,  
   180, 194, 262  
 Nokia Share Online, 186, 187  
 Novell Groupwise, 27  
 Nuance, 76  
 nucleus RTOS, 52  
 number mode, 75  
 number portability, 281. *See*  
   *also* local number  
   portability  
 numbers, entering, 75
- **O** •
- Obopay, 165, 166  
 off-portal (off-deck), 87, 281  
 off-portal browsing, 93–100  
 off-portal entertainment,  
   124–129  
 OMA (Open Mobile Alliance),  
   250  
 “on demand” services, 84  
 on-deck. *See* on-portal  
 on-device data-enabled  
   applications, 70  
 on-device portal, 281  
 one-to-many messaging, 171,  
   180, 195  
 online dating, 262  
 online shopping, 150  
 on-portal (on-deck), 87, 281  
 on-portal entertainment  
   from AT&T, 116–119  
   from Sprint, 119–121  
   from Verizon Wireless,  
   121–124  
 on-portal mobile browsing,  
   88–92  
 oober, 176, 190–191, 223,  
   227  
 Open Mobile Alliance (OMA),  
   250  
 open operating systems, 52,  
   57, 58  
 open source system, 126  
 Openwave, 247  
 Opera Mini, 52  
 Opera Mobile, 52  
 Opera Software, 52  
 operating system software,  
   129, 180  
 Orange Partner, 241–242  
 Orbitz travel updates, 99  
 ordering, 27  
 Ortiz, C. Enrique, 254  
 OTA (over-the-air), 120  
 ourTunes, 126  
 Outbox folder, 77  
 Outlook Web Access (OWA),  
   135  
 overage charges, 69, 268–269  
 over-the-air (OTA), 120  
 Overture (Yahoo!), 231  
 OVI, 223  
 OWA (Outlook Web Access),  
   135
- **P** •
- <p> tag, 216–218  
 page checker, 206, 208  
 page tester, 220  
 page view, 281

- paggers, 76
  - Palm, 25, 52
  - Palm OS, 129, 180
  - Palm OS 5 phones, 194
  - Palm smartphones, 58
  - Papworth, Neil, 76
  - paragraphs, 216, 217
  - parental controls, 39, 123
  - Passani, Luca, 240, 250
  - pay per click (PPC), 232
  - pay-as-you-go, 35, 38, 67
  - PayFortl, 167
  - payment processing, 189–190
  - payment systems, 19, 229
  - payments, mobile. *See*
    - mobile payments
  - PayPal, 165–167, 189, 223
  - PayPal Mobile, 229
  - PayPass, 167, 261
  - pay-per-download, 281
  - PayWave, 167, 261
  - PDA (personal digital assistant), 12
  - People* magazine, 100
  - per-minute calling rates, 268–269
  - permissions, 171, 177
  - personal digital assistant (PDA), 12
  - personalization content, 281
  - personalization services, 91
  - person-to-person mobile phone messages, 76
  - phone bills, 36
  - phone calls, 144
  - phone memory card, 121
  - phones, mobile. *See* mobile phones
  - photo sharing, 42, 171, 174–176, 186–189, 260–261
  - photo uploading, 172, 173, 175
  - Photobucket, 261
  - photography, 31, 223
  - Picasa, 175, 176, 187
  - picture message, 281
  - picture messaging, 69, 73, 74, 85–86, 193
  - Pilot maps and directions, 99
  - plan. *See* contract
  - Planet Mobile Web service, 254
  - podcast file formats, 177
  - podcasting, 172, 177–178, 194–195
  - policies, 34, 42–43
  - political activism, 178
  - polyphonic ringtone, 117
  - POP3 e-mail access, 26
  - portal, 272
  - postpaid contract, 50–51
  - postpaid plan, 66
  - pound (#) key, 75
  - power capability, 50
  - PPC (pay per click), 232
  - predictive text, 76
  - premium billing, 281
  - premium rate short-code services, 82
  - premium short message service (PSMS), 221, 282. *See also* short code
  - premium-rate text messaging, 223, 225–228, 266
  - prepaid, 282
  - prepaid contract, 51
  - prepaid plans, 65
  - prepaid services, 35
  - preprogrammed soft key, 53, 54
  - President's Choice Mobile, 63
  - price checking, 150–154
  - “Prison Break: Proof of Innocence” (mobisodes), 32
  - privacy, 19, 36, 41, 160–161
  - privacy settings, 171
  - private label, 231
  - product search, 151
  - ProductWiki, 155
  - promotional storefronts, 190
  - promotions, service, 64, 67, 266
  - Psiloc Hotspot Finder, 262
  - PSMS (premium short message service), 221, 282
  - pull e-mail, 132, 137
  - pull messaging, 282
  - pull services, 225
  - punctuation marks, 75
  - Push (e-mail system), 132
  - push alerts, 225
  - push e-mail, 131–136, 132
  - push messaging, 282
- **Q** •
- Qik, 195
  - quad-band phones, 275
  - Qualcomm, 52
  - Quote.com, 164
  - QWERTY, 25, 74, 282
- **R** •
- Rabin, Jo, 238
  - Ready.mobi, 93–96, 267
  - Really Simple Syndication (RSS), 282
  - real-time operating system (RTOS), 52
  - receiving
    - e-mail, 26–27, 136
    - instant messages, 140–141
    - stock quotes, 164
  - recipe sites, 24
  - recycling, 65
  - regional wireless carriers, 62, 63
  - reports, 27, 37–38
  - Research in Motion (RIM), 52, 76, 131–133, 245
  - revenue-sharing models, 190–191
  - RIM Inter@ctive Pager, 76
  - ringtones, 85, 115–119, 125–127, 282
  - roaming, 136, 137, 192, 267–268, 275, 282
  - Rogers Wireless, 63
  - rollover minutes, 69, 269
  - Rowehl, Mike, 255
  - RSS (Really Simple Syndication), 282
  - RTOS (real-time operating system), 52

## • S •

- S60. *See* Nokia Series-60
- safety, online, 40
- Sage, 27
- sales tools, 27
- SalesForce.com, 27
- salesperson's name, 269
- Samsung, 25, 180, 249
- SaskTel Mobility, 63
- Sauter, Martin, 255
- scanning whiteboards, 262
- ScanR, 262
- schools, mobile phone use
  - in, 40–43
- screen real estate, 282
- screen saver, 282
- screen size, 50, 282
- ScreenTonic, 231
- The Scripts, 239
- scrolling, 60
- SDKs (software development kits), 249
- SDN, 248
- search engine companies, 201
- search engines, 102, 109–110, 272
- search services, 101
- searching
  - browsers used for, 48
  - for children's names online, 44
  - future of mobile, 112
  - for local shops, 106–107
  - for music, 108–109
  - taxi-cab example of, 103–106
  - with text messaging, 110–112
  - tips for, 103
- secure payment
  - technologies, 229
- security, 229
- selection wheel, 54, 55
- semicolon (;), 78, 85
- sending
  - e-mail, 26–27, 136
  - instant messages, 140–141
  - picture messages, 85–86
  - text messages, 77–81
- Sent folder, 77
- service package
  - subscription, 91
- service plan, 265
- service provider, 282
- services, 38, 64
- Settings feature, 60
- shopping, 48, 106–107. *See also* mobile shopping
- Shopping 2.0, 155
- ShopSmart (*Consumer Reports*), 154
- ShopStyle, 155
- short code, 82, 84, 221, 266, 282
- Short Message Service (SMS), 10, 76, 283. *See also* text messaging
- Short Message Service Center (SMSC), 76
- short-code license, 226
- short-code organizations, 82
- short-code program, 226
- short-code registry, 226
- ShoZu, 187–188, 195
- signatures, e-mail, 80
- silent mode, 18
- SIM (Subscriber Identity Module), 283
- single-player game, 121, 129, 283
- SinglePoint, 224, 227
- site directories, 112
- site tester, 220
- site-builder software, mobile. *See* mobile site-builder software
- Site.mobi, 205–208
- Six Apart, 194
- SK Telecom, 62
- Smaato, 231
- Smart Limits (AT&T), 39
- SmartFTP, 219
- smartphone class, 52–53
- smartphone platforms, 129
- smartphones, 12, 25, 172, 283
- SMS. *See* Short Message Service
- SMS chat, 283
- SMS Installation, 136
- SMS message, 281
- SMSC (Short Message Service Center), 76
- SnapMyLife, 261
- social networking, 48, 180–181, 210
- social networking sites, 34, 174, 181–185, 223
- social shopping, 155
- software applications, 16
- software development kits (SDKs), 249
- Songs2mobile, 260
- Sony Ericsson, 172, 180, 193, 194, 247–248
- Sony Music, 125
- Sony Pictures Mobile, 30
- Sony PSP, 53
- Sony TV, 122
- sound effects, 85
- sound recordings, 85
- South Africa, 19
- spaces, entering, 75
- special characters, 75
- special offers, 173
- Sports Illustrated*, 100
- Sprint, 62, 80, 83, 89, 119–121, 132, 139, 167
- Sprint Digital Lounge, 119
- Sprint Mobile Media Network, 231
- Sprint Music Store, 120
- Sprint PCS network, 38, 39
- Sprint Power Vision Web, 90, 92
- standard rate, 283
- standards, 249, 250
- star (\*) key, 75
- Starbucks Store Locator, 157, 158
- static Web pages, 203–204
- stock quotes, 164
- storefronts, 99, 190–191, 224, 225
- streaming, 283
- streaming TV, 123, 128
- subscribe, 283
- Subscriber Identity Module (SIM), 283
- subscriptions, 91, 116–117, 121, 128, 268

Sun J2ME, 248–249  
 Sun Microsystems, 129  
 “Sunset Hotel” (mobisodes), 32  
 SunTrust, 160  
 Super Tone ringtone, 117  
 superstores, 190  
 suspicious activities, reporting, 37  
 Symbian, 52, 180  
 Symbian OS smartphone, 57, 129

## • T •

T9 text systems (Nuance), 76  
 tags, 216–218  
 Taptu, 103, 108  
 taxi cab (search example), 103–106  
 TBS television to go, 99  
 TD Ameritrade, 162, 163  
 telephone number, 211  
 Tellme, 112  
 TELUS, 63  
 text editors, 216  
 text link, 283  
 text link advertisements, 232  
 text messages, 36–37, 77, 79, 266  
 text messaging, 10, 69, 73–84, 110–112, 139, 162, 266.  
*See also* Short Message Service (SMS)  
 theft, 19  
 thick client development, 239  
 third parties, short codes used by, 82  
 Third Screen Media, 231  
 third-level domains, 201  
 third-party directories, 113–114  
 third-party instant messaging service, 142–143  
 third-party mobile payment providers, 165–166  
 third-party services, 268  
 third-party wireless carriers, 62  
 threshold, service, 68

ThunderHawk (Bitstream, Inc.), 52  
 T-Mobile, 22, 62, 79, 81, 83, 89, 91, 139, 275  
 T-Mobile Web and Applications, 90  
 TMZ made-for-mobile, 99  
 tools, development, 239  
 top-level domains, 199  
 “topping up,” 65  
 track ball, 54  
 traditional phone class, 52, 54  
 training, 239  
 transaction handling, 28–29  
 transcoding service, 110  
 Trasatti, Andrea, 238, 255  
 travel plans, 24  
 travel sites, 99  
 Treo (Palm), 25, 58, 172, 180  
 Tribal Shout, 178  
 tri-band phones, 275  
 TRL Alerts, 227  
 Trutap, 145  
 try-before-you-buy promotions, 64  
 TV, 31–32, 122–124, 126, 128, 260, 280  
 Twitter, 171, 181, 184, 185, 195  
 two-way paging, 76  
 TX2PH, 264  
 TypePad, 177, 194  
 TYPO3, 213–214  
 T-Zone (T-Mobile), 22

## • U •

UAProf (User Agent Profile), 250  
 Ubik, 212  
 UIQ, 180, 194  
 Uniform Resource Locators (URLs), 199  
 United Kingdom (UK), 167, 175  
 universal product code (UPC), 151  
 unlimited billing model, 68, 121, 266

unlimited plan, 51, 172, 173  
 Unstrung, 253–254  
 UPC (universal product code), 151  
 uploading, 172, 173, 175, 194–196, 219  
 UPPERCASE mode, 75  
 URL address, 273  
 URLs (Uniform Resource Locators), 199  
 U.S. Cellular, 62  
 U.S. Federal Communications Commission (FCC), 40, 64  
 usage caps, 173  
 usage tracking, 274  
 User Agent Profile (UAProf), 250  
 user manual, 37  
 user-generated content, 169–178  
 user-generated mobile Web sites, 16

## • V •

V Cast (Verizon Wireless), 22  
 value-added services, 92  
 vending machines, 225  
 Verizon The ZON, 242–243  
 Verizon Wireless  
 BREW RTOS used by, 52  
 data plans from, 13  
 e-mail service from, 132  
 games from, 121–122  
 information services from, 83  
 instant messaging offered by, 139–140  
 mobile browsing services from, 89  
 mobile TV/video from, 122–124  
 mobisodes on, 32  
 music/video from, 22  
 as national carrier, 62  
 parental controls from, 39  
 texting in e-mail through, 81  
 Verizon Wireless Games, 121

- Verizon Wireless Mobile Web, 90
- Verizon Wireless V CAST service, 122–124
- vibrate mode, 18
- video, 103, 123–124, 126, 128, 194–196
- video capability, 263
- video postcards, 188, 189
- video tone, 283
- Vidéotron, 63
- viewing e-mail, 136
- Virgin Mobile, 62
- Virgin Mobile Canada, 63
- virtual mobile shopping malls, 157
- virtual video postcards, 188, 189
- Visa, 167, 229
- visual theme, 206, 207
- Vodafone, 76
- Vodafone Betavine, 243
- Voice Indigo, 178
- voice options, 68–69
- voice plan, 268–269
- voice recordings, 85
- voice-based search, 112
- VoiceStream, 91
- Vox, 188
- **W** •
- W3C (World Wide Web Consortium), 93, 250
- W3Schools Mobile, 239–240
- Wachovia, 22, 23, 160
- WALL tool, 241
- walled garden, 110, 202, 241, 283
- wallpaper, 116–119, 126, 284
- WAP (Wireless Application Protocol), 11, 49, 202, 284
- WAP browser, 53
- WAP site, 11, 13–15, 284
- WapSwap, 113
- WattPad, 264
- The Weather Channel, 22, 23, 97–98, 100, 263
- Web address, 198–202
- Web site, 93–95, 211–212, 273
- Web site designers and developers, 174, 223
- Web site development. *See* mobile Internet site development
- Web technologies, 246
- Webcasts, 241
- Webshots, 175, 176
- WebSite Tonight, 209
- Welford, Barry, 255
- Wells Fargo, 23, 160
- Western Union, 167
- whiteboard, 262
- widget (mobile), 16, 100, 263, 284
- WidSets, 100, 263
- WiFi access, 56
- WiFi hotspots, 110–112, 262
- WiFi networks, 172, 192
- wiki, 248
- Wikipedia.org, 104
- Windows Live Mail, 137
- Windows Live Messenger, 139, 192
- Windows Live Spaces, 177, 192–193
- Windows Mobile, 52, 129, 172, 180
- Windows Mobile 5 phones, 194
- Windows Mobile smartphone, 57–58
- Windows Notepad, 216
- Winksite, 209–211
- WiredSafety, 40
- Wireless Application Protocol. *See* WAP
- wireless carriers
- advertising with, 231
  - billing models of, 66–68
  - billing through, 19
  - Canadian, 63
  - considerations for selecting, 63, 64
  - contracts with, 64–65
  - data services options with, 69–70
  - defined, 61–62
  - development sites, 241–243
  - directories of, 113
  - hosting by, 202
  - information services from, 83
  - instant messaging offered by, 138, 139
  - as mobile Internet portal, 272
  - mobile payments made through, 166–167
  - picture messaging capabilities of, 86
  - postpaid plans with, 66
  - prepaid plans with, 65
  - services available from, 50–51
  - texting from Web site of, 79–80
  - types of, 62
  - voice options with, 68–69
- Wireless FAQ, 240
- wireless Internet, 11
- wireless PDA class, 52–53
- Wireless Sync, 132
- Wireless Universal Resource File (WURFL), 213, 240–241
- wireless wallets, 165
- Wishpot Mobile Services, 155
- wmlprogramming, 240–241
- WordPress, 214–215, 233
- World Wide Web Consortium (W3C), 93, 250
- WURFL (Wireless Universal Resource File), 213, 240–241
- **X** •
- Xbox, 157
- XML Hypertext Markup Language (XHTML), 49, 205, 215–216
- **Y** •
- Yahoo!, 112, 144, 231, 263
- Yahoo! Go, 137
- Yahoo! Groups, 240
- Yahoo! Mail, 132, 133, 137

Yahoo! Messenger, 138, 139,  
142–143

Yahoo! Mobile, 272

Yahoo! mobile Internet  
search engine, 103, 106

Yahoo! oneConnect, 137

Yahoo! oneSearch, 102

YehBA\* Entertainment Hub,  
145

YehBA\* Mobile Instant

Messenger, 145

YesWAP, 113

YouTube, 187

YouTube Mobile, 128

## • Z •

Zebo, 155

Zi Corporation, 76

The ZON (Verizon), 242–243

zone file, 201

ZoneTag, 188