

Web Access on the Move

Case Study

The Highlights

- Existing web content delivered to WAP and voice phones
- No need to change original content
- Anytime, anywhere access to time-sensitive information
- Voice service allowed users to listen to information from any phone

The Problem

The Nokia Game is an annual event where players world-wide compete in a complex set of web-based challenges. One of the keys to the game is timely information – always being in touch with what is happening and what clues have been found. To be successful players need 24x7 access to this information, from anywhere they happen to be.

The Solution

We worked with one of the main UK fan sites to make their information available by voice and WAP. Using our own content acquisition and transformation technology we rendered web content into Voice XML (VXML) and WAP formats. WAP content was served direct to mobile phones. VXML was converted into speech through a VXML hosting service. This enabled players to dial an 0870 access number and listen to the main news from the web site – without any need for the web site owner to develop new content or write new code.



The Result

During Nokia Game the WAP site was heavily used, and the voice site was accessed on a daily basis. As one player commented “Having Game info on my mobile was just superb. It meant that I could check the latest news from wherever I was.” We plan to develop the service further for future Nokia Games.

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