



News Release

Zinadoo first choice for dotmobi launch

Waterford, Ireland, September 2006: Just three weeks after their own launch, Nubiq Ltd's innovative pilot product zinadoo.com, was chosen as the mobile site creator of choice for the dotMobi launches in both London and New York recently.

Nubiq Ltd is a spin off company of the Centre for Converged IP Communications Services (3CS), a research and innovation centre attached to the Waterford Institute of Technology, Ireland.

Zinadoo.com was selected for its ease of use and it's compliance with the dotMobi Switch On! Guides. The zinadoo service allows the end user to get mobile in 3 easy steps by creating their own mobile website presence. dotMobi is the first – and only – top level domain dedicated to delivering the Internet to mobile devices. Nubiq Ltd. is a member of the dotMobi development forum and has acquired their own dotMobi domain – Nubiq.mobi and zinadoo.mobi.

Once a user has created their mobile website using zinadoo.com, they can now avail of the dotMobi domain name e.g.: *paul.zinadoo.mobi*. Before the end of the year Nubiq Ltd. will offer their customers the option to upgrade to their own dotmobi domain name, e.g.: <http://paul.mobi>

The dotMobi launches, hosted in London and New York, attracted attendees from national & international press, partners, trial sites and investors. Launch guests included Business Week, BBC, Microsoft, GoDaddy.com, LAPTOP Magazine, Just Seventeen Magazine, Nokia, TMobile, GSMA, Hutchison, Vodafone, Samsung, Egg, Spark to name just a few.

Nubiq representatives were overwhelmed by the demand and interest in the zinadoo demonstrations.

“It's a real honour to be invited to assist dotMobi in their launch, they have seen what zinadoo can do and acknowledged that the zinadoo service is the best way to demonstrate the dotMobi domain and the high standards of usability encouraged by the dotMobi forum” commented Barry Downes, Chairman of Nubiq “the feedback we are getting is very encouraging, most people can't understand why we aren't charging for the mobile site creation.”

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About Nubiq

Nubiq Technology Ltd is a spin-off company from 3CS, the research and innovation centre attached to Waterford Institute of Technology (WIT). Nubiq develops software solutions that enable communities to use mobile technology in their business and social lives. Their expertise is in the area of mobile internet solutions and how to bridge the gap between the mobile operators and communities.

About 3CS

The Centre for Converged Services (www.3CS.info) main area of research is convergent software services for next generation networks such as IMS (IP Multimedia Subsystem). 3CS is associated with the Telecommunication Software and Systems Group (TSSG) at WIT and also Fraunhofer Institute FOKUS, in Berlin. 3CS has expertise in the areas of IMS services, Internet Information Management and Syndication (RSS/ATOM) systems, architectures and services, mobile multimedia and Web 2.0 services and frameworks. 3CS currently has 12 active research projects, the funding for which has been won through competitive tenders for national and international research funding.

About dotMobi

mobile Top Level Domain Ltd (mTLD) is the global registry for the .mobi top level domain. Appointed by [ICANN](http://www.icann.org), mTLD is backed by leading mobile operators, network device manufacturers, and Internet content providers.

Investors include Ericsson, Google, GSM Association, Hutchison, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, T-Mobile, Telefónica Móviles, TIM and Vodafone. mTLD is a sponsor of W3C's Mobile Web Initiative.