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By:



[The .Mobi Domains Or How To Split The Internet](#)

Who needs [www.domainname.mobi](#)?

If last month, the fact that the people involved in the porn industry were given the opportunity to get their own .XXX domain names raised a lot of questions about their utility, now the telecommunications industry is offered a similar opportunity, with the announcement that .MOBI domains will soon be available. If in the case of porn sites the idea of assigning them a certain domain name could have seemed justified, in order to introduce a faster means of classification for this type of websites, as well as to limit the children's access to materials they shouldn't view up to a certain age, the appearance of .MOBI domains seems to be a purely commercial issue. Beside the telecommunications giants, as Nokia, Orange, Vodafone, Cingular or T-Mobile, which could be interested in developing sites, or versions of the existing sites, in .MOBI, it's unlikely that any other parties will be interested in acquiring such a domain name. The sites to be integrated in the .MOBI area will have to be optimized, in order to address especially those people who access the Internet from their cell phones. The only problem is that the latest developed terminals are sufficiently advanced to be able to support a browser by means of which the users can view any website on the Internet. And seeing that the trend in this area is to offer similar web services, regardless of the fact that they are accessed from a PC or a mobile phone, (Yahoo SMS Search is such a service that tries to offer the same type of experience) the .MOBI domains could prove to be an unjustifiable investment. Considering the fact that soon it won't matter that you access a site from a mobile phone, a PC, PDA or any other types of devices, perhaps it would have been a better idea to optimize the already existing sites rather than develop new ones in .MOBI.