

# Mobile Gambling

**“Three strands of mobile gambling services – lotteries, sports betting and casino style – will generate revenues of more than \$19.3 billion by 2009, nearly one third of all mobile entertainment revenues.”**

## Juniper Research

Consumers are increasingly adopting a range of mobile services, thanks to new, feature-rich mobile devices that present these services in an attractive and easy-to-use manner. Analysts estimate that the number of browser-enabled mobile devices will reach 1.5 billion by the end of 2007 and that there is an overall willingness on behalf of consumers to use value-added services on these devices.

Mobile gambling is rapidly growing in popularity as more and more mobile users are turning to their mobile phones to play their favourite casino games while on the move, or keep in touch with bet results. According to analyst firm, Juniper Research, the three strands of gambling services – lotteries, sports betting and casino-style gambling – will account for nearly one third of all mobile entertainment revenues by 2009.

While there has never been a better time to extend your gambling services to mobile users, integrating mobile gambling into your current business systems may appear to be a challenge.

MobileAware delivers mobile solutions that extend existing online gambling services to a wide variety of mobile devices – including phones, PDAs and TVs. Our solutions do not require a separate IT platform – our award winning Mobile Interaction Server is an out-of-the-box software package that will leverage your installed infrastructure, developer tools and software skills to allow you add an extra channel for your gambling services.

MobileAware’s core technology, which uses device recognition to enable advanced, device-specific content rendering, ensures that mobile content is created once and dynamically optimized to support the full characteristics of each individual’s device. This ensures that content doesn’t have to be written multiple times for multiple devices, or written to a lowest common denominator which compromises service experience, brand reputation, and revenue.

Contact MobileAware today to discuss your mobility plans further and to demonstrate how easy it is to extend your existing gambling applications to offer convenient, round-the-clock mobile betting services.

