

Limelight Dynamic Site Platform for Mobile

Provide mobile visitors with a rich and engaging experience—on every device.

Create rich mobile content and publish it with ease, all while ensuring your mobile visitors have a great experience on your site. Limelight Dynamic Site Platform for Mobile takes the complexity out of providing a high-performance mobile site that's optimized for every device—regardless of screen size, bandwidth, or processing power.

This innovative new service from Limelight Networks® works with our cloud-based Dynamic Site Platform to integrate all your web content management (WCM) tasks, saving you time and ensuring your brand is expressed consistently across all online properties. Publish your content, tweak your design, or add new functionality, and all your visitors—on mobile or PC—have instant access to the changes. There's no need to spend extra time on mobile-specific content. The information and images that users see on their desktop browsers are exactly the same as those they see on their mobile devices, only optimized for a smaller screen.

"Being able to publish all content in one place goes a long way. It's just more efficient, you know when you publish content, it's to web, mobile, and your apps."

**Lisa Bishop,
Vice President, Digital Media
Gray Television**

Benefits

- Extend your brand to the growing universe of mobile users
- Reach mobile visitors with web content that's optimized for their devices
- Engage users with rich content and fast, always-on performance
- Accelerate time-to-market with efficient template logic and integration with your other WCM activities
- Focus on creating great content, not on delivery

Create once. Publish everywhere.

Unlike other web-to-mobile conversion services, Dynamic Site Platform for Mobile adheres to industry-standard languages—XML, XSLT, HTML, CSS, and JavaScript. That advantage translates into faster time-to-market because your web developers can craft a mobile site that leverages the features and functionality they've already built for your corporate site.



In fact, Dynamic Site Platform for Mobile goes even further by eliminating the need to treat the mobile version as a completely separate site or assign it a separate URL. A single domain opens the door to a website that adapts automatically to the requesting device. At the same time, deep links into the site don't get redirected to a mobile homepage, and you'll see significantly better SEO results.

Of course, if you choose to publish a separate m. domain with its own mobile-tailored content, we can support that process as well. Visitors on smartphones can be given the option to toggle to your regular .com site if they prefer more comprehensive content and functionality.

Feature Overview

Flexible templates. We make it easy to create different templates for a variety of device platforms—no worries about the built-in presentation code getting in the way. You can render our template logic in any text format—usually XHTML or XML—and retain full control over the presentation layer, such as HTML, CSS, and JavaScript. As new mobile templates or paradigms emerge, they can easily be modified to grow and adapt.

Device detection. Dynamic Site Platform for Mobile reads any incoming request and determines which browser is sending the request, with support for:

- iOS (phone or tablet)
- Android (phone or tablet)
- BlackBerry/Windows Mobile/Pocket Internet Explorer
- Fennec (“mobile” Firefox)
- Mobile Opera or Opera Mini
- Feature phones and WAP phones

Complete mobile offering from Limelight Networks

Limelight Networks empowers you to reach online audiences—wherever they happen to be—with these mobile delivery services:

- **Limelight Video Platform** makes it easy to manage and publish your video library—including to mobile devices.
- **Limelight Reach Video** integrates seamlessly with your video workflow to deliver properly formatted video to virtually every mobile device.
- **Limelight Reach Ads** delivers innovative pre-roll and post-roll ads with mobile video content.
- **Limelight Accelerate Mobile** delivers pages faster, and decreases time-to-interaction significantly.

Separation of content and presentation. Since Dynamic Site Platform separates content from presentation, the design and look-and-feel of your website will be tailored to fit whatever context it appears in—desktop, mobile, or tablet. This feature also enables changes to be made either to the content or to the presentation, without any impact on the other.

Mobile content syndication. Mobile publishing is largely driven by XML, the native content format of Dynamic Site Platform. This makes it simple and fast to syndicate your mobile content—with easy creation of RSS feeds, configurable content types, and out-of-the-box syndication.

Device-specific image resizing. Make sure your images look perfect on every user’s mobile device. Thanks to device detection and template-based resizing, you can publish images in a single size, and the platform resizes them on the fly.

Single domain for web and mobile. Dynamic Site Platform for Mobile allows you to publish your web and mobile sites at one URL that adapts to any device—there’s no need to create another domain. Alternatively, you may choose to create a separate m. domain with both paradigms for managing the domain being supported.

For more information about the Limelight Networks™ suite of integrated services, visit www.limelight.com. For information about our WCM platform, visit www.limelight.com/webcms or call us at 888-352-9682.

Contact us today

Limelight Networks, Inc.
222 South Mill Avenue
Tempe, AZ 85281
United States
866-200-5463
+1 602-850-5050
solutions@limelight.com

Global locations
United States: Los Angeles,
San Francisco, Seattle, New York

International: Amsterdam,
Düsseldorf, Dublin, Hamburg,
London, Madrid, Munich, Paris,
Stockholm, Sydney, Tokyo

www.limelight.com