

Munich, July 4th, 2005

Background information

Update your online diary on the move – mobile blogging makes it possible

Posting thoughts to your weblog (online diary) can now be done from your mobile phone – a process known as mobile blogging or moblogging. The term "weblog" was coined from the synonym for the internet - the web - and the word log meaning a daily record of events. Indeed the first weblogs were similar in layout to a logbook on board ship, which was a chronological record of what the crew experienced and discovered. Mobile blogging or moblogging describes the addition of entries to a weblog by means of a mobile phone. The users of weblogs and mobile blogging are called bloggers.

Interest surges – USA sets the trend

In the USA especially, weblogs enjoy the support of a growing fan community. According to the Washington opinion research institute Pew Internet, by the end of 2004 already eight million people in the USA alone had posted weblogs on the net¹. Throughout the world the number of online diaries is currently estimated at over 30 million. New ones are being added every day.

According to a study by Forrester Research², the proportion of American weblog readers more than doubled in one year from two percent of all online users (2003) to five percent (2004). There are no reliable figures as yet for Europe. However, we now find not only private weblogs in Germany, but also entries at online publications, technical forums and political parties.

¹ Pew Internet & American Lifestyle: "The State of Blogging" (January 2005)

² Forrester Research Inc.: "Blogging: Bubble or Big Deal?" (November 2004)

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Most famous weblog published as a book

Weblogs have the most varied of contents. The majority of online diaries recount private experiences. But whether they contain holiday photos, travel reports, sad or humorous stories, the only restrictions to content are the legal ones. The most famous weblog was set up by an Iraqi blogger who reported on the war in Baghdad under the pseudonym of Salam Pax. His weblog "Where is Raed" has now been published by the "Guardian" as a book. A highly personal and yet public story was told by the weblog of BBC news journalist Ivan Noble, who shared his battle against cancer with others in the internet until his death at the beginning of 2005.

Write your online diary wherever you are with Siemens Blog2Go

Mobile blogging – updating a weblog via the mobile phone – works with the two Siemens phones CX75 and CF75. Pre-installed in these devices is the Java client Blog2Go, developed specially for the company, which can connect to existing blog communities. Siemens Blog2Go can enable text, pictures, sound and even a short video clip to be shared with countless people quickly, simply, and at low cost.

Mobile blogging in 3 steps

It doesn't take much to master mobile blogging. As a user you first register with one of the weblog services in the internet, most of which are free. When registration is confirmed, you set up the blogging provider on your mobile phone (e.g. the Siemens CX75 / CF75). And you are able to do the first entry in your weblog from wherever you are. Bloggers either upload content to their weblogs from their mobile phones via GPRS, or they send an MMS. The only costs are the carrier-specific charges for data transmission.

Whether you want to share a romantic sunset or the news that you've passed your exams: friends, family, and even strangers if you like, are put in the picture straight away with a single entry. Depending on the weblog service, readers can be informed that an update has been made. The great thing about a weblog is that links can be set up to related topics, and comments added to entries in a variety of ways. The

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best thing about mobile blogging is that wherever you are – say on holiday or on a business trip – those at home are brought up to speed quickly, easily and cheaply.

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