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**Guide to Moblogging**

**What is Moblogging?**

Blogs are one of the fastest growing phenomenon on the Internet with over 6.5 million web logs available\* and thousands more coming online every day. Blogs are like diaries which allow people to publish their thoughts and opinions or simply act as a record of their lives. Blogs can be accessed by friends, family or anyone on the web. The sharing of photos is currently one of the most important drivers for creating weblogs.

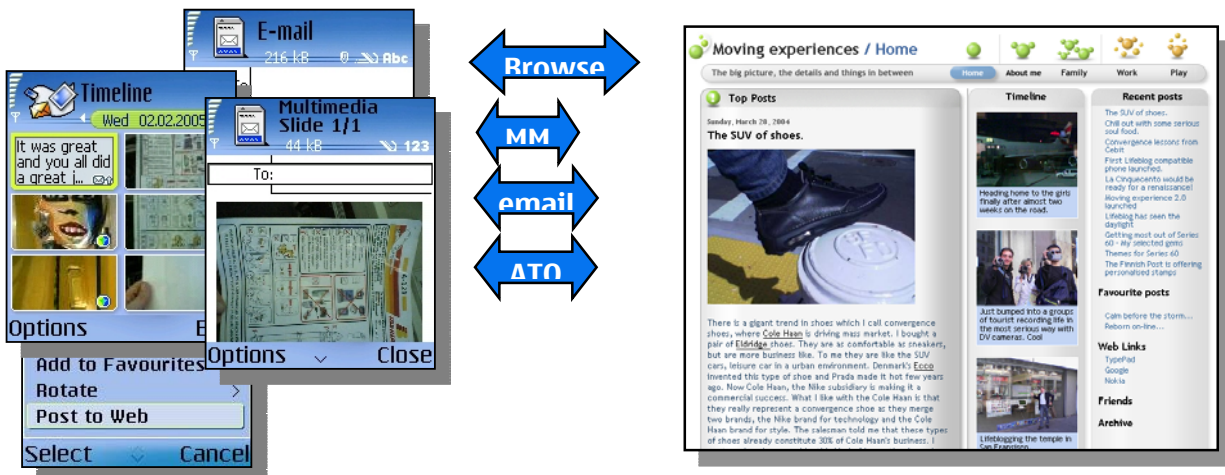
In this way, blogs are a unique mode of communication. They fill the gap between synchronous, asynchronous, and publishing communications modes. They create tighter bonds in current communities and create new communities of like interests. And, as blogs develop, they are beginning to integrate commerce and presence online.

Moblogging takes this phenomenon to the next level, allowing people to use their mobile phones to instantly publish their life experiences on the web. You can post pictures, video and text from your camera phone directly to the web instantly and then share your memories with family and friends.

**How Moblogging works?**

All you need is a smartphone with an integrated camera and a Moblog client loaded onto the device, and you can start creating your blog from you mobile right away.

Moblogging works simply by collating all the images, videos and texts saved onto your handset and then posting them directly to your own personal blog site on the web using either the integrated Moblog client, MMS, email, or the Internet browser. This then creates an online personal diary made up of all your experiences captured on the move which you can easily share with friends, family and colleagues.



**Moblogging and the Nokia 7710 multimedia widescreen smartphone**

With its widescreen display, 1 megapixel camera and preloaded Moblog client, the Nokia 7710 smartphone is the ultimate device for mobloggers. Simply insert the MMC card that comes with the device and install the Typepad Moblog client and a step-by-step process takes you through creating a blog account and online blog page, hosted by Typepad.

\*Source: Technorati

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Once you start taking pictures with your Nokia 7710 smartphone, these can be posted directly to your blog site using the installed client, which means being able to send larger file sizes (better quality images) than over MMS.

And thanks to its widescreen display, the Nokia 7710 smartphone is perfect for viewing your blog on the move using the integrated HTML browser.

### **Weblog vs Moblog**

Moblogging complements traditional blogging perfectly. Traditionally blogging is done from a PC, is mostly text-based, and requires more time to create and is well suited to publishing thoughts and opinions. Moblogging, posting to blogs from a mobile, is much more spontaneous and picture-based, letting you capture and share moments wherever you are.

### **The benefits of moblogging**

#### **Consumers**

Moblogging brings the benefits and appeal of blogging to the mobile environment. For those that are not familiar with blogging, moblogging provides a simple method of capturing your daily experiences or unforgettable moments, like your child's birth or a friend's wedding, and sharing them. Your blog can be accessed by your family, friends and colleagues via a password protected area, or can be available for general access. These options can be selected when setting up your blog.

#### **Mobile Operators**

Moblogging is a compelling new application for operators to offer their customers and it will further drive data traffic, increasing ARPU. There is also revenue potential in hosting blogs specifically designed for mobiles. Finally, Moblogging also encourages customers to use the advanced functions of their handsets such as the camera and video recorder.

### **Nokia Lifeblog**

Nokia Lifeblog brings moblogging to select Nokia Series 60 phones. Lifeblog automatically collects your photos, videos, SMSs, and MMSs into a single diary you can easily browse, share, store, and search. Lifeblog drives the creation and further usage of digital content by offering the best environment to enjoy and share personal mobile digital content. Easy access to personal content means the more you have, the more you share. Furthermore, Lifeblog is also available for the PC, complementing and integrating PC and mobile blogging, thus driving more usage than mobile or PC alone

Lifeblog mobile is available for Series 60 smartphones, such as Nokia 6630, Nokia 6670, Nokia 7610 and Nokia 6260. To moblog from one of these phones with Lifeblog, all that a lifeblogger needs is a weblog account from a Lifeblog compatible provider, such as Six Apart's TypePad service.

### **The key Moblogging players**

**Nokia** – Nokia's prime focus is to connect people using mobile communications. Nokia developed blogging clients for advanced smartphones to enable people to capture and share those precious moments, to provide conversational content and an evolution of memories that can fit into your pocket and be viewed by your friends, family and colleagues.

Nokia believes that the more you have, the more you share, and hence advanced smartphones with blogging clients grow the amount of shareable content. And people share memories, so that media is of secondary importance, raising the need for versatile multimedia content. Finally, Mobile and PC

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blogging complement each other, with proper integration driving more usage than mobile or PC alone.

**Six Apart** - Nokia has joined forces with Six Apart, the largest blogging service provider, so you can easily upload your multimedia items (images, videos, messages, and notes) to your TypePad blog account. TypePad has special templates you can choose from to beautifully display your multimedia posted via MMS, email, or from Lifeblog or the TypePad client on the 7710 smartphone.