

# Press Release

## GET CITY INFORMATION AT YOUR FINGERTIPS WITH NEW MOBILE WEBSITE

**Port Coquitlam, BC – December 7, 2010...** Need to find out when your recycling will be picked up next? Wondering what time the rec centre closes while you're out and about?

A new City of Port Coquitlam mobile website launched today will put this and other key on-the-go information at your fingertips. Found at [m.portcoquitlam.ca](http://m.portcoquitlam.ca) (no www. required), the mobile website features streamlined, faster-loading content targeted specifically to mobile phones and web-enabled devices.

"We know that more and more people are accessing City information on the go, so we needed to adapt," said Mayor Greg Moore. "We built a mobile site that's compatible with all types of phones. Our website is already an effective communications tool and this will make it even more accessible."

Port Coquitlam is the first city in Metro Vancouver to launch a mobile site. In 2010, the City website received more than 10,000 visits from mobile devices, and that number is expected to grow with the increased ease-of-use provided by the new mobile site. Apple and Blackberry products were the most common mobile devices to access the City website in 2010: 65% iPhones, 14% by iPod Touch and 10% Blackberry.

Mobile site features:

- Accessible by all mobile phones.
- Mobile-friendly design customized to the specific phone's resolution.
- Content specifically tailored for mobile phones, providing convenient access to important information.
- Faster-loading content, which uses less data and preserves batteries.

Content on the mobile site includes on-the-go information such as City and recreation facility locations and hours, the Leisure Guide, waste collection schedules and community events information. Additional mobile-friendly content will be added over time.

The mobile site can be accessed directly through [m.portcoquitlam.ca](http://m.portcoquitlam.ca) or via a link on the City website, [www.portcoquitlam.ca](http://www.portcoquitlam.ca). A special interface has been developed for iPhone/iPod Touch users – the most frequent mobile visitors to our site.

Visitors can return to the regular City website at any time via a link at the bottom of the mobile site pages.

For more information about the mobile site, visit [www.portcoquitlam.ca/mobile](http://www.portcoquitlam.ca/mobile)

- 30 -

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