Adobe Experience Manager mobile provides businesses with a streamlined way to reach their audiences on mobile phones and tablets. Feature detection allows maximum flexibility to enhance the mobile content experience across devices. Efficient content delivery to mobile apps benefits and reduces time to market.

As the global installed base of mobile phones and tablets exceeds that of desktops and notebooks, customers are also changing their way of communicating with brands and businesses. The use of mobile devices to search, consume, compare, and buy is steadily increasing. Consumers are turning to their tablets and smartphones to perform tasks such as researching their next auto purchase from the comfort of their homes or rescheduling travel plans while on the go. Use of these devices is also sparking new digital dialogues, as customers enjoy their new always connected personal companions or simply a more convenient experience.

Chief marketing officers and digital marketing organizations not only want to ensure brand consistency across these channels but also use signals to anticipate the customer context, allowing them to deliver the best customer experience regardless of screen size or bandwidth. They need the flexibility to either reuse existing assets and investments efficiently across devices or specifically optimize a site for a dedicated device experience from one coherent management and authoring system. With big data available to deliver more personal relevant experiences, business users expect the same level of integration and customer focus for mobile web and apps as they depend on in digital marketing for desktop web or social channels.

Mobile capabilities
Adobe Experience Manager mobile provides an easy-to-use, browser-based, in-context content authoring environment. Marketers can drag and drop assets and application components to create mobile user experiences specific to device type using included emulators that render device previews for the market’s top mobile devices. The preview shows what the consumer will see, and it displays the device frame and space available for the experience. This adaptive delivery of content makes optimal use of the device through probing for device features and a dedicated matching experience. It is an alternative to the Experience Manager responsive design capabilities that focus on enabling client-side layout flexibility and optimal asset delivery. So marketers can choose between these two options to meet all their needs for mobile sites.
Supported environments

Server platforms
- Linux®
- Microsoft® Windows Server®
- Solaris™
- IBM® AIX®
- HP-UX

Adobe Experience Manager is optimized to run in a virtualized infrastructure, such as the Amazon Elastic Compute Cloud (Amazon EC2) and VMware vSphere.

Java™ runtime versions
- Java SE 6 (1.6)
- Java SE 7 (1.7)

Java EE–compliant application servers
The Adobe Experience Manager solution comes packaged with an application server. Alternatively, it can be installed in the following:
- JBoss Application Server
- Oracle WebLogic Server
- IBM WebSphere Application Server
- Apache Tomcat

Client platforms
- Microsoft Windows®
- Mac OS X and iOS
- Linux

Browsers
- Internet Explorer 7, 8, 9, and 10
- Firefox
- Chrome

Recommended configurations are included with standard maintenance. Additional configurations are available on request.

Mobile apps

Content and assets managed via Experience Manager can be easily employed in mobile app experiences. Marketers benefit from the ability to leverage the same workflows and browser-based authoring as those used for web or mobile sites to edit and publish content for apps. They can take full advantage of mobile apps using all available device features, for example, extending the experience to situations with limited network connectivity. Any content for the app can be seamlessly updated without the need to provision a new app version.

Experience Manager mobile also supports Adobe PhoneGap, an open framework using standard web technologies like HTML, CSS, and JavaScript for hybrid mobile app development. This eliminates the need to build or acquire skills for programming languages for each different mobile operating system. Rather, developers can develop once and target all major mobile platforms with the same development skills.

Experience Manager mobile supports all relevant mobile technology options, removing complexity for digital marketers and allowing organizations to put mobile users first for the best experiences and results.
Tablets trump smartphones in global website traffic
After analyzing more than 100 billion visits to more than 1,000 websites worldwide, Adobe Digital Index discovered that global websites are now getting more traffic from tablets than smartphones, 8% and 7% of monthly page views respectively. Very impressive for a device category that was introduced less than three years ago!
(Adobe Digital Index, March 6, 2013)

Tablets drive more traffic for in-depth visits
Though smartphone use is more prevalent, the tablet form factor makes it ideal for browsing. Whether it be leisurely surfing the web, engaging with video, or shopping online, on average, internet users view 70% more pages per visit when browsing with a tablet compared to a smartphone.
(Adobe Digital Index, March 6, 2013)

For more information
www.adobe.com/go/aem