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For Immediate Release

AspDotNetStorefront™ Announces Mobile Phone Client Browser Support to be Included in v9.0 Release

(www.aspdotnetstorefront.com)

Westlake, OH (PRWEB) Jan 26, 2009 -- AspDotNetStorefront (www.aspdotnetstorefront.com) announces FREE built in support for mobile phone browser clients on e-commerce websites powered by the upcoming version 9.0 release of the AspDotNetStorefront ML, ML/64, and Multi-store platforms. AspDotNetStorefront v9.0 will support automatic detection of mobile/cell phone browser agents and display themes and layouts optimized for mobile viewing, providing a simple vehicle for merchants to expand their reach to millions of additional e-commerce and m-commerce consumers.

“With massive growth in the number of web-enabled mobile phone users around the globe, we’re proud to announce that AspDotNetStorefront version 9.0 will provide e-commerce merchants with an intuitive method of making e-commerce website content available to mobile browsers integrated directly into the core platform,” stated AspDotNetStorefront COO Dan Van Kuren. “While our competitors struggle to provide a comparable feature set and PA-DSS compliant security, we are enabling next-generation capabilities, giving AspDotNetStorefront clients the tools to reach the widest possible consumer audience. Additionally, our v9.1 release will add m-commerce partnerships to enable full transactional capability via mobile/cell phone clients.”

“Introducing full support for ASP.NET Master Pages and themes to AspDotNetStorefront’s tried and proven skinning engine enables a variety of options for displaying optimized content based on the viewer’s browser,” remarked George Solomon, AspDotNetStorefront’s Director of eCommerce Technologies. “Instead of having separate URIs and content to differentiate between standard desktop browsers and mobile clients, our intelligent technology provides a seamless browsing experience across platforms, dynamically adjusting page layout and theme to suit the viewer in real time based solely on their environment.”

At this time, AspDotNetStorefront is one of only twelve e-commerce shopping cart applications to be validated against the PCI Security Standards Council’s PA-DSS 1.2 standard. Features include B2B and B2C (wholesale and retail) capabilities, integration with real-time shipping rate providers, multi-lingual support, coupons and gift cards, and has been certified by major payment processors including PayPal, Google Checkout, Chase Paymentech, and others.

For a sample of some of our world-class customers, please visit <http://www.aspdotnetstorefront.com/t-portfolio.aspx>.

For more information, contact our sales department at sales@aspdotnetstorefront.com or call (602) 490.0243 option 2. Full details are also available online at <http://www.aspdotnetstorefront.com>.

About AspDotNetStorefront

AspDotNetStorefront.com is a Division of Discovery Productions, Inc, a privately held company headquartered at 28901 Clemens Rd, #105, Westlake, OH 44145, providing professional e-commerce shopping cart software solutions for over 7,500 developers and over 10,000 merchants. For more information, visit www.aspdotnetstorefront.com.

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