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**Wisconsin Dells Travel Leader goes Mobile**

Wisconsin Dells #1 source for travel information is once again on the leading edge of technology. Dells.com is launching the area's first mobile device compatible website, a trend that will no doubt expand rapidly throughout the area and the state.

In the latest of a series of free upgrades for its clients, the development team at Dells.com has created a state-of-the-art mobile site to complement the already award winning Dells.com. The innovative mobile site provides mobile users with everything they need to know about the Wisconsin Dells and Lake Delton area – using just their mobile device. Dells.com visitors using a mobile device will automatically be directed to the mobile version for ease of use.

This mobile website is specifically designed for internet browsing on mobile devices and formatted for the smaller screen size. Mobile sites are quicker to download and allow users to find information with fewer clicks and scrolls. Not having a mobile website means missing out on a rapidly expanding media channel where Mobile Search will overtake PC Search in just a few years.

The mobile version of Dells.com also features travel information and “live” specials for Wisconsin Dells and Lake Delton area businesses. Dells.com has a unique feature, whereby information and specials are updated by the businesses

themselves. Since businesses are able to update specials 24 hours a day, mobile users can have the most up-to-date offers available.

Planning and preparing is the key to a successful vacation and Dells.com offers all the information a traveler would need. Featured on the mobile Dells.com, easily find information about upcoming events & festivals, maps, specials, hotels & resorts, campgrounds, attractions, restaurants and more.

The mobile market is ever growing and Dells.com is the first in the Wisconsin Dells area to have solutions ready for tourists and travelers. Dells.com will offer services to create mobile websites for their customers as well.

Dells.com does not restrict anyone from promoting their business online and welcomes any and all area businesses to participate.

Dells.com is produced by Ad-Lit Inc. and Ad-Lit Web Solutions, located at 211 Pioneer Dr. in Wisconsin Dells. For more information, visit [www.ad-lit.com](http://www.ad-lit.com) or call 608-254-8770.