iSoftStone

iSoftStone Mobile Internet Services & Solutions

---- *Your Wireless Guide*

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Vigorous development of mobile value-added services

In recent years, Mobile Internet has become one of the technologies with the fastest growth, market potential and prospects. Its growth rate has exceeded all analyst expectations. The Mobile Internet is penetrating into every economy and all aspects of our lives, personal and professional. It will generate even more new business models and change our lifestyle and way of thinking.

iSoftStone started active investment in the Mobile Internet since 2008. There are now significant engineering teams in R&D and deployment in Beijing, Shanghai, Shenzhen and Nanjing. In addition, solutions from intelligent terminal and mobile cloud based services have been developed, including:

- Mobile Internet Industry solution
- Cross-Platform Multi-Media solution
- Smart terminal customization solution

1) Mobile Internet Industry solution

Since 2009, following the launch of 3G services from China Mobile, China Unicom and China Telecom, we have seen a fantastic wave for China's Mobile Internet business. Mobile Internet data services, wireless terminal application services and industry-specific mobile services replaced the previous 2G value-added services and became mainstream services in the market. Additionally, mobile social networking services, mobile search, Instant Messenger, mobile TV, mobile information security, mobile browser and mobile cloud computing services are integrating with traditional business models. This has changed the entire industry ecosystem as well as the game rules.

2) Cross-Platform Multi-Media solution

In China, the appellation of H.264/MPEG4 video coding standard had spread quickly in IPTV, mobile streaming media and video monitoring. As a result, cross-platform multi-media applications are also growing. Mobile phone innovations are challenging the traditional broadcasting model. They are more of them than computers, more interactive than newspapers, more portable than TV, and enables richer content than radio. The three top telecom operators aggressively developed e-reading and video based mobile entertainment services while promoting their 3G services. iSoftStone helped them in implementing the multi-media portals and cross platform support, in order to enable end users to watch high-fidelity news, movies, TV, sports and other entertainment videos.
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3) Smart terminal customization solution

When the IT industry steps into post-PC era, embedded systems will own the largest market share. Reflecting the broad applicability of the Mobile Internet, embedded smart terminals has been broadly utilized across industries in transportation, networking, telecommunications, military, medical, finance and smart home appliances. iSoftStone will always be a pioneer in providing embedded development services for the telecommunications network. Not only can we assist global clients with embedded development, iSoftStone also cultivate top area experts. From access networks to core networking, from transmission network to service networks, iSoftStone helps clients succeed on their embedded application R&D from hardware to driver, protocol, and platform.

Conclusion

iSoftStone focuses on providing a full-spectrum of wireless IT services and becoming a wireless industry leader through leveraging advanced Mobile Internet technologies across terminal, application, value added platforms and solutions.

Appendix: *iSoftStone capability and solutions in Mobile Internet area*

Mobile Internet solutions:
- Embedded prototype product R&D
- In-depth Andriod customization
- Mobile application development and implementation
- Smart phone application cross platform migration
- Smart mobile device app-store platform development and operation
- Mobile streaming media value added platform development and operation

Mobile Internet IT services:
- Consulting and solutions
- Product engineering and R&D
- Testing and localization
- Application development and maintenance
- System integration and conformity
- System maintenance and customization development
- OSS management

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