

Business Outlook

Multi Media Services -

The new business in the mobile phone operator

As the traditional voice communication services are subject to various competition and decreasing effective profit margin among the industry, telecommunication operators have to provide additional services to its customers by using its existing infrastructure without incurring too much cost. Therefore, stretching to provide add-in value services has been the “battle field” for the telecommunication operators this year and the years to come.

Multimedia Message Service (MMS) is the most recent and advanced add-in value services provided by telecommunication operators to the telecom users. Signals of message, symbol, icons, pictures, games, voices and films etc., are transmitted to the users through the mobile handset communication network.

Short Message Service (SMS), being the basic killer application in the GSM network, is the transmission of short text messages to and from a mobile phone. It has been a popular and very matured add-in value services being promoted by telecommunication operators. This non-voice communication method is well received in various telecom markets; especially in the area that airtime for voice communication is charged at much higher rate.

The company has invested in companies that developing games and content specialised for the mobile telecom network in Hong Kong and PRC in order to serve the anticipated growth in this market.



Business Outlook

Imoeba -



“The Communicator other than voices”

Our business partner, Imoeba Limited, a multi-platform and wireless application services provider in Asia, enables individuals and corporations to gain the competitive edge in the information century by leveraging the wireless communication network. It's famous virtual dating game, i-Date U, was the first real-time multi-platform mobile dating game in the region launched with CSL in March 2001. The newly introduced horse racing games in mobile (“Super Stable”) was roll-outed with New World Mobility Co., Ltd. in February 2002. Another Virtual Fighting game launched with CSL will be kicked off in April 2002.

As part of its strategy, Imoeba has signed agreement with various operators in Asian area, including PRC, Hong Kong, Taiwan, and Singapore to launch their mobile games cross the region. Leverage on the infrastructure and user base of mobile operator, Imoeba will grow rapidly.

We believe Imoeba's games will be one of the most popular mobile games in Asia especially in the PRC and Hong Kong mobile communication market.



Telecommunication industry

Communication is a way that people use in exchange their thoughts and messages with the others.

Telecommunication is the most effective way to perform the exchange of communication without wasting a second that people can talk over the telephone in order to express their feelings to the other.

The coming 3G telecommunication technology will not only provide the transmit of voices through telephone fixed line or mobile telephone network, data communication will create additional innovative content and services such as video conferencing and delivery of infotainment content. The caller can listen, watch and share the moment with the others in different part of the world at the same time. The world seems smaller as you can use this service to communicate with someone at the other part of the globe without involving huge equipment or a satellite disk.

With a mobile phone or PDA, you are always in touch with your family, friends and the world. Telecommunication will be the basic infrastructure supporting the daily-life and daily operation of the business community.



Business Outlook

renren Telecom -

a traditional business with new vision

renren Telecom was established by the new management that provides integrated telecommunication services to individuals and corporations. It leverages the brand name “renren” to issue “renren Tone Card” which allows cardholders to enjoy lower rate of IDD call and call forwarding service. It has established (a network of) over 400 distributors in Hong Kong to promote and distribute our calling card. Other business of renren Telecom includes international transit traffic wholesale and mobile handset trading. The mobile handsets are sold for the PRC cities to cities communication platform (“Shi Hua Tone”) which charges lower rate than the current mobile network.



Business Outlook

Infotainment - "What is it"

We are facing a decade of information and data overflow that requires us to use time for data mining. On the other hand the leisure time are overflow by different kind of entertainments available in the market that has not been seen in the past.

Nowadays, people are so busy on their day-to-day work that leisure time is a luxury for them. However, wasting time on leisure enjoyment would be paid off if meaningful knowledge can be learned during the process of a game.

Infotainment is a growing industry which offer entertainment services through the delivery and interaction of information. One very typical form of infotainment game is Qitz game. Qitz game is a mixture of game and knowledge that players need to answer questions in all aspect and categories in order to win the game. It allows people to enjoy playing the game while testing their ability to answering all the questions, whether it is an academic issue, general studies or daily news. The key issue of Qitz game is that while enjoying the games and sharing some daily miss out information under a leisure environment with a chance to win a prize.

The new management of the company invested in infotainment business that provides call-in services to telephone callers to the participile and games through a dedicated pay-by-second telephone lines. It is believed infotainment business would be one of the growing businesses in future.

