



BREW® DEVELOPER CASE STUDY

COMPANY:

Guangzhou Jinpeng Group Co., Ltd.

HEADQUARTERS:

Guangzhou, China

FOUNDED:

April 1998

OVERVIEW:

The Jinpeng Group is one of the top 100 information industry companies in China. The company's core business is the research, development, design, manufacture and installation of communication systems, providing overall system integration and technology services for wired and wireless communication operators.

WEB SITE:

www.gzjpg.com

BREW DEVELOPER:

Since 2002



The Guangzhou Jinpeng Group (abbreviated as Jinpeng Group) – established in 1998 by Guangzhou Get Holding Company and Guangzhou Yuexiu Tech Info Systems, with support from China’s Ministry of Information Industry, the Guangzhou Communist Party Committee and Guangzhou’s Municipal Government – is committed to the principle of integration between “Manufacturing, Study, Exploring, and Utilizing.” The Jinpeng Group is one of the leading information companies in China, managing the development, deployment and maintenance of communication systems for wired and wireless telecommunication operators across China.

The Jinpeng Group was one of the first companies in China to develop high-capacity communications networks and related products to meet the growing demands of the Chinese telecommunications market. The company currently owns and operates a GSM/CDMA mobile communication system, CDMA2000 1x rural network equipment, CDMA 2000 1x EV-DO system, GSM/CDMA network roaming gate, Broadband Wireless Access System, and GSM/CDMA, PHS mobile. The Jinpeng Group has also been a pioneer in the development of value-added business products, enterprise mobile office systems, digital video monitoring system and BREW applications within China.

Starting in April 2002, the Jinpeng Group became one of the first Chinese companies to develop mobile applications using the BREW solution. Initially, those applications consisted of mobile games for the Chinese market, including Mole, Boxman, Gobang and Balloon. From these early stages of development, the Jinpeng Group felt strongly about the development potential of the BREW solution. Fast forward to June 2006 and the Jinpeng Group has developed over 110 applications for the BREW solution, spanning a multitude of genres including gaming, education tools, business/enterprise, government and entertainment. Notable titles have included Fundoonline, a real-time online fighting game based on a Chinese legend, and Livejukebox, a multi-function music application combining music downloads, ringtones, music-based games and Karaoke.

“From the beginning, we could see how the BREW business model impacts every step of our value chain in a positive way,” said Lu Qing, General Manager of Jinpeng Group. “Unlike other development platforms, developing a BREW application generally only takes one to three months. Upon completion, we are able to get the application deployed with wireless operators within a month. This model has proven to be very successful for us, and we have since invested more resources to BREW development.”

As an added benefit, Jinpeng has leveraged the BREW solution to develop mobile applications that can be used on a wide variety of phones without needing to have internal knowledge of every phone in their operator partners’ catalog.

“BREW has the same functionality between different mobile terminal products and greatly reduces the difficulty of porting to different handset platforms,” Qing added. “At the same time, BREW also provides detailed development documents in the BREW Software Development Kit (SDK), greatly reducing the inherent difficulties of application development.”

Since the Jinpeng Group started developing on BREW, its applications have been popular in China and other Asian countries. Currently Jinpeng Group’s BREW applications are available from China Unicom in China, Hutchison CAT in Thailand and APPW in Taiwan, and the number of downloads for its BREW applications continues to be high across all genres.

The Jinpeng Group’s mobile applications continually receive high consumer praise. The Company’s Chinese Chess and Crazy Tank were among the Top 10 downloaded BREW games for China Unicom in 2003. In 2004, Jinpeng Group’s Link Up (PLS) application, a casual game that includes an online scoreboard and head-to-head capabilities, was named the China Unicom “king handset game” in Sina Website’s mobile game competition. In 2005, three Jinpeng BREW applications – KOF2005, PLS and FinalChess – were awarded China Unicom’s best performance prize in the ChinaJoy game competition.

Today, the Jinpeng Group continues to experience success in developing BREW applications. The company was named a BREW Golden Developer at the BREW 2003 Conference in Beijing. In 2006, the Jinpeng Group was recognized with the Best Business Application at the BREW 2006 Developer Awards for their Chifeng Mobile e-Government System.

“The mobile content industry will continue to grow in China, and because of its ability to continually evolve in an ever-changing wireless environment, the BREW solution will allow us to not only maintain our position of leadership, but also to emerge as the Chinese leader in mobile application development,” Qing said.

Based on market demand for the company’s BREW applications and its business objectives, the Jinpeng Group will continue to develop for the BREW solution for the foreseeable future. The company is eager to show its ever-expanding catalog of BREW applications currently in development for business, entertainment and gaming applications.

“We believe that the Jinpeng Group will continue to be a leader in mobile application development in China, and the BREW solution has had, and will continue to have, a direct impact in the success of our business,” Qing said. “The BREW business model has benefited every aspect of the development value chain. From telecom carrier to handset vendors, BREW provides us with unequalled convergence, and as a developer, the Jinpeng Group has benefited.”

