JIL Game Platform

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JIL, China Mobile

Table of Content

- JIL Background

- JIL Game Strategy

- Android+/OMS

- Mobile Market

Joint Innovation Labs

Customer base: 1 billion

Joint Vendor established in 2008 by

vodafone   中国移动通信 CHINA MOBILE   SoftBank   verizon

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JIL Platform Architecture

Store Front by the Operators

Y! Keitai

vodafone

SoftBank

Vodafone live!

m-Market

verizon wireless

V CASTetc.

Worldwide Developers

Worldwide Customers

JIL Store Backend

Developer Website **Warehouse**

JIL Content Platform

JIL Widget   **JIL Gaming**   **JIL Card**

Worldwide Operators

Worldwide Vendors

LiMo	Windows Mobile	Android	Symbian	Others

UMTS/ W-CDMA	TD-SCDMA	GPRS	CDMA-2000

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JIL Project Launch Model

- Each JIL operator defines its own project plan
  - ➢ Follow JIL minimum HW spec
  - ➢ Implement JIL technologies on devices
  - ➢ Pre-install JIL global games and local games

- China Mobile is launching next generation device

JIL Game Eco-system

High End Devices by Each OpCo

Secure SD Card by JIL

JIL Card
16GB microSDHC

Developer Publisher

JIL Gaming Platform

Consumer

Handset Vendor

Global Business Opportunity
Reach billions of customers
Rich capabilities (on-line games, in-game billing)
Profitable business model

Competitive Advantage
Cost effectiveness
Handset Volume
Customer Satisfaction

New gaming experience
Easy to Access, Easy to Buy,
A variety of high quality games: on-line games, social games, etc.

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ntial Information

Attractive Business Model

Developers

JIL / Operators

70%

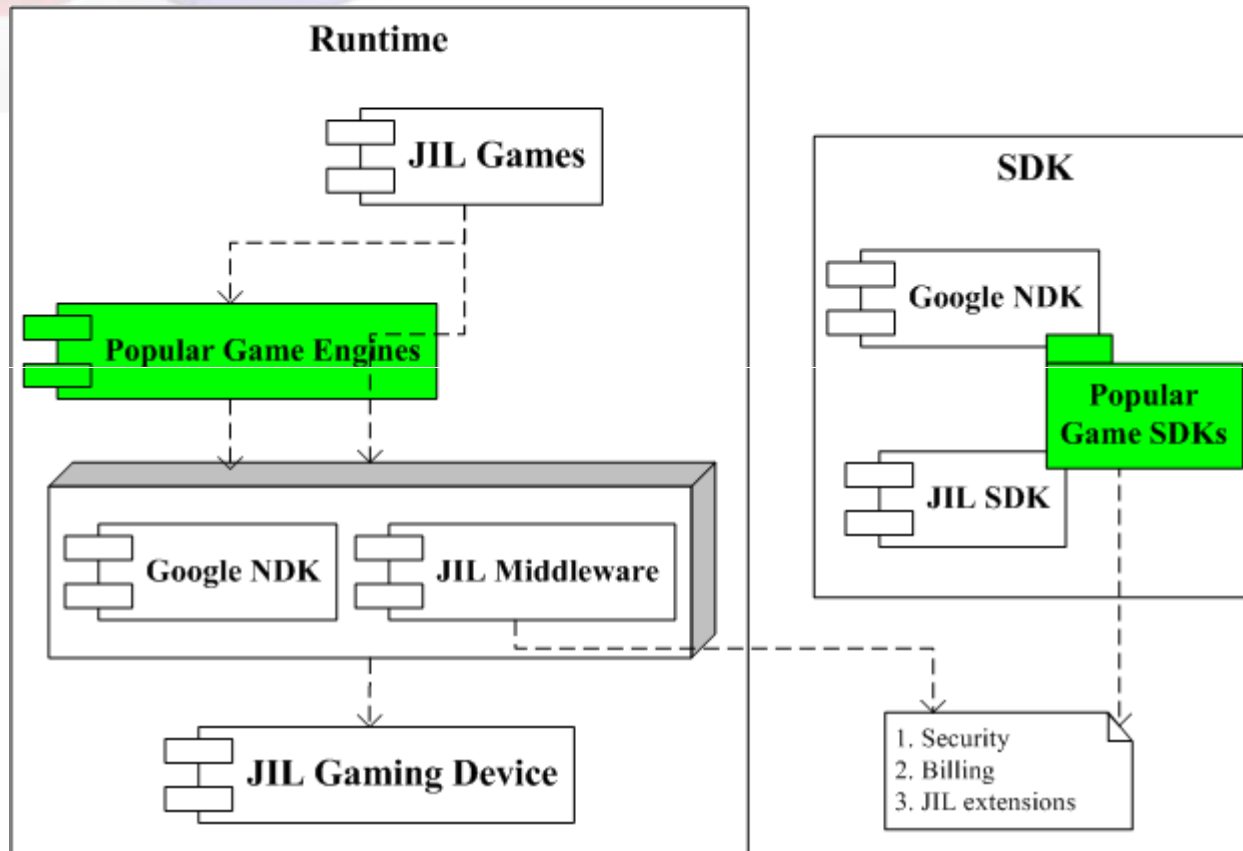**30%**

Restricted Confidential Information
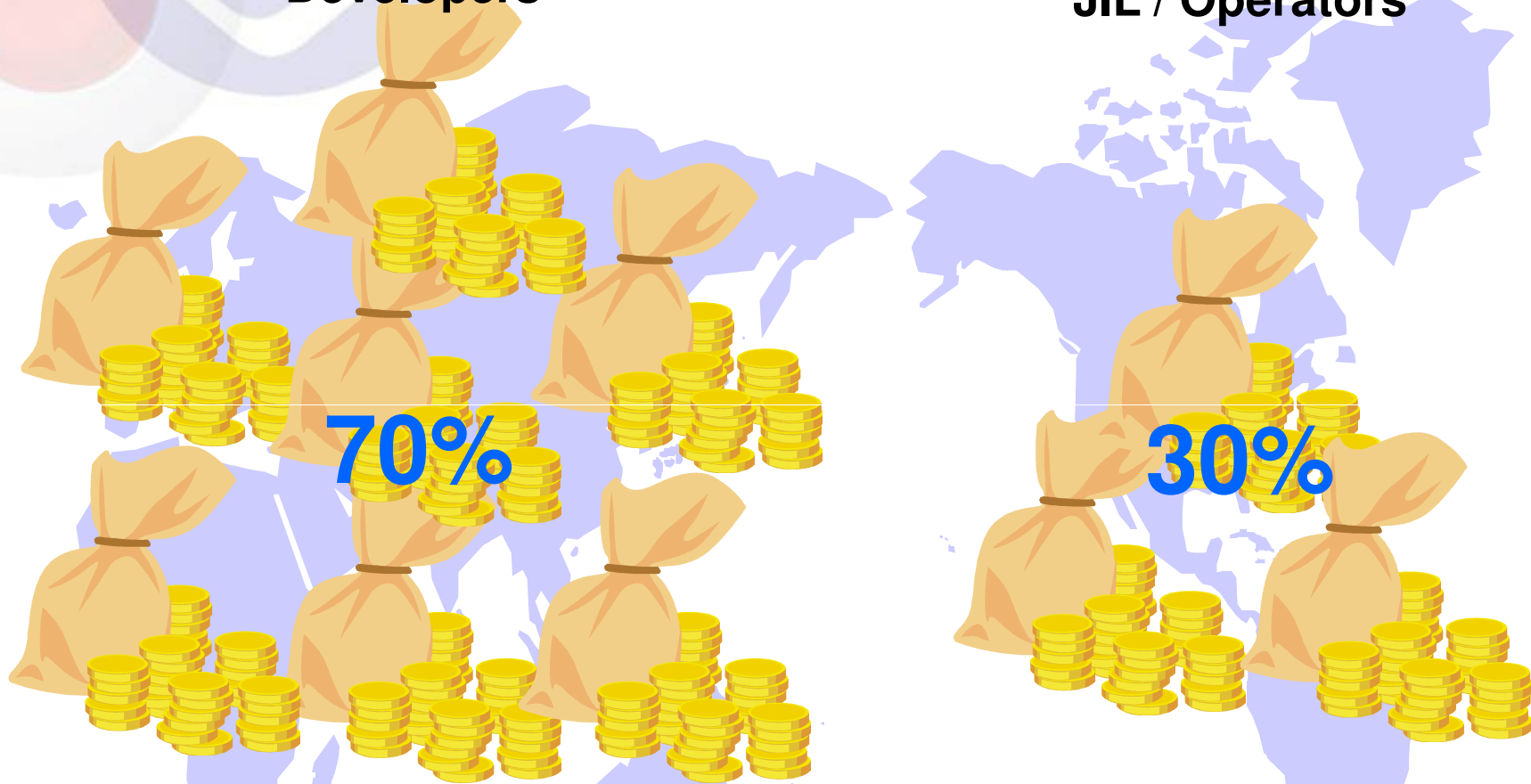
JIL Game Content Strategy - Stack-up

Android and Ophone platform (Android+) is our current top priority.
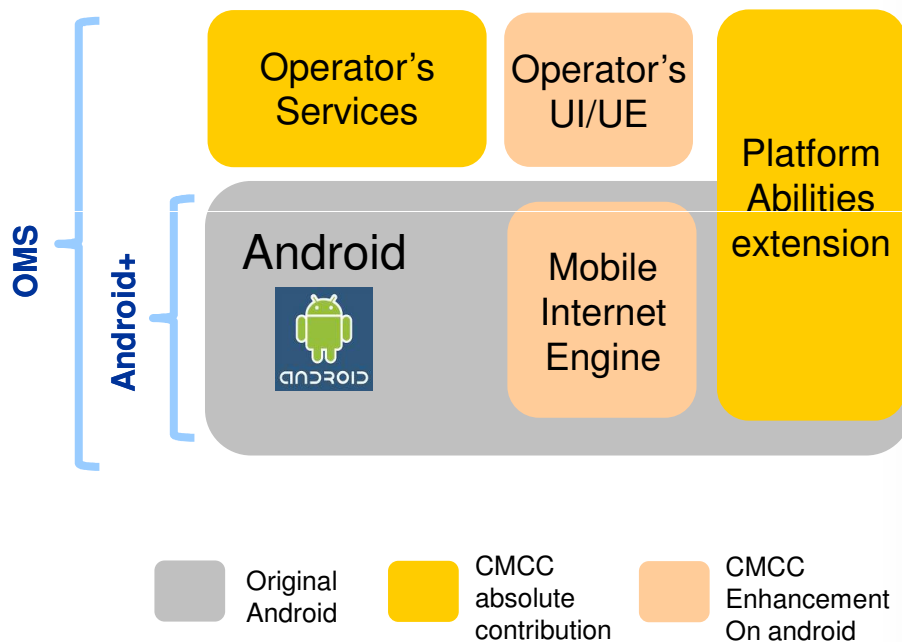
Leverage the following content at the same time

- Google NDK based content

- Existing content by using popular game engine, e.g. Unity3D, Unreal (can base on JIL MW)

- JIL middleware based content (single binary crossing platform)

Restricted Confidential Information

Overview of Android+ - OMS as an example

- **The Platform is based on Android with CMCC Enhancement and Additions.**
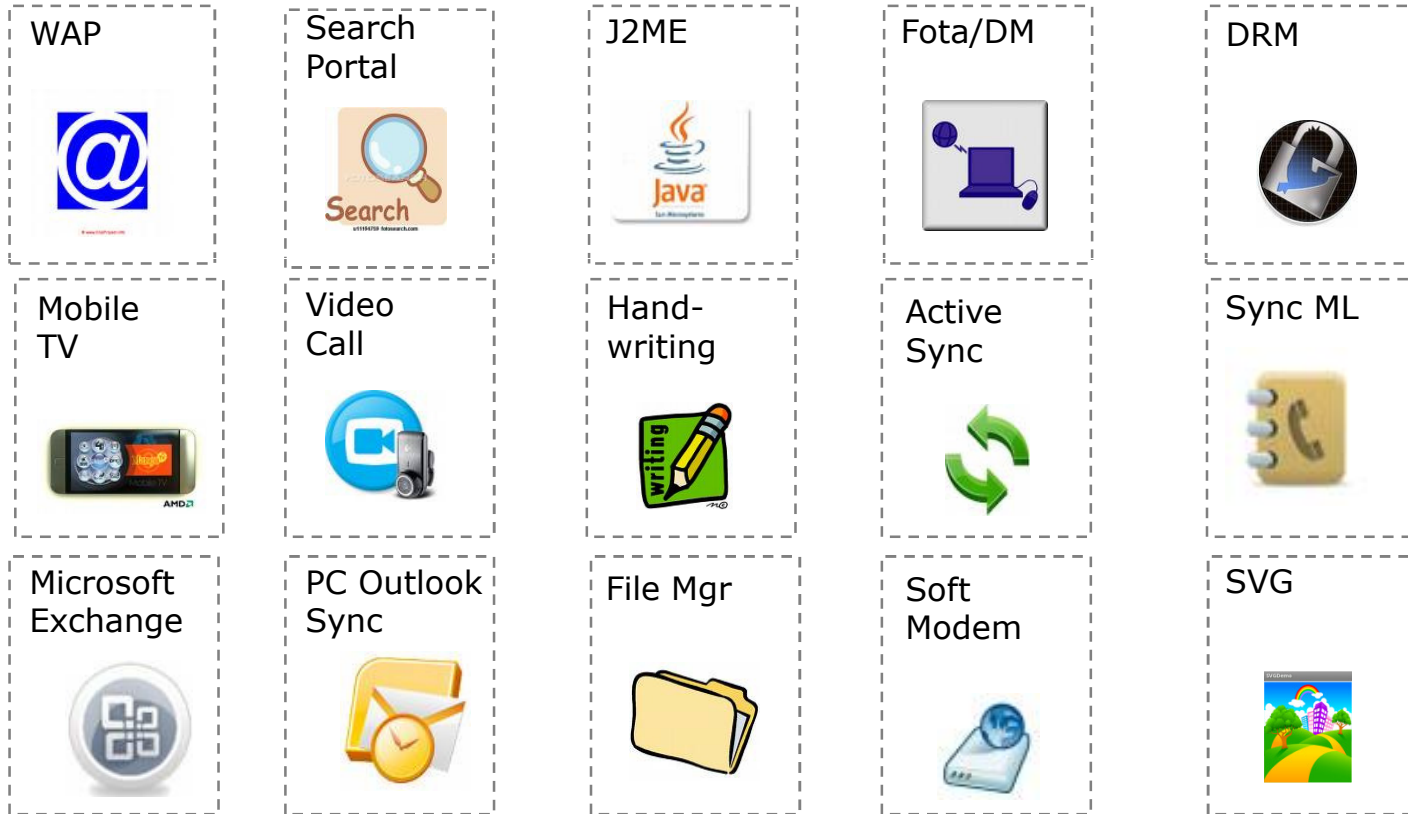- **The approach can apply to each operator, basing on Android.**

The model of Android+

OMS

Android+

Operator's Services

Operator's UI/UE

Platform Abilities extension

Android

Mobile Internet Engine

Original Android | CMCC absolute contribution | CMCC Enhancement On android

OMS vs. Android

✓ OMS is 100% compatible with Android. Keeping tight sync with Android releases.

✓ OMS extends many important platform abilities missing in Android, such as WAP and J2ME.

✓ OMS deeply integrates CMCC's services.

✓ OMS deploys operators' strategy such as JIL widget engine and JIL game engine.

✓ OMS replaces Google backend servers with CMCC servers.

✓ OMS will support GMS but not included.

CMCC uses Android+ strategy to reduce the OEMs' dev cycle for CMCC features on devices, cumulating the CMCC market advantage over time
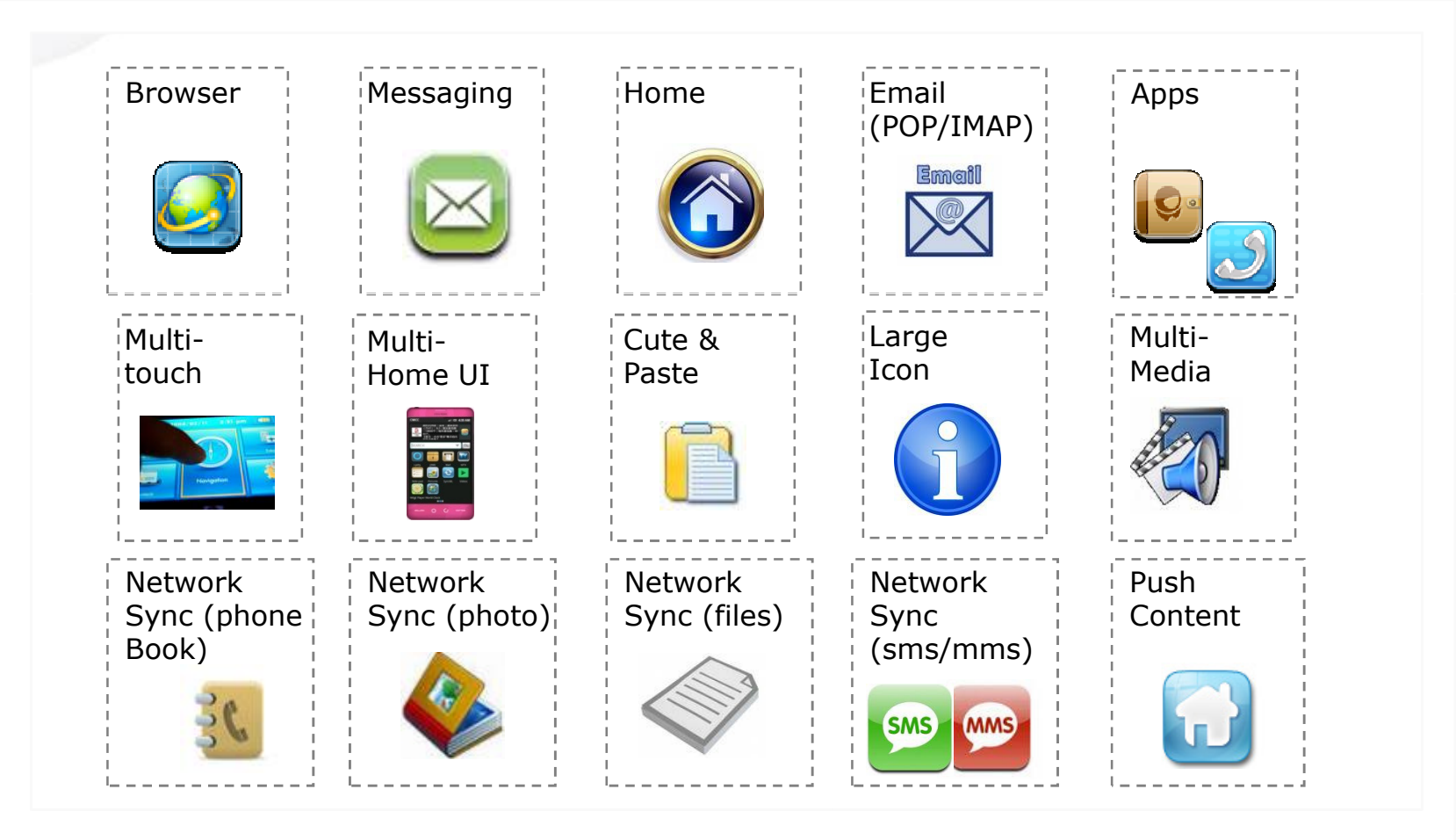
Android+ : Enhancing Android (CMCC E.G.)

More powerful system abilities, backward compatibility with existing services.

WAP	Search Portal	J2ME	Fota/DM	DRM
Mobile TV	Video Call	Hand-writing	Active Sync	Sync ML
Microsoft Exchange	PC Outlook Sync	File Mgr	Soft Modem	SVG

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Android+ : Enhancing User Experience (CMCC E.G.)

Better user experience, more suited to diversified culture and customers.

Browser	Messaging	Home	Email (POP/IMAP)	Apps
Multi-touch	Multi-Home UI	Cute & Paste	Large Icon	Multi-Media
Network Sync (phone Book)	Network Sync (photo)	Network Sync (files)	Network Sync (sms/mms)	Push Content

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OMS: Android+ With Optimized Operator Services (CMCC E.G.)

> **Combine the best of Android+ with China Mobile Services**

JIL Card: Secured Content Delivery Channel

High capacity micro-SD card, divided into two areas:

• Public area available to read/write from any application

• Trusted area for operator/user available to read/write from allowed application

Operator Controlled Trusted Area			Public Area
Push Content	Pre loaded and installed content	Purchased content	User generated data
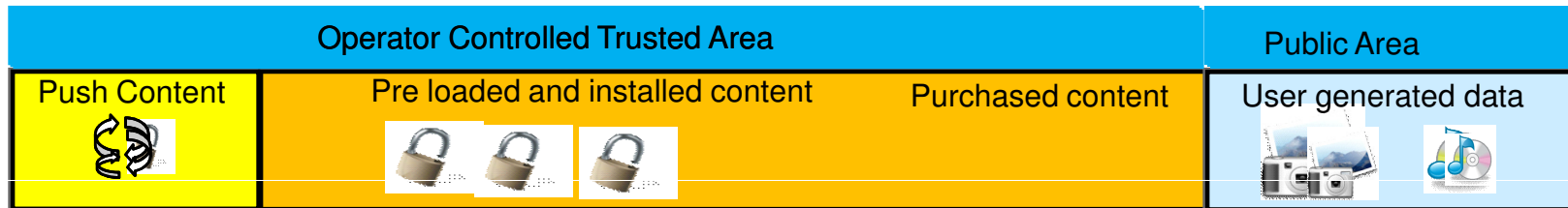
<u>Features</u>

- Pre-loaded premium content
  - ✓ Dynamic discovery of and trial experience for premium content
  - ✓ Customer goes direct to OpCo store to buy
- Updating of content during off peak hours
- Curated content promotion :
- Additional layer of differentiation for each OpCo
- Secure platform approved for premium content delivery
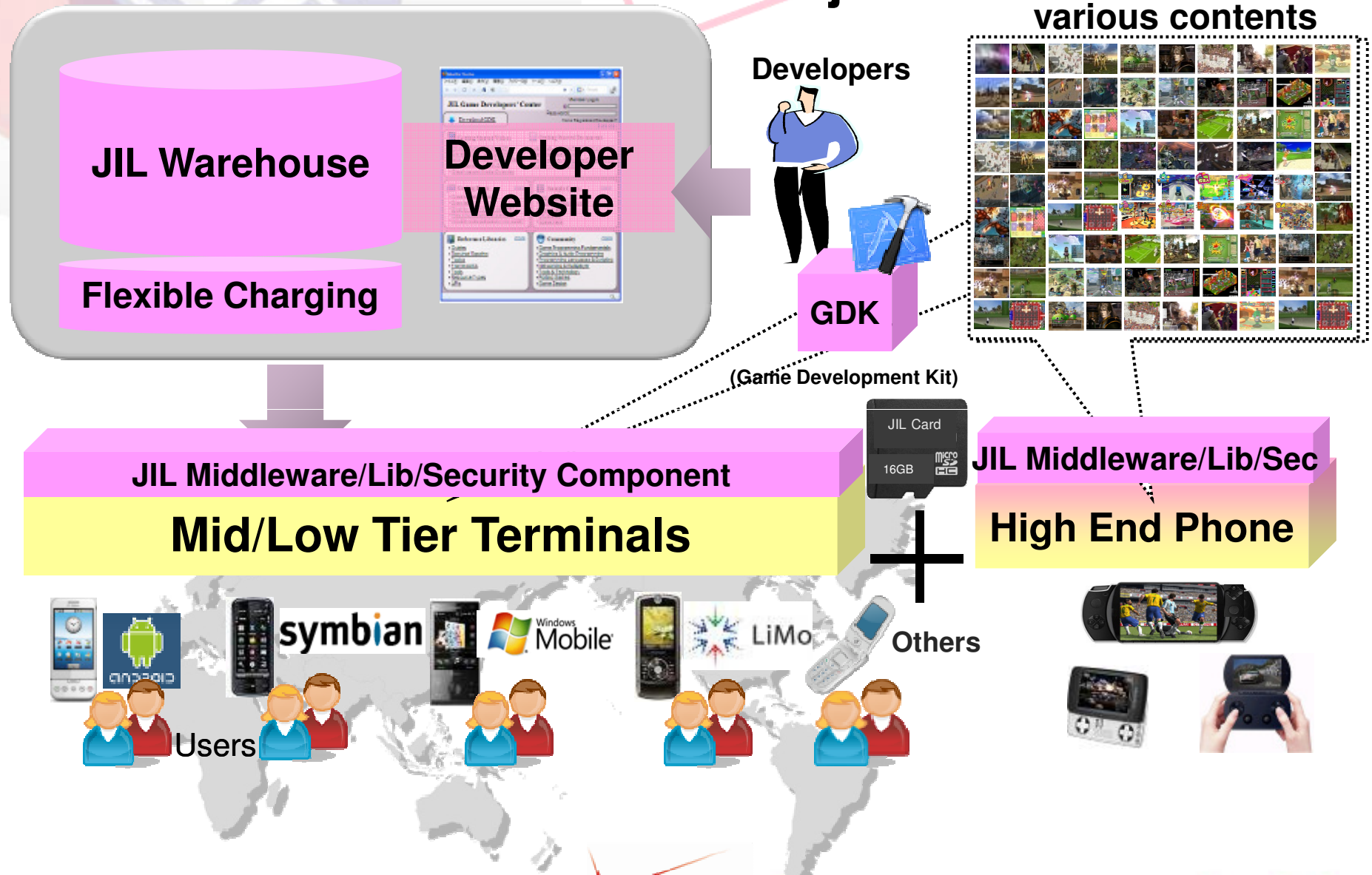- Future cross promotion & advertising opportunity: ability

Killer Titles Pre-installation

- **Global Content**
  - **To be decided by OpCos jointly**

- **Local Content**
  - **To be decided by each OpCo**

Business Concept -
# Overall Outline of JIL Game Project

various contents

JIL Warehouse

Developer Website

Flexible Charging

Developers

GDK

(Game Development Kit)

JIL Middleware/Lib/Security Component

Mid/Low Tier Terminals

JIL Card

microSD 16GB

JIL Middleware/Lib/Sec

High End Phone

symbian

Windows Mobile

LiMo

Others

Users

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Build OpCo-Centric JIL Store

World-wide Developers & Content Submission

🎵 **Music**   **Widgets/Apps**   **Games**   **Movies**

Unified JIL Store Platform

JIL Developer & Content Submission Backend

+

Common JIL Service Backend Software
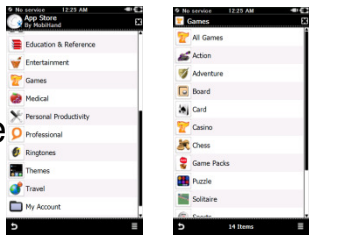(Customizable for each OpCo)
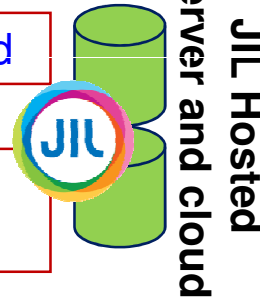
JIL Hosted Server and cloud

OpCo Backend Impl.

CMCC can offer Mobile Market as the reference system

Common Store Client SW
(for best UE/UI style and common store API)

e.g. image

Customizable for each OpCo

Introduction of Mobile Market

Mobile Market is aggregating various outstanding developers and their applications (**games, applications, themes**) and digital content (**music, video, e-book**), which is to meet the cross-platform, cross end-user real-time experience, download, and order a comprehensive shopping needs.

Developer Community （App Download ）

All types of digital contents

App Download   Digital products
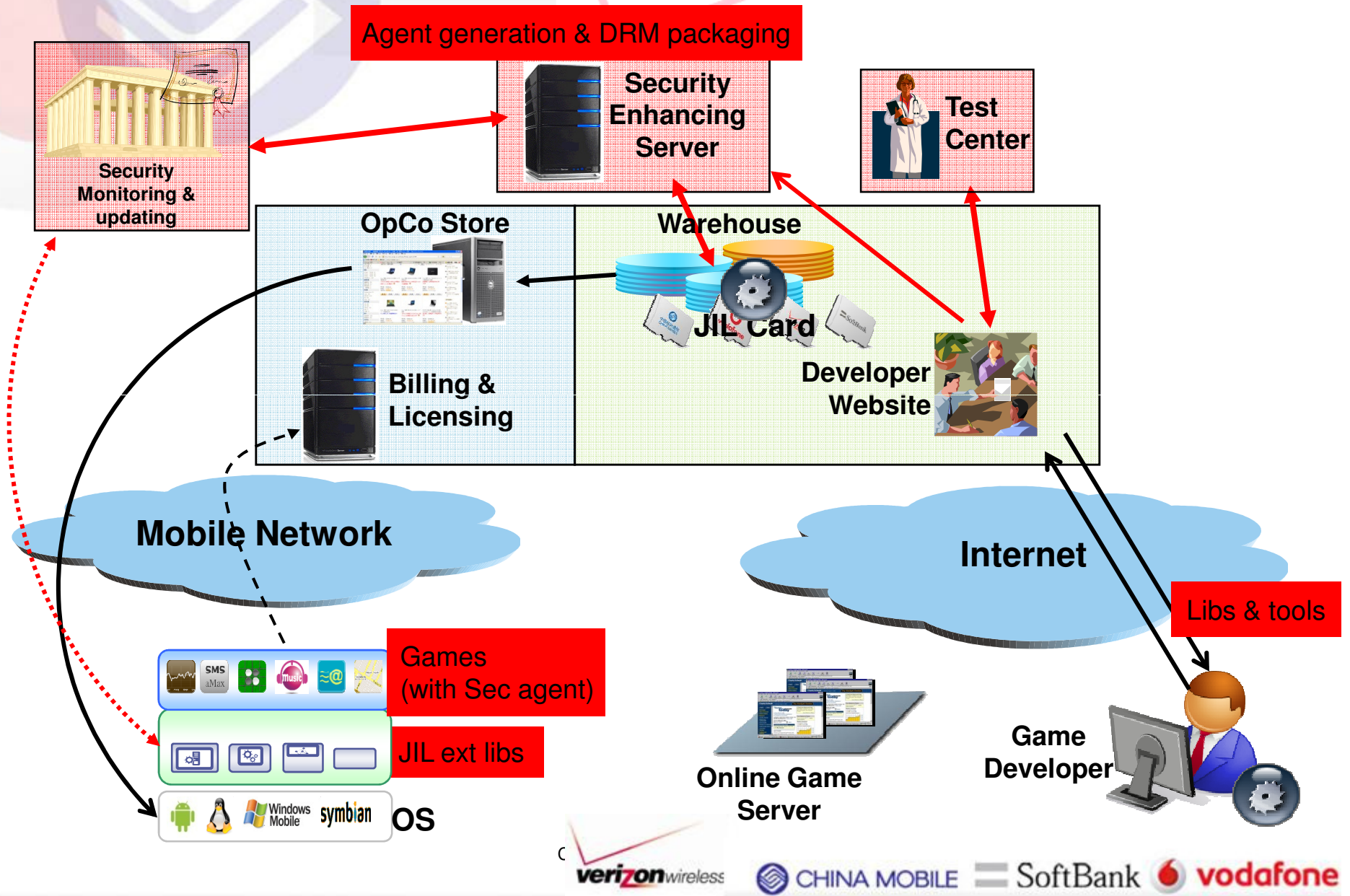
Online Customer Service

Storefront Client

WAP

WWW

Objective in year 2010:
1 million developers;   10 million monthly active users;   100 million total downloads

End-to-End View

Agent generation & DRM packaging

Security Monitoring & updating

Security Enhancing Server

Test Center

OpCo Store

Warehouse

JIL Card

Billing & Licensing

Developer Website

Mobile Network

Internet

Libs & tools

Games (with Sec agent)

JIL ext libs

OS

Online Game Server

Game Developer

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THE END