



1. Corporate profile

- ✧ Name of company Shanghai University Ding-Tech Software Co., Ltd.
- ✧ Nature of company private-owned company
- ✧ Time of incorporation April, 2003
- ✧ Registered capital RMB17,550,000
- ✧ Scope of business

Engage to provide "4 technology" service and marketing in the professional field of computer software; carry out exporting in connection with self-produced products and importing machinery, equipment, components, raw materials as needed (no attached export commodity catalogue otherwise), excluding the commodity and technology restricted or prohibited by the government for business operation or import and export (involved to permitted business operation by means of license).

- ✧ Key accomplishment

- Multi-media technology service:

We provide customers at home and overseas with diversified products and technology services. See the examples at below:

- Multi-media demonstration and simulation project for Shanghai Urban Planning Exhibition Hall, Shanghai Museum, Shanghai Science & Technology Museum
- 3D simulation models for several companies, i.e. TOYOTA and GM
- Digital video trailer for Expo Aichi, Japan

- Software

- Key partner with several well-known Japanese companies such as TOYOTA and TOSHIBA
- Key service provider of software service for Shanghai Intelligence Traffic. Key projects: Monitor System for Shanghai Pudong Airport, etc.

- ✧ Corporate profile

Shanghai University Ding-Tech Software Co., Ltd. is a hi-tech company jointly incorporated by Shanghai University and Shanghai Ding-Tech Technology Development Co., Ltd. The company primarily carries out providing technology services for multi-media technology and developing software for intelligence traffic system (ITS) whilst providing software services for several fields.



2. Service Measures (for Participators of the World Expo)

Given the actual situation of the World Expo, the company will establish a routine service window for participators of the World Expo. The specific measures are as follows:

1. Full-Time Multilingual Customer Service Center:
 - a) To establish the mechanism of round-the-clock customer service, providing multilingual service including Chinese, English, French, Japanese, etc., so that you may contact us at any time.
 - b) To formulate the rules of etiquette of customer service. Before working at their posts, the employees shall be trained specially.
2. The Mechanism of Quick Responses and Contingency Plans:
 - a) For the questions and requirements raised by customers via the Customer Service Center, we will provide solutions and make detailed reports in 6 hours.
 - b) To provide customers with implementation plans and contingency plans so as to ensure superior services and our competence in efficiently addressing emergency.
 - c) The Standardized Service Provision Mode:
Established according to American SEI CMMI Model, the standardized service system can provide customers with transparent project development process.
3. For the solutions offered by us, we will uniquely provide two plans, namely one implementation plan and one emergency plan. With the two-plan method, we will ensure superior service and product quality.

3. Technological Strength

The company has specially set up the World Expo Specialized Team, consisting of 65 employees from Shanghai headquarter and 39 employees from the branch office in Japan. In terms of technology, there are 3D Technological Department, Video Technological Department, Internet Development Department and CG Technological Department.

◇ 3D Technological Department

The 3D Technological Department is composed of the Model Team and the Rendering Team. The Model Team is mainly responsible for 3D modeling of the buildings and articles on display. The Rendering Team is responsible for mapping, light and rendering of buildings and scenes.

Video Technological Department

The Video Technological Department is composed of the Video Team and Audio Team. The Video Team is responsible for editing and producing videos, and the Audio Team for gathering, producing and compressing sound signals based on the displayed contents.



✧ Internet Development Department

The Internet Development Department is composed of the Web3D Plug-in Team and the Virtual Community Construction Team. Using the plug-in standard specified by the authority, the Web3D Plug-in Team converts the completed models to Web3D scenes. The Virtual Community Construction Team is responsible for establishing a virtual community platform for exchange of views between participators and visitors.

✧ Technology Integrating Department

The Technology Integrating Department is responsible for putting the productions on the web platform.

✧ Testing Department

The Testing Department is responsible for conducting the unit, module and functional tests on the established web display platform.

The company has many times undertaken the municipal projects of the Japanese government. The projects undertaken by us include 3D digital city, antiseismic simulation of storied buildings, reappearing of Japanese ancient buildings, etc. We have accumulated rich experience in Web3D, virtual interaction, 3D modeling and audio production.

4. Contact

The first contact person: Wang Lei

Position: Deputy Head of Special Department for Expo

Tel: 86-021-56386078-811

Mobile phone:13818981758

Fax: 86-021-56386578

E-mail: wanglei@shu-ding.com uprightwang@hotmail.com

The second contact person: Cheng Yongbing

Position: Head of Special Department for Expo

Tel: 86-021-56386078-815

Mobile phone:13512121169

Fax: 86-021-56386578

E-mail: chengyongbing@shu-ding.com eddycheng_sh@hotmail.com