

# 快譯通®

源于1989 享誉国际的权威首选

## THE MARKET

The brand Instant-Dict is so successful in China that people have used it as a generic term for electronic dictionaries since the mid-1990s. Instant-Dict is widely recognised as Asia Pacific's most popular provider of hand-held electronic devices. A household name with the general consumer, the products are also widely used by the business, education, entertainment, data storage and communication industries.

Instant-Dict products have been gathering awards since the introduction of its first electronic dictionary in 1989. With outlets and branch offices throughout China and in Hong Kong, Korea, Taiwan, Thailand and Singapore, the company is well on its way to being the market leader in hand-held information retrieval and data communication products in the region. And with the opening up of China and its economic development, the demand for electronic dictionaries on the mainland is expected to increase due to growing personal wealth and a commensurate need for language learning aids.

Instant-Dict is also moving into international markets, in particular North America, Europe and the Middle East.

## ACHIEVEMENTS

Instant-Dict's list of achievements and awards is a long one, including several coveted Federation of Hong Kong Industries awards: in 1995 for Consumer Product Design (for the DB4900P Pager-Organizer); in 1997 for Technological Achievement; in 1999 for Quality; and again in 1999 for Productivity. Federation of Hong Kong Industries' Design Awards or Certificates of Merit in the Consumer Product Design category have been awarded for the following Instant-Dict products: EC863B Super Slim Electronic Dictionary (1994), GB800 Genius Book (1994), EC4900H Pen-based Electronic Dictionary (1995), TA600 10A Children's Computer (1995), PDA800 Electronic Translator (1996), PDA600P Pen-based Pager-Organizer (1997), EB8000HC Touch Screen IC Card Electronic Translator with wireless modem communication (1997), Warrior - 2-way Communicator (1999), Xplore 5000 PDA (2000), e938 Wireless PDA (2001), and Xplore G18 (2003).

Other accolades include the 1999 Hong Kong

Electronic Industries Association Award for Outstanding Innovation and Technology Products.

Instant-Dict products have been extensively featured by international and local media, including CNN, CNET, *The Business Times* (Singapore) and many IT and consumer electronics publications.

## HISTORY

Instant-Dict was established in 1988 by Samson and Thomas Tam, and is the registered trademark of Group Sense Limited. The original company was a five-man software house, specialising in software for the manufacturers of electronic games and gadgets. However, the brothers recognised the market potential for a pocket-sized electronic dictionary that would allow consumers to look up words while on the move. The following year they launched their first product, the EC1000, and they have not looked back. In 1990 they launched the first multi-lingual translator, the LT-100, and they broke new ground again later that year with the EC3300, a talking electronic dictionary.

In 1992 Instant-Dict launched the EC863A, which was the world's first English-to-Chinese full-sentence translator. It followed this up three years later with the DB4900P, the world's first pager-organiser, and in 1996 it introduced yet another world first with the PDA800, a personal digital assistant (PDA) that runs on a Chinese-language platform and includes Chinese character handwriting recognition and a built-in electronic dictionary. In 1996 Instant-Dict obtained an exclusive licence to use the revolutionary TruVoice technology, enabling close to human natural voice text-to-speech in its products.



Instant-Dict spent the next few years building up its international reputation with new ventures in Japan and the US. It also introduced a new range of dictionary databases including the New Oxford English-Chinese Dictionary and the Longman Dictionary of Contemporary English.

Since then, its technology has advanced ten-fold, and in 2000 the world welcomed its new range of PDA products that featured open platform and wireless communication. The range has gone from strength to strength, winning awards and promising more exciting developments for the future.

## THE PRODUCT

Instant-Dict's range of electronic consumer products is both educational and fun. Its electronic dictionaries provide an effective and reliable learning device for students and language learners, and the company has been working hard to improve the quality and content. In addition, travellers and businessmen the world over use Instant-Dict hand-held devices in both pleasure and business activities. The company's constant contact with the international publishing world guarantees up-to-date top quality dictionaries are included in every model.

As the information age unfolds into a new era, the Internet is revealing its true value as a learning tool. Instant-Dict recognised this and developed the electronic dictionary with download function



in 2001. Students can now customise their electronic dictionaries in accordance with their needs by downloading content as and when they require it.

Instant-Dict successfully launched the first colour dictionary with real voices in Hong Kong in 2003. Colourful graphics were added to the dictionary to make the learning process more lively and interesting. MP3 and radio are included in the latest Instant-Dict electronic dictionaries, helping students enjoy their learning.

Instant-Dict PDAs are an excellent tool to help people organise their lives. Different from the conventional PDA, these products are designed to operate on an open platform that permits development and the downloading of application software. A stylish, slim design combine with the unrivalled Chinese character recognition to make these machines stand out.

Instant-Dict PDAs went wireless in 2001. The current wireless product range covers GSM, GPRS, PHS and the Gwcom two-way pager. Running on an open operating platform, their versatile features include email, fax, voice, WAP and SMS communication facilities. The GSM PDA is the first of its kind and looks to play an important role in the development of m-Commerce. In 2002 the introduction of the all-new colour-LCD PDA once again put Instant-Dict ahead of its competitors.

#### RECENT DEVELOPMENTS

In view of the transition to a knowledge-based society, Instant-Dict has formulated a strategic plan to keep its products as the preferred hardware platform for information access and language learning. E-Books and language repeater functions are the latest addition to the list of features.

As part of its focus on refining its electronic dictionary content, Instant-Dict recently formed a partnership with a reputable English-learning institution in Beijing to develop a series of electronic dictionaries embedded with English-learning functions.

The company recently upgraded text-to-speech, computation speed and memory technology.

New PDA models have been introduced featuring colour screens, built-in cameras, a digital voice recording function and embedded Bluetooth chips. These features can transform a basic digital organiser into a multi-functional tool, digital photo album and wireless communicator. Efforts to broaden the range of all-in-one PDAs are ongoing. Other features available include MP3 playback, a recorder, an organiser, an SD expansion card slot, a built-in SMS system and various kinds of dictionaries.

In another diversification move, Instant-Dict formed a partnership with PalmSource and developed and launched its first smartphone. This operates on a Chinese Palm OS and integrates PDA, multimedia and communication functions. It comes in an ultra-slim case, has a user-friendly interface, and has proved very popular.

Not ready to rest on its laurels, Instant-Dict is now concentrating on developing the next generation of technology, including multimedia messaging and wireless LAN.

#### PROMOTION

Instant-Dict designs its marketing and advertising campaigns to enforce its position as a professional and reliable brand, and to increase mass-market awareness of brand positioning. Campaigns are developed to support the achievement of market share and margin objectives while building brand awareness and long-term consumer loyalty. Television and print campaigns, high-profile poster sites, Internet and public relations activities are all part of the ongoing brand media strategies to help drive product sales. Leaflet, point-of-sale and advertising support drive home the brand message through retail distribution channels. Strong in-store promotions complement television campaigns and have added significantly to the success of Instant-Dict, ensuring seamless synergy between the product, advertising and promotion.

Instant-Dict has for several years operated under the slogan "The Power to Relate".



#### BRAND VALUES

Instant-Dict typifies the energy and innovation for which Asia Pacific is known. By applying digital technology, it provides hand-held electronic products that accommodate a wide range of consumer needs, allowing users to acquire and utilise information conveniently and quickly. Instant-Dict creates value through continual innovation and short time-to-market products and services that keep customers happy. Its commitment to research and development has made Instant-Dict one of the most popular brands in the world.

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数码辞典 · 掌上电脑

帮你把英语真正学到家

[www.instant-dict.com.cn](http://www.instant-dict.com.cn) / [www.gspda.com.cn](http://www.gspda.com.cn)

#### THINGS YOU DIDN'T KNOW ABOUT INSTANT-DICT

- The brand Instant-Dict is so successful in China that people have used it as a generic term for electronic dictionaries since the mid-1990s
- More than 10 companies in China alone have tried to imitate Instant-Dict
- Before Instant-Dict entered the market, electronic dictionaries were available for alphabet-based languages only
- Government ministers, authors, journals and newspapers have referenced the success story of Instant-Dict as a showcase of entrepreneurial spirit and technological achievement
- Group Sense Limited also owns Instant-Tech, Instant-Link and Instant-View