

## Sun-Tech Newsletter Vol 2 (Feb 2008)

*A*t the beginning of the Year, we wish you a prosperous year in 2008.

Due to our successive stages of product development, we are happy to have a release of XCLASS 10.0 and DLL 5.0 on 1<sup>st</sup> December 2007. Since it has been launched, we have received lots of positive responses & support from our users. It did motivate us to keep providing more and more innovative and effective products for our customers. Moreover, we are happy to announce that our XPRESS ARS (RF version) is ready to launch and we look forward to receiving your continuous support on our latest product development.

### *Recent Promotional Events*

Every year, we not only participate in a wide range of international exhibitions, but also hold many seminars and workshops. With these events, we keep a closer contact with our distributors and obtain valuable opinions from our end users.

In November 2007, we exhibited in the Japan Education Fair in Tokyo which was aimed to select some potential distributors for further business development in the market of Japan. During the exhibition, numerous visitors were interested in our products and eager to distribute our products. Hence, after several discussions with a few potential distributors, we appointed some distributors in Japan from December 2007 onwards.

Furthermore, we took trips to Macau and Taiwan in January 2008. Firstly, we organized a seminar together with the Information Technology Education Association (ITEA) in Macau. It was our great honor to invite the President of the ITEA, Mr. Lau Yuen Tak to share his viewpoint in the seminar. We, as a pioneer in education technology, are always willing to share our IT development in education with others and we aimed at providing useful information for the principals and teachers in Macau through this event; who could therefore utilize the ICT in education effectively.

For the trip in Taiwan, a few potential distributors share with us much market information, facilitating our next step in product development to target at the current market demands. Meantime, we provide utmost support to our distributors whenever they get into any difficulties in promoting our products in their market.

In this year, we are going to participate in the following international exhibitions, so as to further explore and develop our business.

**1. GETEX Dubai 2008 – Technology and Education**

*Time: 1-3 April 2008*

*Place: Dubai*

**2. TechEd 2008**

*Time: 14-16 April 2008*

*Place: California, USA*

We have great honor to invite all of you to join us, and let us demonstrate our new products as well as sharing our latest development with you. Please feel free to contact our marketing team if you have any enquiry. We do look forward to seeing you there.

***Co-operation with strategic partners***

Besides the international market, we have also maintained a good relationship with our local partners. In order to widen our exposure, we hold various events with our strategic partners periodically.

This year, as the Hong Kong Government is going to promote the “Third Strategy on Information Technology in Education”, certain portions of funding will be offered to schools. We do think it will be a good chance to work out something with our strategic partners in HK. One of our strategic partners, PCCW, devotes much effort to promote our products that can give better solutions to schools to meet with the rapidly- changing curriculum.

We are always welcome to hold some seminars with our overseas distributors which help us achieve our Win- Win business strategy.

***New Design Website***

What's more, we are redesigning our global website. Some new information has been added which help us do more sharing with you, such as photos which were taken in our company activities. Please feel free to visit our website to share the happiness with us.

Finally, we would like to thank for all your continuous support. Hope that you can get more valuable information about our current development through this newsletter.

