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at the Chinese clone phones
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Synopsis

The article reports about SPB Software banding with Mediatek to aim at the Chinese clone phone market shares. It also quotes the statement made by SPB Software CEO Sebastian-Justus Schmidt concerning SPB Mobile Shell 3.5's ability to support Window Mobile 6.5. Mobile Shell mainly supports WM OS, but the company also offers products for such platforms as BlackBerry, Android and others. SPB has been working with Acer, Asus and Inventec, and also gained Huawei, ZTE and K-touch as their clients in the past two months. The article further reports Mediatek's intention to use Mobile Shell to gain capacity in clone phones.

SPB聯發科 合攻大陸白牌

【記者陳雅蘭／台北報導】手機應用及行動軟體開發商SPB將和聯發科（2454）攜手合作，搶進大陸白牌智慧手機市場。SPB總經理施密特（Sebastian-Justus Schmidt）昨（30）日表示，最新的Mobile Shell 3.5手機介面軟體也將可支援下周發表的微軟Window Mobile 6.5新版本。

SPB是德國軟體公司，可以

為智慧型手機打造各種豐富的使用者體驗，Mobile Shell主要支持微軟作業系統，SPB其他軟體也支援RIM等其他作業系統。Mobile Shell的台灣手機廠商包括宏碁（2353）、華碩（2357）、英業達（2376）等。

施密特表示，過去兩個月以來，SPB爭取到大陸的華為、中興通訊（ZTE），以及大陸最大的國產品牌天宇朗通（

K-touch）等客戶，也和聯發科簽署重大合作協議，將落實積極進軍台灣市場的策略。

據了解，聯發科將把Mobile Shell軟體，整合到智慧手機晶片的解決方案中，讓手機設計公司可以更輕易地推出不同的手機使用者介面，快速回應不同的市場與消費者需求，讓現有的2G白牌手機產品功能更多元。