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Synopsis

The reporter mentions SPB Software's decision to cooperate with Taiwanese companies and lists several Taiwanese and Chinese partners of the software maker. Customizability and overall capabilities of the product are reported as well as the advantages of interface outsourcing for device makers. The article contains a number of quotes by the CEO Sebastian-Justus Schmidt in order to emphasize characteristics of Taiwanese market.

SPB eyes closer cooperation in Taiwan

BY **JASON TAN**
STAFF REPORTER

SPB Software, a Russian maker of applications for mobile devices, said yesterday it hoped to forge closer partnerships with Taiwanese handset makers.

"Taiwan has a concentrated pool of top-tier handset makers and we want to work closer with these companies," CEO Sebastian-Justus Schmidt said.

SPB Software works with smartphone makers and telecoms firms to customize software for the

Windows Mobile platform. Its major clients include Sony Ericsson, Hewlett-Packard, Toshiba and T-Mobile.

Its flagship software SPB Mobile Shell lets mobile device users apply 3D animation and widgets to personalize the user interface.

SPB has worked with a number of Taiwanese companies, including Acer Inc (宏碁), Asustek Computer Inc (華碩電腦), Inventec Appliances Corp (英華達) and Mitac International Corp (神達).

It recently sealed a strategic

deal with MediaTek Inc (聯發科) to supply applications for the latter's mobile platform.

Employing SPB software could help local companies cut costs by eliminating the need for in-house research to develop applications, Schmidt said, adding that the company will seek a partnership with a telecoms operators, as well.

SPB hopes to boost its Taiwan revenues by 10 percent next year. The Taiwanese market accounts for around 20 percent of SPB's total sales, Schmidt said.