



MediaTek: From Feature Phones to Smartphones

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Shenzhen and the China Handset Market
China's first special economic zone

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Spectacular growth after China's opening policy from 1978

Opportunity to avoid customs duties and VAT
Huge market for mobile handsets

The "White Box" Model

PC manufacturing model introduced by Acer Inc.

Later developed by Intel

Top 3 effects of the White Box Model:

1. Made the manufacturing process much more efficient
2. Commoditized hardware besides the motherboard
3. Significantly lowered the entry barriers to getting into the PC business

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**A spin-off from United Microelectronics Corporation
(UMC)**

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In 1983 Ming-Kai Tsai joins as director of R&D
He turns the company into the largest CD-ROM
supplier