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Ma Jun and the IPE: Using Information to Improve China's Environment

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THANK FOR YOU
ATTENTION !



Coverages
It is the 10th largest internet company in the world after Google, Amazon, Facebook, and Microsoft in all countries. In 2014, Tencent ranked 10th largest company by market capitalization. Tencent's revenue comes from its mobile games, social media, and other services. It is also the owner of QQ and WeChat.

About WeChat Function
Thecasesolutions.com
WeChat is a mobile instant messaging, voice-over-IP, video-chatting, and social media service developed by Tencent in China. It is released in January 2012 as the digital equivalent of messaging app for smartphone users.

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Innovative Product: WeChat
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About Tencent Products
Thecasesolutions.com
Tencent is a Chinese multinational technology company specializing in various Internet services and products, including instant messaging, video streaming, and online gaming.

Innovative Product: QQ
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Tencent QQ, commonly known as QQ, is an instant messaging software developed by Tencent. It is the most popular instant messaging software in China. QQ also offers a variety of services, including online gaming, video streaming, and social media.



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Introduction
Thecasesolutions.com
Thecasesolutions.com is a platform for sharing and discussing various cases and solutions. It is a valuable resource for students and professionals alike.



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Introduction

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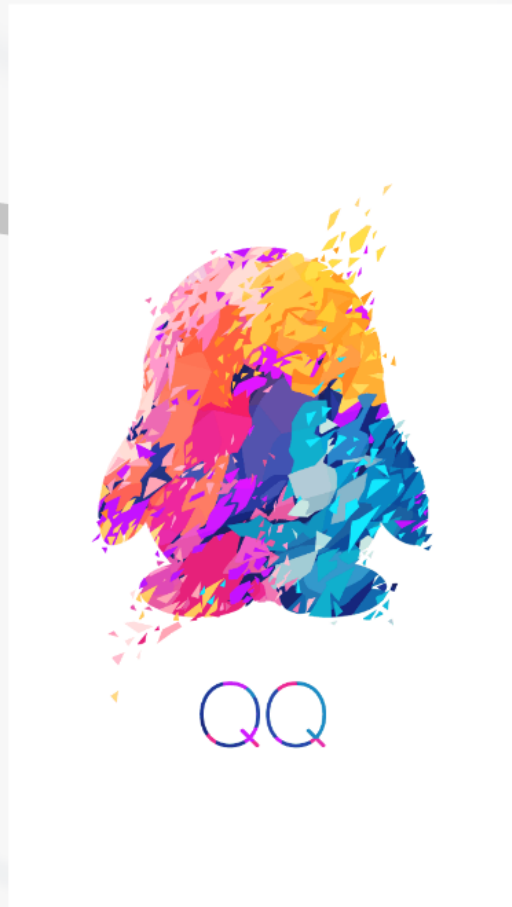
Tencent 腾讯

智慧沟通 灵感无限



Founded in 1998, Tencent has grown into one of China's largest and most used Internet service portal. Since its establishment over the last decade, Tencent has maintained steady growth under its user-oriented operating strategies. Tencent remains committed to enhancing its development and innovation capabilities while strengthening its nationwide branding for its long term development. More than 50% of Tencent employees are R&D staff. Tencent has obtained patents relating to the technologies in various areas: instant messaging, e-commerce, online payment services, search engine, information security, gaming, and many more.

Innovative Product: QQ



QQ APP

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Tencent QQ, popularly known as QQ, is an instant messaging software service developed by Chinese company Tencent Holdings Limited. QQ also offers a variety of services, including online social games, music, shopping, microblogging, and group and voice chat.

As of August 2014, there are 829 million active QQ accounts, with a peak of 176.4 million simultaneous online QQ users.

About QQ Function

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QQ Account

Users can QQ number, email address, and phone number to log Tencent QQ. E-mail accounts are self QQ2007 official version added an optional login required after a QQ number and bound before use.

QQ Group

QQ group was gathered by a certain number of long-term stability of QQ users in public chat rooms. QQ group members can chat via text, voice, and video within the group space group can also communicate through forums, group albums, group share files and other means.

Web QQ

In 2009, the company launched Tencent QQ way using a web service, and there is no need to download and install the QQ software, as long as the open WebQQ can log QQ website to keep in touch with friends.

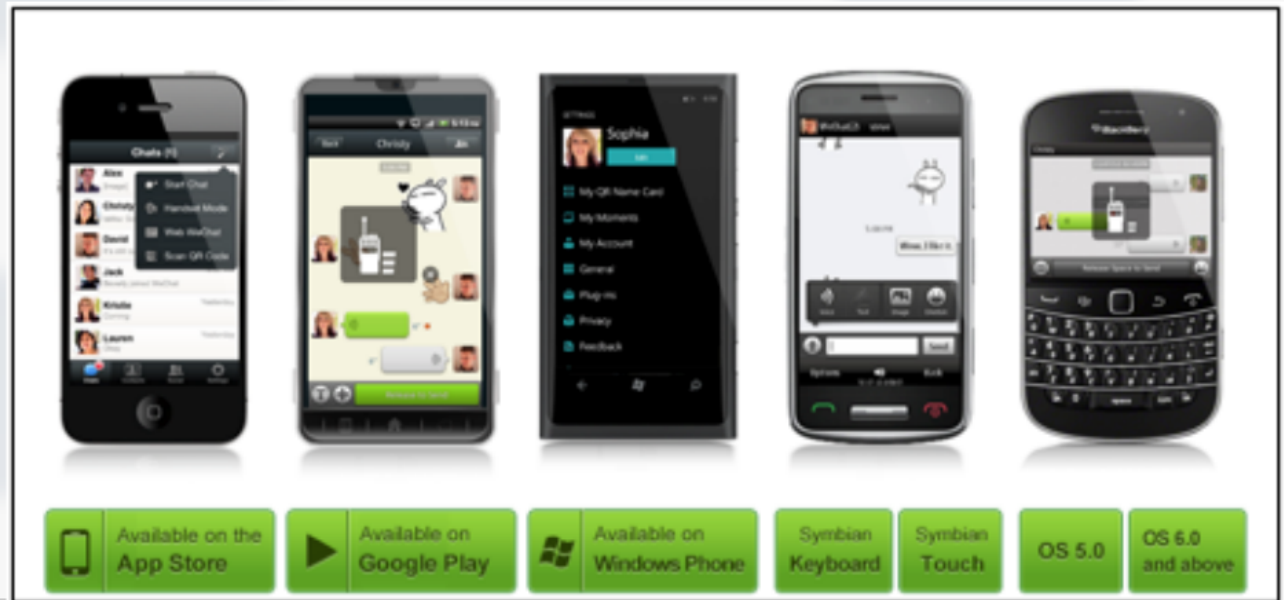
Innovative Product: WeChat

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WeChat is a mobile text and voice messaging communication service developed by Tencent in china, first released in January 2011. It is the largest standalone messaging app by monthly active users.



WeChat



About WeChat Function

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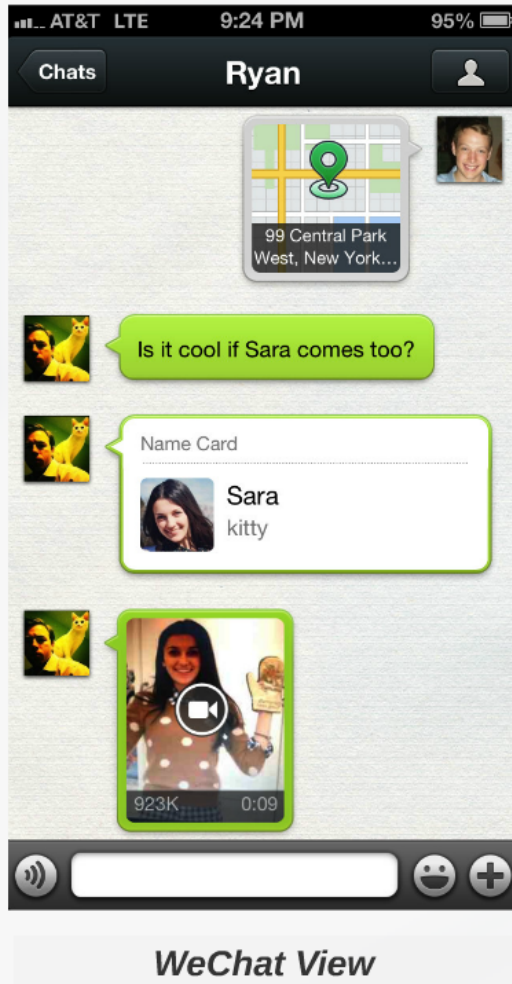
Registration is completed through Facebook Connect, email, mobile phone SMS/VM, or Tencent QQ.

Chat: support for sending voice messages, video, pictures and text, is a chat software that supports multi-chat groups

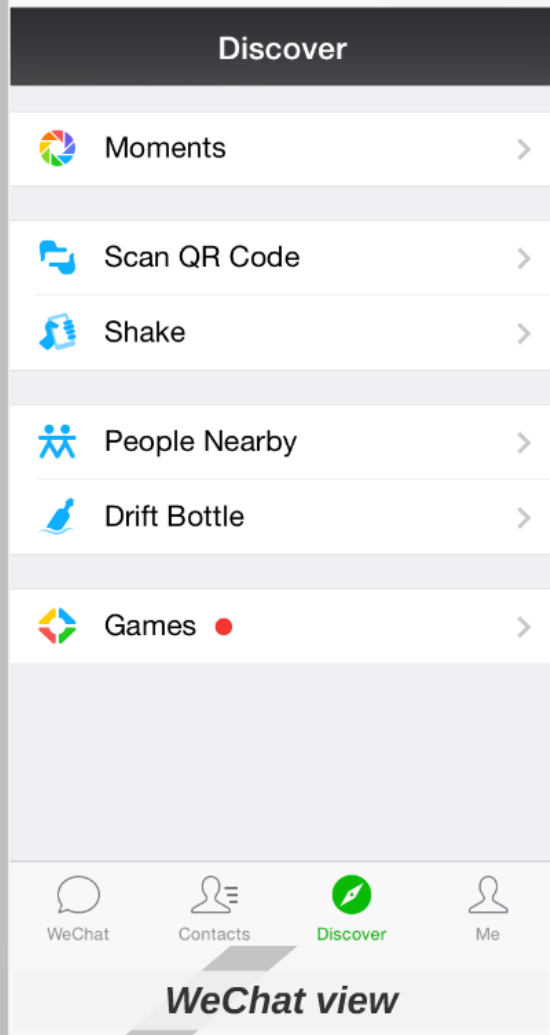
Add Friend: search, Connect contacts, shake, Scan QR Code share the wechat name card

WeChat payment: wechat payment is integrated micro-channel client's payment functions, users can pay by phone to complete the process quickly

Web WaChat: use Mobile phone scan the website QR code, can loading the wechat. this function can help somebody to transfer of file.



About WeChat Function



Moments: Users can post text, photos and video through moments, while the articles by other software or music to share moments. **Thecasesolutions.com**

Voice reminder: You can tell a friend reminded by voice call or view the messages.

Mass Assistant: Assistant to the message sent by mass and more personal.

Nearby people: micro-channel will be found in the vicinity of the user to turn on the function of the same person, depending on your location.

Voice Notepad: User can voice shorthand, also supports video, pictures, text notes.

Recall message: User can recall the last message you send within two minutes.