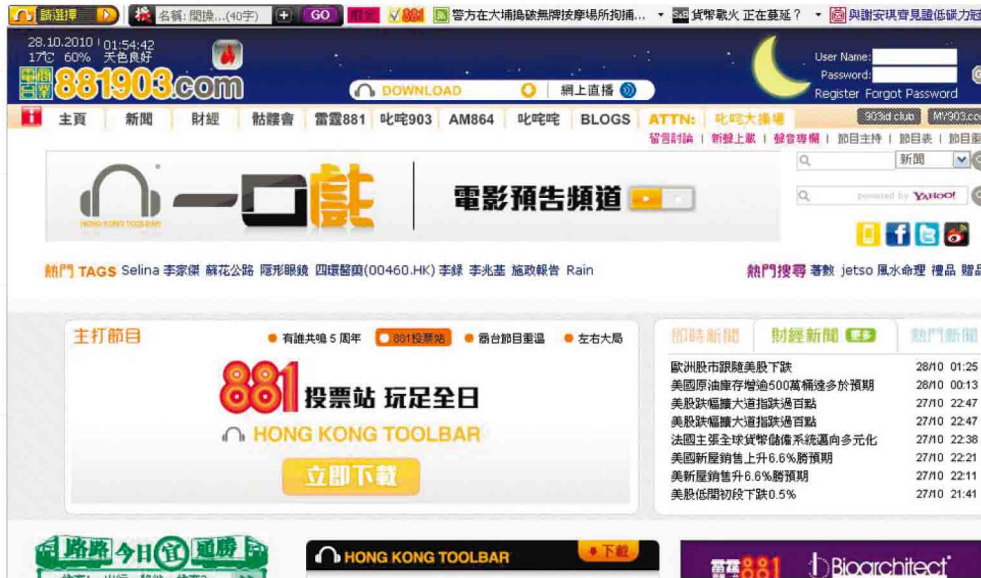


Commercial Radio Interactive (CRI)



Immersed Capacity Supports High Rates of Flow Make Personal Audiovisual Download Smoother

Commercial Radio Interactive

HONG KONG TOOLBAR is the multimedia platform and information tool developed by Commercial Radio Interactive ("CRI"). It has recorded more than 2,100,000 downloads since August 2008, leading global digital radio industry into a new era. As a software attached to internet browser, HONG KONG TOOLBAR becomes part of the browser after successful download and installation. Apart from listening to radio, the toolbar can also keep you updated with news recap, financial news, entertainment and sports news.

Challenges in High Flow Rate

As a result of the launch of HONG KONG TOOLBAR, 881903.com has experienced tremendous increase of visits, causing occasional jam of the original system. Also, in order to cater the trend of broadcasting concerts on live, Commercial Radio Interactive decided to upgrade the existing system to meet new demands.

Solutions

Mr. Wong, the IT Manager of CRI said, the quality of the product, good price and professional technicians are the top three criteria for choosing a service. Several IT companies has introduced New sky Internet Limited ("New Sky") to him. The New Sky has a professional team, carefully selected partners, cutting edge technology and reliable software, eg: Juniper Networks, to provide clients with the most suitable solutions.

Commercial Radio Interactive has used the renowned software, Juniper Networks, for the last five years. Its capability to link popularity, high compatibility and simplicity are the main factors that attracted Commercial Radio. The Juniper SSG 140 can process a flow of 350Mbps. As the number of visits at 881903.com increased day by day, New Sky suggested upgrading it to SSG 550M, which can support 1GBPS firewall flow and 500Mbps VPN, tripling the number of the original model. The new model can both cope with the surge of visits and prevent the warning signal caused by insufficient flow.

During the entire sales period, the professional team of New Sky has provided a POC (Proof of Concept) Services to CRI by lending different Juniper Products (Switch) and firewalls for their trial use, in order to strengthen their trust in purchasing the hardware. In the meantime, engineers from New Sky can take this opportunity to conduct a comprehensive understanding of CRI's network, system setup and server for future system upgrade and precise recommendations.

Juniper Networks products are easy to use and highly compatible. They can also work well with other software and hardware to enhance the operation effectiveness of the whole system with simple steps and basic skills. Apart from this, Juniper Networks has a long durability of 5 to 6 years on average and quite reasonable maintenance fee.

Conclusion

HONG KONG TOOLBAR, as Commercial Radio's new multimedia platform and information tool, has opened a new page for mobile audiovisual media services. With 2,100,000 downloads since its launch, it will become an indispensable information source in the future. The enormous amount of visits and downloads need the support of high impression rate to ensure programme quality and prevent buffer during download. The devices New Sky provided can also cope with expected visit surges and will definitely contribute to CRI's future development.