

# **Foxit Software:** An **Immersive** and **Innovative** Experience of Mobile Document Viewing

---

Presentation by George Gao  
VP , Sales & Marketing

# About Foxit Software

- Started in 1996 as a Network Application Company



- In 2000, began development on PDF Core Technology
- Today, our software covers all major PDF applications in both desktop and mobile platforms

# What is a PDF?

- **PDF = Portable Document Format**
- **PDF is an open standard (ISO 32000-1:2008)**
- **Common PDF Misconceptions:**
  - PDF's are very large in size and users have to live with over complicated user interface offered by the predominant software vendors
  - PDF's render slow and require a lot of CPU Cycles
  - PDF's are hard to be viewed on Mobile devices.



# Mobile PC/Internet Emerging Markets

- In the near future, an estimated 1 billion people from around the globe will primarily access the internet without the use of a personal computer, but rather a mobile device.
- There are currently over 600 million mobile Web users worldwide (40 million in the US).
- Strong need for collaborative efforts amongst wireless carriers, networks, and software developers.

# Challenges of Mobile Document Viewing

- Too many document formats causing user to feel overwhelmed
- Each document format will need a respective viewing program causing many different programs to run to view different document formats

# Foxit PDF Mobile Solution: Preinstalled Universal Document Viewer

- Pre-Installed Foxit Reader on Mobile Devices
- Able to detect and view various popular document formats
- Helps to prevent running numerous programs to view different file types



Foxit Reader  
for Windows CE



Foxit Reader  
for Pocket PC



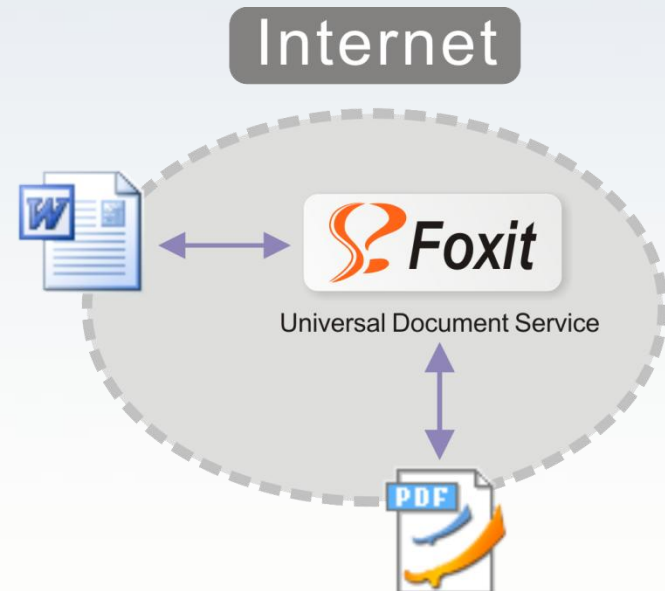
Foxit Reader  
for Smartphone

# **Foxit PDF Mobile Solution: Preinstalled Universal Document Viewer**

- Who will benefit from this Mobile Solution?
  - Mobile Device Manufacturers
  - Solution Providers

# Foxit PDF Mobile Solution: Service Based Universal Document Viewer

- Service that can convert any document format found on the Internet to PDF for viewing on your Mobile Device



# **Foxit PDF Mobile Solution: Service Based Universal Document Viewer**

- Who will benefit from this Mobile Solution?
  - Mobile Web Users
  - Mobile Service Providers

# Recognition and Awards of Foxit Software in 2008

- Foxit Reader Named to PC World's '101 Fabulous Freebies' List for the second time in less than three years.
- Foxit Reader Ranked as the best PDF Reader by PC Magazine.
- Foxit Reader given a perfect 5 out of 5 rating on CNET's freeware site download.com.