



# From Standard To Commercialization

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**盈世 | Coremail**  
引领邮件技术 沟通创造价值

Leading E-mail Technology , Create Communication Values

## 1. Who is Coremail

## 2. What' s IDN Email

## 3. EAI Commercialization Progress

## 4. Challenge & Plan on EAI

# Who is Coremail

700  
Million  
Users

During 17 years

## E-Mail Only

Concentration makes profession

Various email solutions to enterprises, government institutions, universities

Leading E-mail Technology , Create Communication Values

# Who is Coremail

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## Coremail Management Team



Leading E-mail Technology, Create Communication Values

# What is IDN Email

## Introduction

IDN Email is email that contains international characters.

International Email Address(IEA) contains **non-Roman characters** .

e.g. 张先生@盈世.中国;  
김희선@항성.한국;  
あたりこうすけ@とうしば.日本

International email address is a kind of **personal ID with national and ethnic characteristics**.



# How to implement EAI

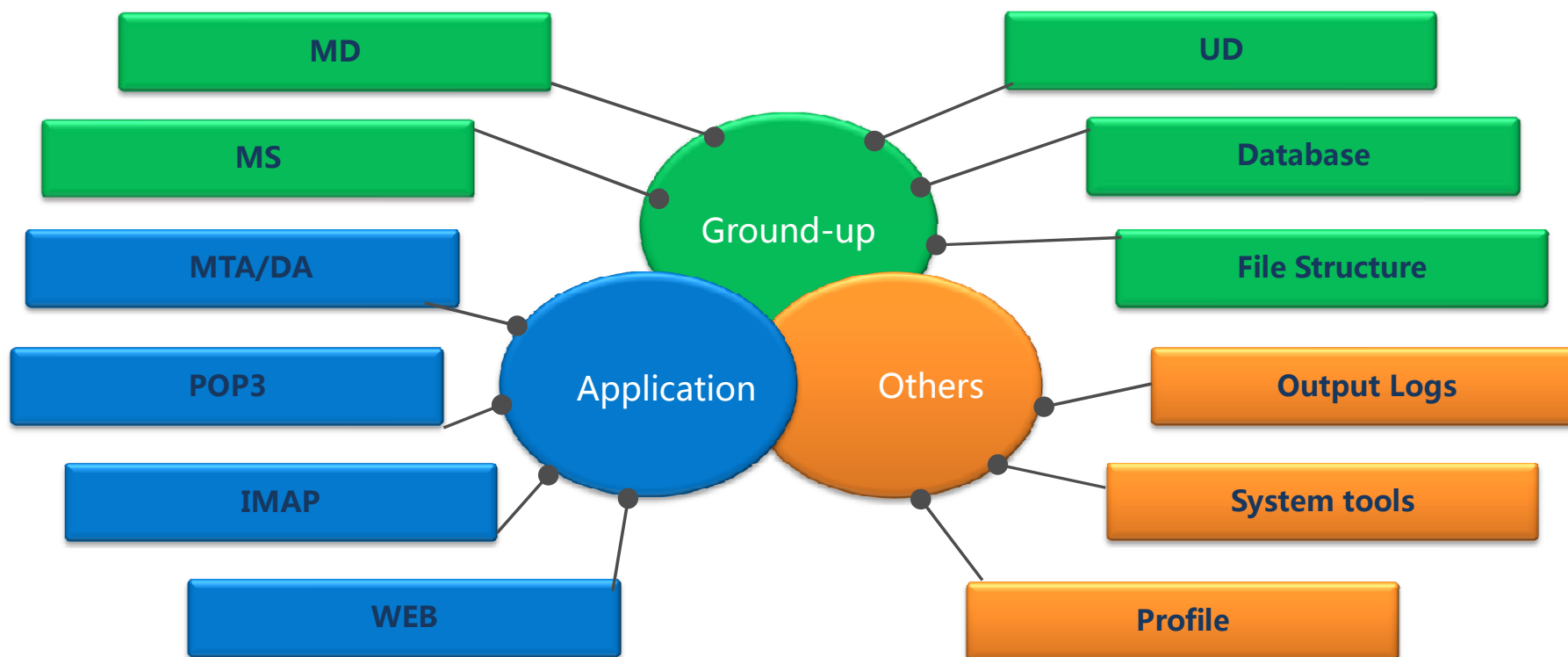
## Protocol & Standards

UTF 8 is a variable-width encoding that can represent every character in the Unicode character set.

- RFC 6531 When using SMTP for sending email, UTF8 SMTP is able to accept email with UTF-8 heading
- RFC 6532 direct use UTF-8 code in mime
- RFC 6855 IMAP support UTF-8
- RFC 6856 POP3 support UTF-8

# How to implement EAI

## System Reconstruction

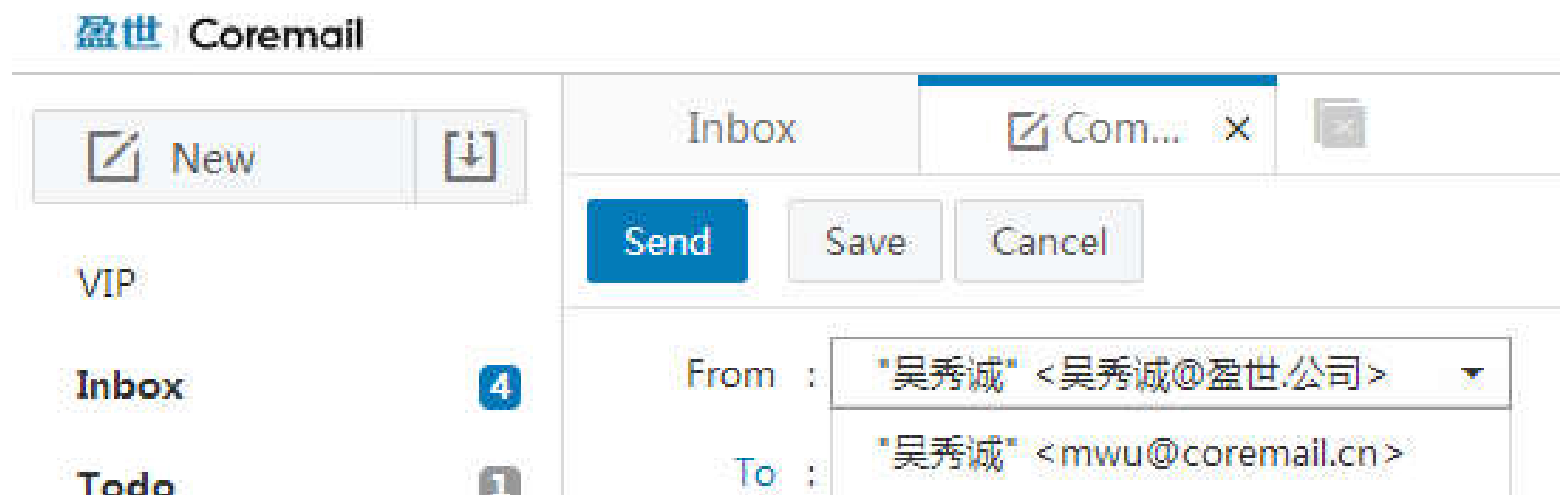


# How to implement EAI

## Double Email Addresses

### Smart switch Chinese sender to English sender

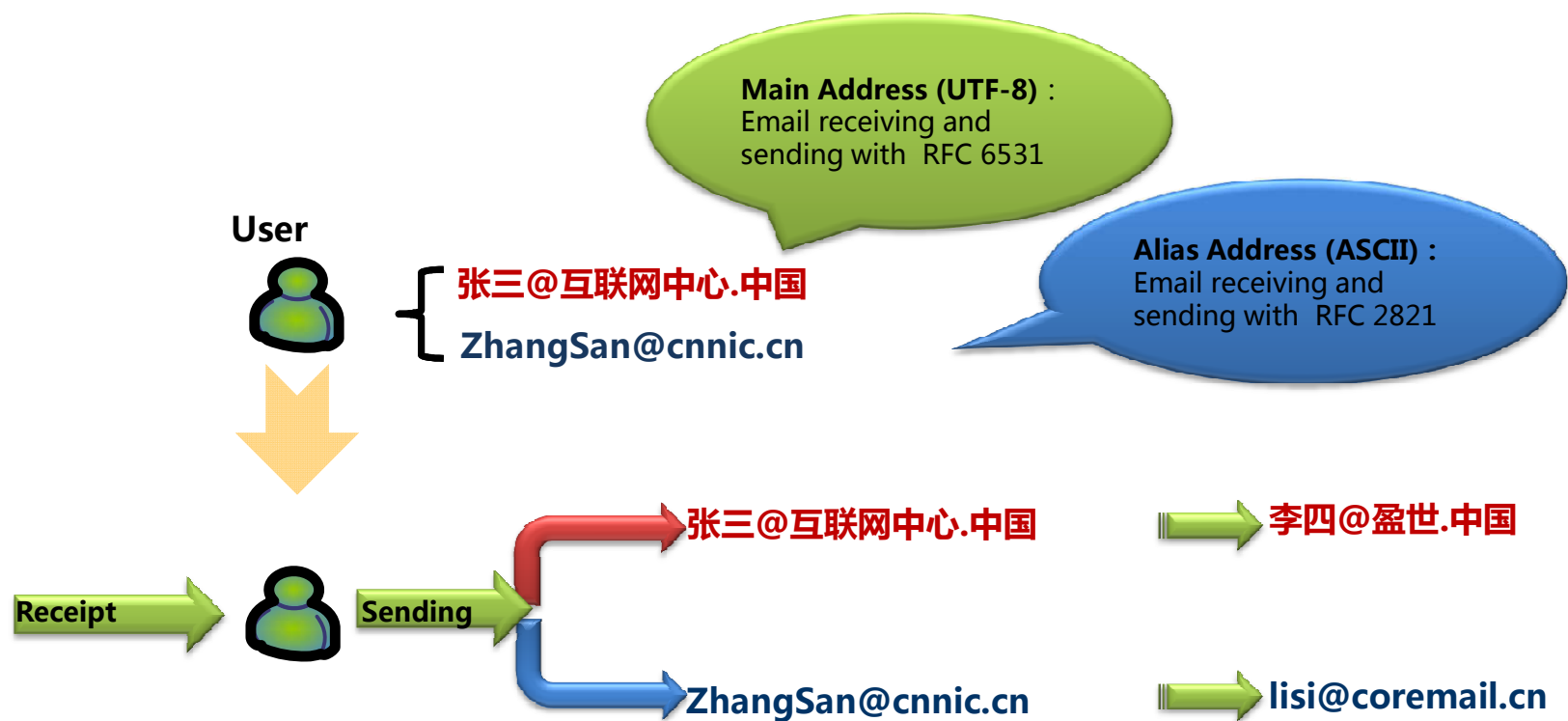
When you send to someone's email which does not support EAI, Coremail will automatically switch Chinese sender to English sender (alias).





# How to implement EAI

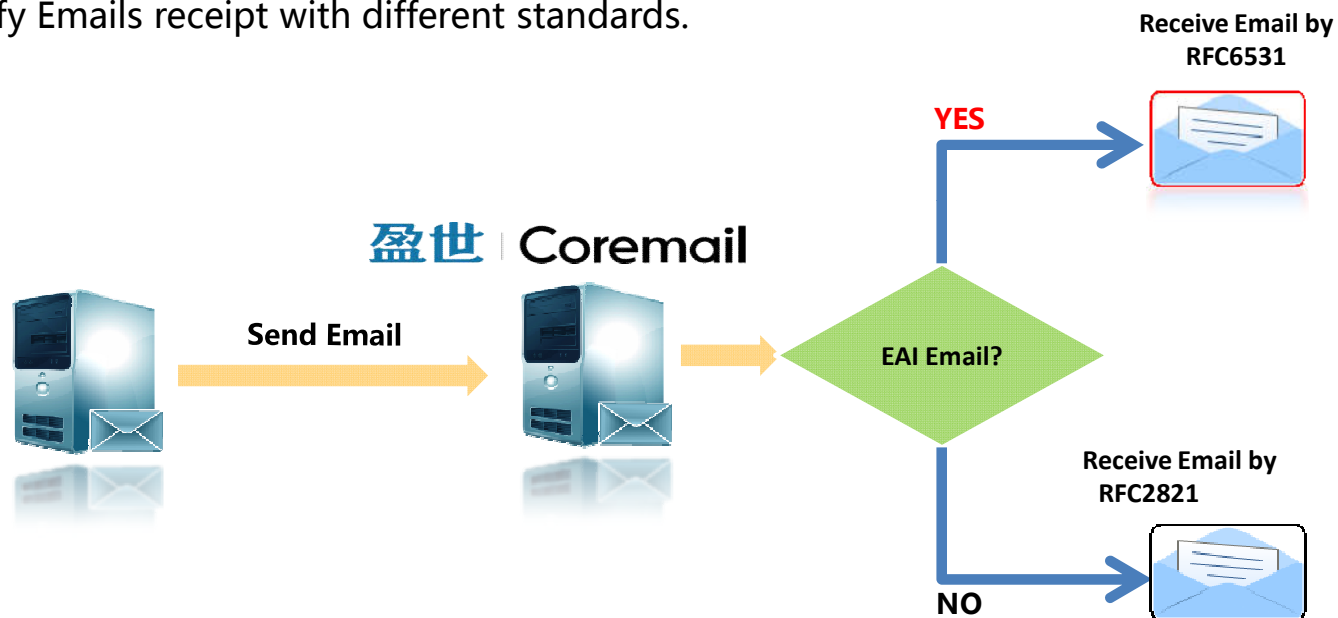
## Double Email Addresses



# How to implement EAI

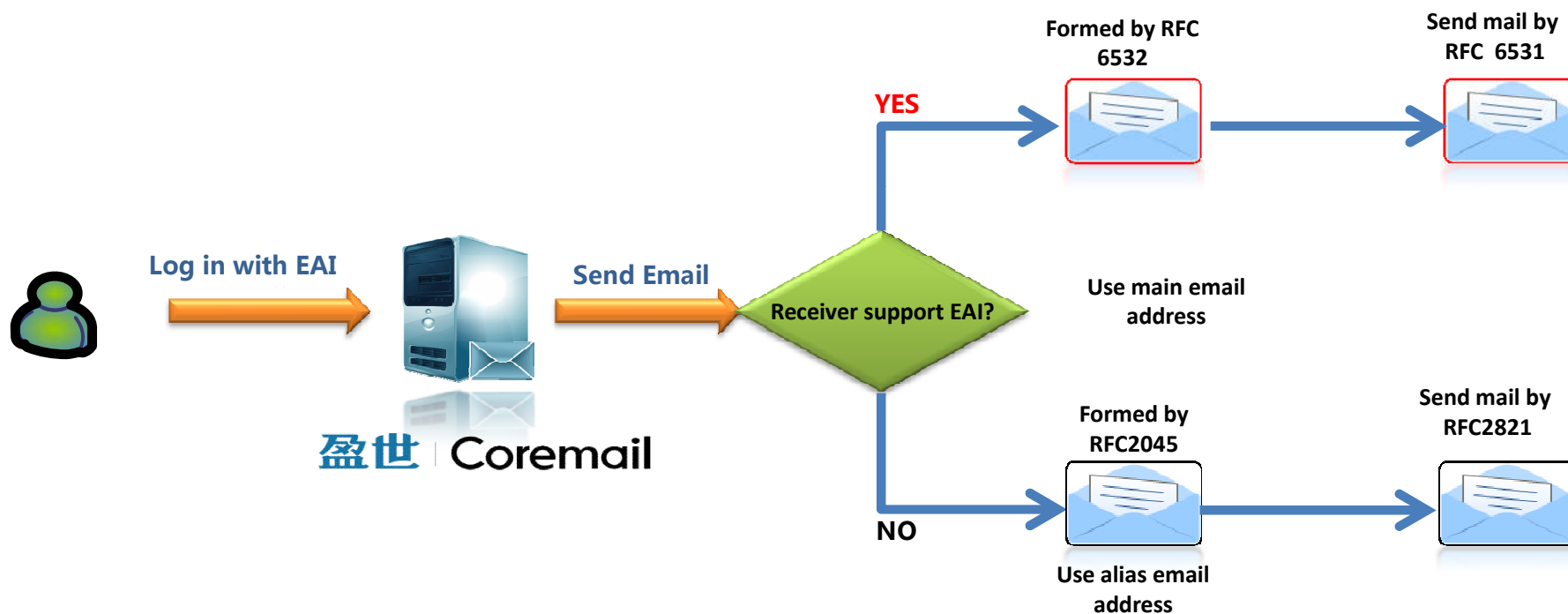
## Receive Email

Coremail will classify Emails receipt with different standards.

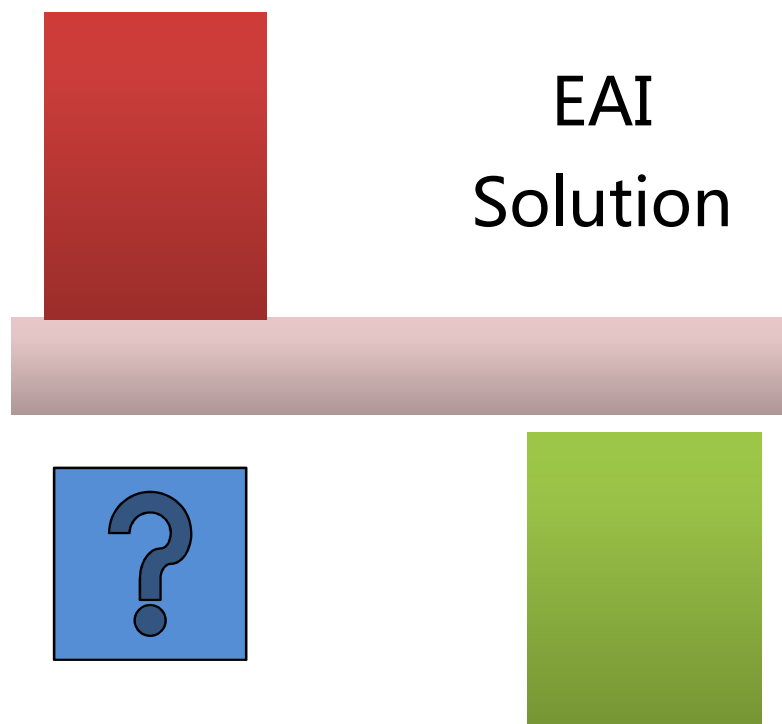


# How to implement EAI

## Send Email



# EAI Commercialization Progress



Since 2012, Coremail has the EAI solution;

But there was no application supporting EAI

# EAI Commercialization Progress

**Release EAI Register Platform**

**Release Coremail Flash Mail/APP/Lunkr supporting EAI**

**Upgrade the email clouding service platform to support EAI**

# EAI Commercialization Progress

By Feb, 2016, the total applicants are more than 100000.

互联网.中国

The screenshot displays the Coremail website interface. On the left, there is a large blue graphic with the text '@互联网.中国' (Internet.China) and a globe. The main content area is divided into two sections. The top section is a login form titled '中文邮箱帐号登录' (Chinese Email Account Login) with fields for '用户名' (Username) and '密码' (Password), and buttons for '登录' (Login) and '注册' (Register). Below the login form is a '试用申请' (Trial Application) form with fields for '申请数量 (必填)' (Application Quantity), '联系人 (必填)' (Contact Person), '联系电话 (必填)' (Contact Phone), and '公司名称 (必填)' (Company Name). The website header includes navigation links such as '试用购买' (Purchase Trial), '成功案例' (Success Cases), '营销网络' (Marketing Network), '帮助中心' (Help Center), '关于我们' (About Us), and '邮箱登录入口' (Email Login Entry). The footer contains the text '互联网.中国' and '电子邮箱登录' (Email Login).

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# EAI Commercialization Progress



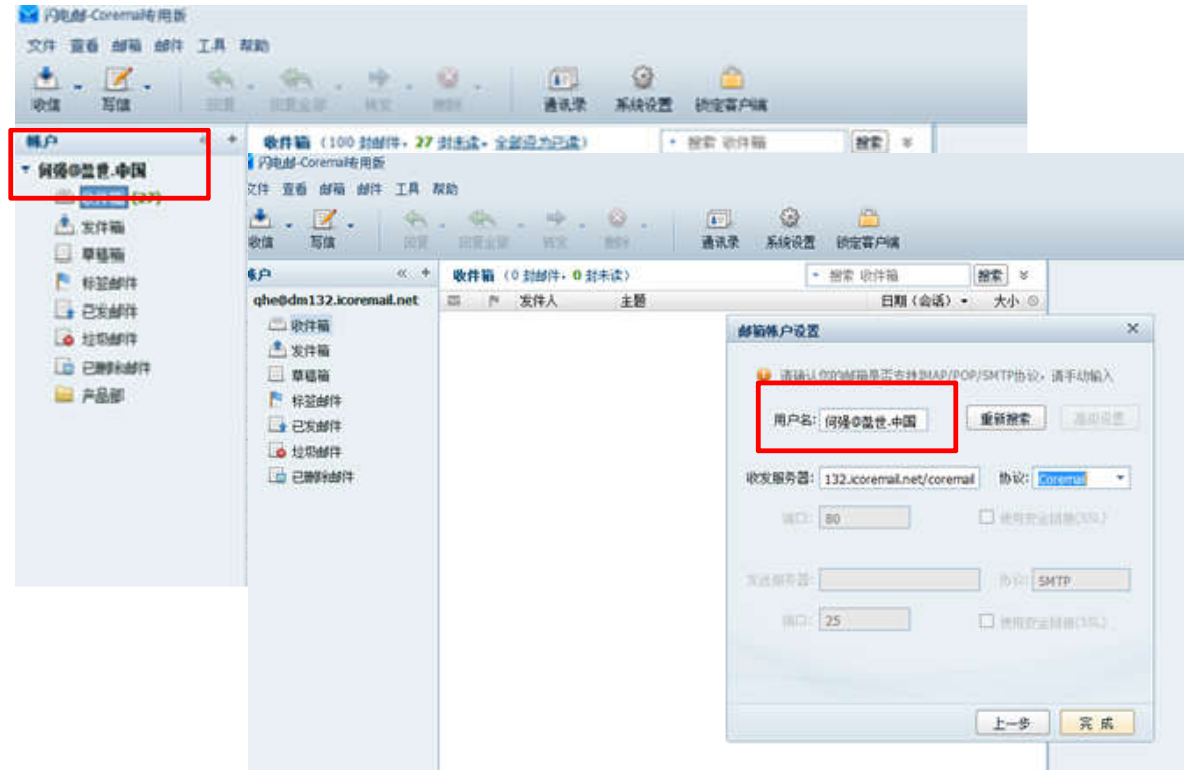
App



Flash Mail



Lunkr



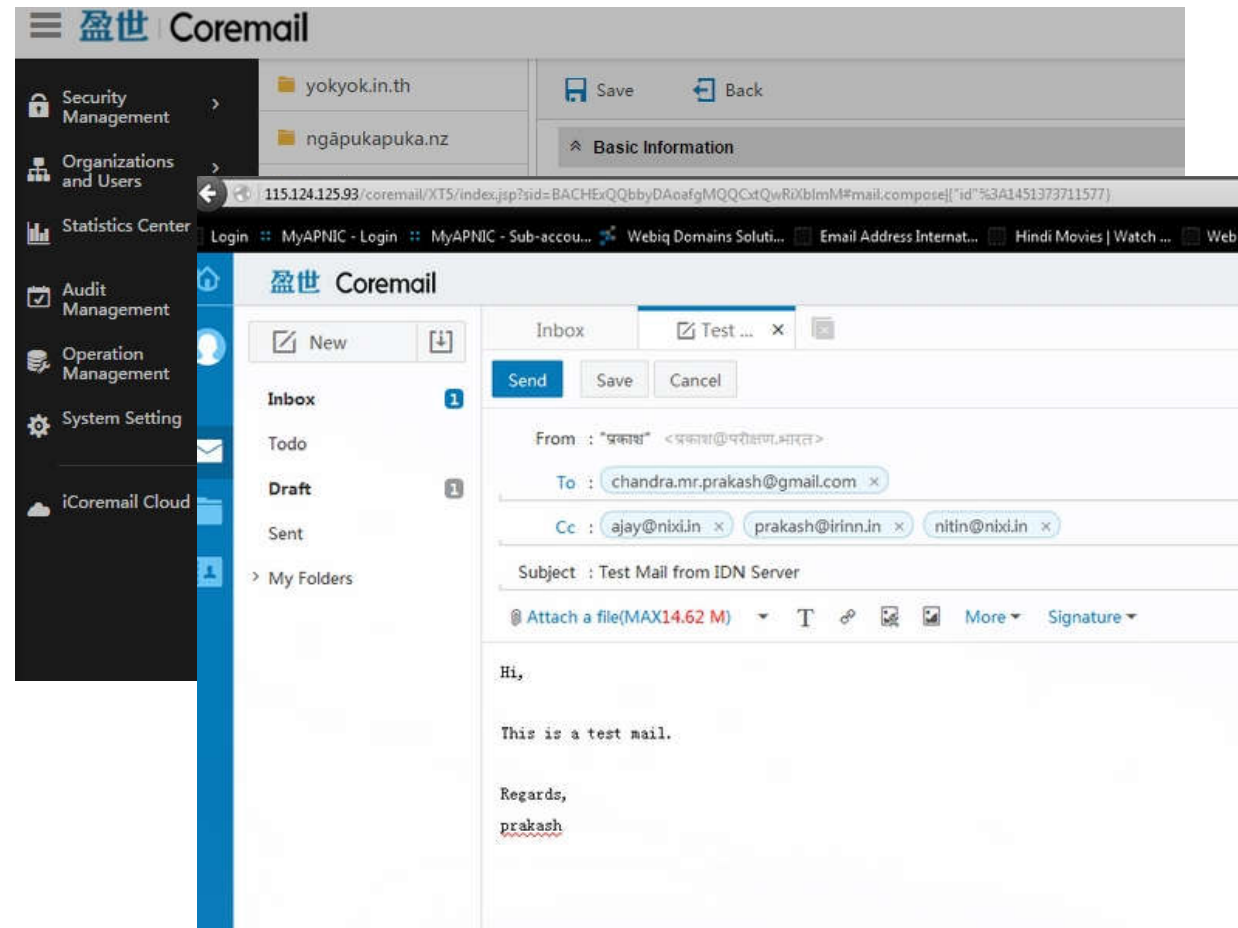
# EAI Commercialization Progress



In Thai Language



In Hindi Language





# EAI Commercialization Progress

Huyi  
EAI Email

- Coremail Agent and Domain Distributor
- EAI Email System for sales

Coremail  
Saas  
Platform

- Millions users on Coremail Saas Platform
- All users have double accounts for EAI application



**EAI Email System**

# EAI Challenges from Coremail

Few apps accept EAI as registered ID

System compatibility of different softwares

# EAI Plans from Coremail

Further popularize EAI email in China and other non-English countries by cooperating with some agents.

Deploy EAI applications in some closed circles, such as army, government.

**Thank you!**