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## Smart tools for smart kids: Chinese tablet technology for Greek market

Being a trend setter takes effort and vision. And finding the right partner with the right technology can really be a deciding factor. MLS MULTIMEDIA is a dynamic SME with 20 years' experience in interactive media technology, in particular for the development of innovative and hi-technology mobile communication products such as mobile phones and tablets. The company's Project Manager, Nikolaos Mouratidis, learned of the technology transfer and internationalisation services which the Enterprise Europe Network can provide and turned to our centre for support. The FING Network staff prepared and submitted the company's technology profile to the Network database in order to find a suitable partner (preferably from the Greek company's priority target market, China) who could provide the expertise and technical know-how for the development and manufacture of tablets specially designed for children.



Shenzhen Kingtech Sci. & Tech. Co. Ltd was a perfect match and it was arranged for Mr. Mouratidis to make an on-site visit of the Chinese company's premises in order for the two sides to discuss the joint development of an innovative tablet with enhanced voice recognition capabilities that suits the Greek consumer market. Mr. Mouratidis was given a tour of the facilities by the Sales Manager, Mr. Kenny Lee, in order to familiarise himself with all the relevant technical issues. It was agreed that the hardware would be developed by the Chinese partner, while the software would be developed by MLS. The tablet devices would then be sold on the Greek market by the Greek partner.

Mr. Mouratidis' enthusiastic comment says it all: "Currently, any mobile device sold on the local market that supports voice recognition at any level, is either not based on a standard operating system or does not support the Greek language. The result of this co-operation is a unique product (an Android OS-based tablet with advanced voice recognition software in the Greek language specially for kids), and one which gives MLS a powerful advantage over the competition. Thank you to the Enterprise Europe Network for assisting us in this significant business venture with Kingtech."



With the innovative technology and all the relevant hardware know-how provided by the Chinese company, MLS is now able to apply the special software and adapt its existing products in order to develop a brand new product for the Greek market: tablets specially-designed for children. There is even the possibility for further expansion into other neighbouring EU markets and Third Countries in the future, such as the Balkan region and the Mediterranean Basin Countries. The two sides also hope to build on this very promising business collaboration, with the potential of further product development at a later stage.

“It’s a real achievement to help a small Greek company to make such great progress in such a competitive and hi-tech market” remarks FING Assistant Project Manager, Giannis Chaskos.

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