

Alibaba Group at CES 2018

LVCC South Hall 1 Booth # 20206

ALIBABA GROUP SHOWCASE: DISCOVER BEYOND

Alibaba group is joining CES 2018 to showcase its ecosystem powered by AI, IoT and cloud technologies. The showcase will feature:

Trade Beyond Distance: See how **Alibaba.com**, the world's global leading trading platform and one of Alibaba Group's business units, leverages the latest technology to redefine global trade and help SMEs buy and sell globally.

Intelligence Beyond Imagination: Learn how **Alibaba Cloud's** proprietary AI program, the ET Brain, helps different verticals tackle real-world challenges and unleash the development potentials of cities, industries and the environment. Also, how AliOS, an operating system developed for all IoT devices, empowers intelligent and seamless connections, such as internet cars.

Live Beyond Boundaries: Meet Tmall Genie, the first Chinese language voice-controlled smart home assistant developed by **Alibaba AI Labs**, which provides tailored experiences for Chinese consumers such as smart home control, information search, vocal print shopping, food delivery and music streaming.

Opportunities Beyond Limits: Explore a new lifestyle enabled by latest payment solutions such as Smile to Pay, which is already featured in new retail stores and select KFC locations across China with **Alipay operated by Ant Financial**.

Work Beyond Tradition: Discover how **DingTalk**, Alibaba's enterprise communication and collaboration platform, empowers mobile-driven operation for more than 5 million companies and organizations by enabling text, photo, voice and video communication, workflow management and collaboration among team members, all in one platform.

In addition to the Group showcase, **Alibaba.com** is also partnering with the Consumer Technology Association (CTA) for the first time to present a **Design and Source Showcase**, exclusively for sourcing in the 3C industry (computer, communication and consumer electronics). More than 500 companies from the 3C sector will display their products and services. Alibaba.com will feature nine small- to medium-sized suppliers and demonstrate its expertise in growing the digital economy. During the show, Alibaba.com will host livestreaming and online to offline interaction offering SMEs cross-border trade opportunities.

ALIBABA.COM: TRADE BEYOND DISTANCE

Alibaba.com

The leading platform for global B2B trade, Alibaba.com aims to make business easy anywhere. Founded in 1999, and now part of Alibaba Group, Alibaba.com serves all aspects of trade by connecting suppliers and buyers, today serving millions of buyers and suppliers from over 220 countries and regions around the world. The platform provides tools to help suppliers reach global buyers with their products and services, and helps buyers get product information and find the right suppliers efficiently. Alibaba.com is using advanced technologies and consumer analytics to redefine global trade and to help SMEs buy and sell in a modern and convenient way.

Global Trade Map

Visitors will see advanced product information, as well as a global trade map that has Alibaba.com transaction data regarding countries, industries, products, logistics orders and more. In the era of data technology, big data is informing the business decisions of global buyers and sellers. The data screen also provides a new perspective on global consumer trends. Utilizing the Internet, Alibaba.com helps break down the barriers of traditional trade by empowering millions of young entrepreneurs and SMEs from around the world to do business anywhere. At the same time, Alibaba.com is using consumer analytics to serve its users more effectively, laying a solid foundation for innovation and entrepreneurship

Real-time Speech Translator

Alibaba.com incorporates a real-time translation function to make it easy for suppliers and buyers to communicate despite a language barrier. Designed specifically for global trade, Alibaba.com real-time translation is powered by the latest neural machine translation (NMT) framework, which has enhanced accuracy and fluency in the technical terminology. The tool facilitates communication between global buyers and Chinese suppliers, making cross-border trade easier, faster and better.

By incorporating Alibaba's iDST speech recognition technology and machine translation technology, Alibaba.com has also extended the real-time translator from text to speech. Instead of typing, users can simply speak and get an instant, high-quality translation. The instant voice translator is useful not only in cross-border trading, but also in multi-language conference and international business travel.

The real-time speech translator is scheduled to launch by the end of January 2018. At launch, it will translate English, Chinese, Russian and Spanish. Depending on user demand, there is a plan to expand into additional languages.

ALIBABA CLOUD: INTELLIGENCE BEYOND IMAGINATION

Alibaba Cloud

Established in 2009, Alibaba Cloud is among the world's top 3 IaaS providers according to Gartner, and the largest provider of public cloud services in China according to IDC. Alibaba Cloud provides a comprehensive suite of cloud computing services and over 200 solutions to businesses worldwide, including merchants doing business on Alibaba Group marketplaces, start-ups, corporations and government organizations. The fastest-growing cloud provider globally, Alibaba Cloud has built 33 availability zones across 16 economic centers and over 200 CDNs (content delivery networks) for enterprises globally. Servicing millions of customers worldwide, Alibaba Cloud is the official Cloud Services Partner of the International Olympic Committee.

ET Brain

ET Brain, Alibaba Cloud's proprietary AI program, aims to help different verticals tackle real-world challenges and unleash their development potential. It is powered by Alibaba Cloud's large-scale computing engine, Apsara, with integrated machine learning, heterogeneous data analysis, and visual and speech recognition capabilities that can be inter-coordinated on-demand.

ET City Brain

ET City Brain offers urban planners and city officials tools to upgrade cities' governance, including real-time traffic management and prediction, city services and smarter drainage systems.

- In September 2016, ET City Brain was implemented in Xiaoshan District, Hangzhou where Alibaba's headquarters is located. The implementation has since increased traffic speed by 16% and achieved average per vehicle savings of nine minutes. In July 2017, the trial was extended into the main city and now covers Hangzhou's busiest arteries.
- In August 2017, Alibaba partnered with the Macau government to support the city's transformation into a smart city by using cloud computing technologies to benefit both residents and tourists. The collaboration will focus on smart transportation, smart tourism, smart healthcare, smart city governance and talent development.

ET Industrial Brain

In line with the national initiative 'Made in China 2025', ET Industrial Brain aims to help companies centralize data management from manufacturing processes by leveraging Alibaba Cloud's expertise in computing and data analytics. Alibaba Cloud's AI algorithms helped Jiangsu GCL, the world's leading photovoltaic silicon wafer producer lift production yield by 1%.

ET Environment Brain

Launched in June 2017, ET Environment Brain can cross-analyze environmental data such as temperature, wind speed, pressure, humidity, rainfall and solar radiation, predict likely smog patterns, and help governments and NGOs make environment-related decisions and monitor pollution.

Alibaba Cloud Link

Striving to create a future where everything is connected, Alibaba Cloud Link provides an integrated and secure IoT (Internet-of-Things) infrastructure platform by using cloud computing, big data, artificial intelligence, and cloud integration. The system covers the areas of Smart Home, Smart City, and Smart Industry, among others. The connection is used to manage devices, and its openness allows ecosystem partners, chipset vendors, module makers, independent software vendors, system integrators, and brand vendors create various innovative IoT applications with greater efficiency and lower costs.

Alibaba Cloud Link has gathered the e-commerce, entertainment, payment, finance, logistics, cloud computing, B2B and other resources of Alibaba to create a new IoT ecosystem for connected devices, developers, ISV/SI, manufacturers and consumers. The goal is to improve the connection and efficiency between IoT products, services, developers and customers. Alibaba Cloud Link has created OSs, SDKs, gateways, connection platforms, development tools and other infrastructures based on the ICA (IoT Connectivity Alliance) standards to reduce developer costs for development and connection on the platform.

Smart Bike Sharing

Shared bicycles have been widely adopted in China and globally. Alibaba Cloud Link redefines the value and business model of the 'shared economy' by creating a unified platform to analyze mass data generated through deployed sensors on bicycles. With this technology, shared bicycle operating companies are able to monitor bicycle conditions, collect statistics on riders, and forecast environmental conditions.

- **Smart Lock:** The bikes are unlocked five seconds after scan, with low failure rate and smooth user experience.
- **Reliability:** Multi-in-one communication mode, namely GPRS, LORA and Bluetooth, ensures device is workable under any environment.
- **Low Power Consumption:** The use of advanced wide-area low-power communication technology greatly reduces the frequency of battery charge and, thus, maintenance cost.

AliOS

AliOS is an operating system developed by Alibaba for smartphones and IoT devices, including internet cars, internet TV, smart home appliances, customized tablets for education and other intelligent terminals. It also provides solutions for intelligent retail stores, intelligent campus and other vertical industries. By building an integrated ecosystem of IoT and Cloud, AliOS is dedicated to making all IoT items more intelligent and seamlessly connected.

Internet Car

Starting with the Internet Car, AliOS redefines the IoT operating system. Banma Network Technology, an independent startup invested by Internet Car Fund, was initiated by Alibaba Group and SAIC Motor in 2015. Banma is an open platform for Internet Car based on AliOS, and provides Internet Car a complete solution to the whole automotive industry.

ALIBABA AI LABS: LIVE BEYOND BOUNDARIES

Alibaba AI Labs

Alibaba AI Labs is dedicated to exploring the next generation human-and-computer interaction and turning novel user experience into reality. The in-house R&D department focuses on the development of innovative AI applications across Alibaba's commerce ecosystem and provides AI solutions to Alibaba's clients and partners. With a world-class research team, Alibaba AI Labs focuses on both theoretical research and product commercialization in various areas, including speech recognition, natural language processing, vocal print identification, deep learning, and computer vision. The Labs also focuses on developing AI products for consumers, including Tmall Genie, the first voice-controlled smart home assistant developed by the Labs.

AliGenie

Alibaba AI Labs launched its human-computer interaction (HCI) platform called "AliGenie" in July 2017. It consists of Automatic Speech Recognition (ASR), Natural Language Processing (NLP), semantic interpretation and Text-to-Speech (TTS) voice synthesis. AliGenie is an open platform for software developers and hardware suppliers to develop a wide range of connected devices for Chinese consumers.

Tmall Genie

Powered by AliGenie, Tmall Genie X1 is the first voice-controlled smart home assistant designed by Alibaba AI Labs. Tailored for the China market, Tmall Genie runs on the cloud and currently understands user commands in Mandarin Chinese. It provides brand new interaction experiences for Chinese consumers, such as smart home control, information search, online chatting, vocal print shopping, food delivery, and music streaming.

AliGenie AR (Augmented Reality) Platform

AliGenie AR platform is an open AR platform for developers and industry users. The platform provides mobile AR SDK, mobile AR plug-in, AR content creator and multimedia material library. The AR platform is equipped with tracking and interaction algorithms based on computer vision. The objective is to enhance AR content standardization and help users create AR content quickly and efficiently at a low cost.

The key features of AliGenie AR platform include a cloud image recognition system with unlimited storage, 2D image tracking system, 3D object identification and tracking system, AR content creator, high quality 3D rendering and a library with multimedia and 3D material. The platform is designed to make AR technology more popular.

ANT FINANCIAL: OPPORTUNITIES BEYOND LIMITS

Ant Financial and Alipay

Ant Financial Services Group is focused on serving small and micro enterprises, as well as individuals. Ant Financial is dedicated to bringing the world more equal opportunities through a technology-driven open ecosystem and by working with other financial institutions to support the future financial needs of society. Businesses operated by Ant Financial Services Group include Alipay, Ant Fortune, Yue’ Bao and MYbank.

Operated by Ant Financial Services Group, Alipay is the world’s largest mobile and online payment platform. Launched in 2004, Alipay currently has over 520 million active Chinese users and over 200 financial institution partners in China. Alipay has evolved from a digital wallet to a lifestyle enabler. Users can hail a taxi, book a hotel, buy movie tickets, pay utility bills, make appointments with doctors, or purchase wealth management products directly from within the app. In addition to online payments, Alipay is expanding to in-store offline payments both inside and outside of China. Over 10 million brick-and-mortar merchants now accept Alipay across China. Alipay’s in-store payment service covers more than 30 countries across the world, and tax reimbursement via Alipay is supported in 24 countries and regions. Alipay works with over 250 overseas financial institutions and payment solution providers to enable cross-border payments for Chinese travelling overseas and overseas customers who purchase products from Chinese e-commerce sites. Alipay currently supports 27 currencies.

ZOLOZ

As more and more people manage their daily lives digitally, they expect to connect effortlessly across devices and experiences, and feel secure in doing so. ZOLOZ, an Ant Financial company, helps them do just that. The breakthrough solutions factor in who users are and what devices they use, so that they don’t simply feel authenticated — they feel recognized.

Smile to Pay

Smile to Pay provides financial-grade biometric recognition and identity verification solutions. Smile to Pay allows users to complete the payment at check-out with a quick and easy face scan.

Smile for Delivery

Smile for Delivery enables consumers to pick up packages at select locations without the need for a traditional form of identification.

Meet Yourself in Famous Paintings

Meet Yourself in Famous Paintings is a fun and entertaining feature powered by ZOLOZ. Leveraging ZOLOZ’s facial recognition technology, users can place themselves in more than 2,000 different famous pieces of art in a matter of seconds to save as a souvenir or share with their friends.

DINGTALK: WORK BEYOND TRADITIONS

DingTalk

Created in January 2015, DingTalk is Alibaba's proprietary enterprise communication and collaboration platform that enables text, photo, voice and video communication, workflow management and collaboration among team members and enterprises of various sizes. More than 5 million companies and organizations are currently using DingTalk. The mission of DingTalk is to empower small and medium enterprises with mobile and cloud technologies to enjoy simple, efficient and secure business communication and collaboration.

With a built-in enterprise directory, users can easily initiate text chats, low-cost voice and video conference calls across geographies, as well as secured group chats with members of their organization. In addition, DingTalk supports HR, travel and expense approvals. Ding Drive is a crucial tool for internal collaboration and sharing across different operating systems, including iOS, Android, Mac and Windows.

Enterprises, big or small, have transformed from IT-driven operation to cloud and mobile-driven operation. DingTalk unifies the critical tasks of communication and collaboration in the work place. Launched in November 2016, the roster of hardware products below is seamlessly integrated with the software to create smarter workplaces for businesses and employees.

- The workspace is becoming more and more collaborative. With the **C1 Smart Wi-Fi Router**, users can complete the 4-step configuration in 5 minutes. With one-click setup and seamless roaming, the router enables smart network traffic control and supports up to 256 devices.
- Meeting has never been easier. In addition to screen sharing between offices powered by DingTalk, users can use the **D6 Wireless HD Projector** or **V1 Wireless Portable Projector** for presentation.
- DingTalk enables enterprises to conveniently record attendance in the workplace and at external meetings. The **M1 Finger Print Attendance Machine** and **M2 Facial Recognition Smart Receptionist** in the showcase is powered by DingTalk.

Now in its 4.2.2 version, DingTalk is also available in English. The functions add to existing features such as instant messaging, voice and video conferencing, cloud storage, email integrations, an employee directory that allows users to view organization structure and contact information at a glance, and a calendar for creating tasks and meetings. Other functionalities including filing for personal leave, recording attendance and overtime, and offering free calls through a "smart business phone system," which saves the company the costs and time required to install landline phones and allows employees on-the-go to make business calls through the company line.