From Standard To Commercialization

Marvin Woo
1. Who is Coremail
2. What’s IDN Email
3. EAI Commercialization Progress
4. Challenge & Plan on EAI
Who is Coremail

During 17 years

E-Mail Only

700 Million Users

Concentration makes profession

Various email solutions to enterprises, government institutions, universities

Leading E-mail Technology, Create Communication Values
Who is Coremail

Coremail Management Team

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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.
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

- MD
- UD
- MS
- Database
- MTA/DA
- File Structure
- POP3
- Output Logs
- IMAP
- System tools
- WEB
- Profile

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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

Main Address (UTF-8): Email receiving and sending with RFC 6531

Alias Address (ASCII): Email receiving and sending with RFC 2821

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ZhangSan@cnnic.cn

李四@盈世.中国
lisi@coremail.cn

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Receive Email

Coremail will classify Emails receipt with different standards.

- Receive Email by RFC6531: YES
- Receive Email by RFC2821: NO

EAI Email?

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How to implement EAI

Send Email

Log in with EAI

Send Email

Receiver support EAI?

YES

Send mail by RFC 6531

NO

Send mail by RFC 6532

Use alias email address

Use main email address

Formed by RFC 2045

Formed by RFC 2821

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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.
EAI Commercialization Progress

iOS  Android  Windows

Flash Mail  App  Lunkr

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EAI Commercialization Progress

In Thai Language

In Hindi Language

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EAI Commercialization Progress

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

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