



# Xingmei\*: Intel® Architecture-Based Internet Café Solution

## Advanced Technology Paves the Way to Success

### Customer Introduction

Xingmei\* is a large Internet café chain with more than 300 outlets in the Sichuan province of China. With an evolving market and increasingly fierce competition, Xingmei realized that it (and the Internet café industry as a whole) lacked cohesion, and that it needed to develop new ways of appealing to customers to ensure its long-term, steady development.

Xingmei did a thorough investigation and noticed that electronic games have a large user base. To successfully appeal to these users it would be necessary to create a comfortable environment and expand market influence as widely as possible. The positive response from the market would attract even more users, thus bringing the quality of entertainment at Xingmei Internet cafés to a new level.

Xingmei, therefore, decided to build hardware systems targeted for electronic games by using a Gigabit network based on Intel® PRO/1000 MT Desktop Adapters and desktop computers based on Intel® Pentium® 4 processors supporting Hyper-Threading (HT) Technology<sup>1</sup>. This would create an ideal environment for gamers and improve Xingmei's market influence by leveraging the Intel brand name.

### Business Challenge

Currently, games are the major attraction in Internet cafés, and Internet cafés rely heavily on gamers for business. On the other hand, most internet cafés are not specifically designed to support computer gaming. This situation presents a disadvantage to Internet cafés. Xingmei wanted to remedy the situation by implementing new technology to support an electronic gaming environment in its internet cafés.

By doing so, Xingmei expected breakthroughs in three areas:

- Building an excellent image in the Internet café industry
- Creating new and attractive areas to ensure its long-term development
- Changing the circumstances by which games play an important role in the Internet café industry

## Solution

Electronic games require hardware platforms that are as robust as possible. Players take the competition very seriously, and require a technologically advanced environment.

The difficulty in the process was to convince all of Xingmei's licensed outlets to create a better environment as a means to attract more players. To create a better environment requires a lot of investment. For highly profit-oriented Internet cafés, this was a challenge. Without being able to earn an obvious



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and immediate profit, managers would not want to invest in new technology. With this dilemma in mind, Xingmei's headquarters adopted a flexible and diversified method that used facts as justification for investment in new technology. For example, the headquarters would provide investment in advance for outlets. Licensed outlets could then make a decision on the investment after a period of trial operation.

In Xingmei's opinion, a good reputation and large amount of influence are preconditions for them to successfully support electronic games. Otherwise, it is very difficult to attract players and operate the program. At the beginning of establishing its electronic gaming systems, Xingmei put importance on building a brand rather than the cost and Return on Investment (ROI). So it had two major goals when evaluating systems used for gaming competition: to create a better environment and to build an excellent reputation.

## Introducing the Solution

Based on its understanding of the various requirements of Xingmei, Intel recommended an Internet café solution using a Gigabit network based on 80 Intel PRO/1000 MT Desktop Adapters and desktop PCs based on Intel Pentium 4 processors supporting Hyper-Threading Technology. Xingmei was satisfied by the easy, cost-effective migration to Gigabit Ethernet over existing CAT-5 cabling and the multi-task processing ability of the Intel® Pentium® 4 processor with HT Technology<sup>2</sup>.

## Business Value

This solution brings about not only speedy network experience, but allows users to simultaneously process multiple tasks. They can, for instance, browse a Web page and record a compact disk (CD) at the same time, thus achieving a better user experience. The solution also allocated space for adding new applications in the future, enabling users to add new things at any time. This allows Xingmei to enjoy a



competitive edge at both the present time and in the future. The combination of systems using the Gigabit network and an Intel Pentium 4 processor with HT Technology would play an important role in building its brand and attracting users. With the support of powerful hardware systems, Xingmei's electronic game program has been widely recognized by users. Tournaments held by Xingmei for outstanding individual players and gaming leagues have become some of the most influential electronic game events in the country. In this process, Xingmei has established its industry leadership and become one of the most influential Internet café chains in both the Sichuan province and in China.

In addition to this success, Xingmei also operated programs targeted toward more ordinary users such as Little Paladin\* Electronic Games Training. This increased its influence while bringing about a good ROI. According to company statistics, revenue of individual outlets increased more than 100 percent after the official launch of its electronic games.

## **About Gigabit Networking and Intel® Pentium® 4 Processor with Hyper-Threading Technology<sup>1</sup>**

For Internet cafés specializing in operating network applications, both terminals and network are critical. The fluidity of the Gigabit network as well as the powerful computing ability, multi-task processing capacity, and higher stability of the Intel Pentium 4 processor with Hyper-Threading Technology, enabled Internet café users to have a much better experience.

Some people perceive Gigabit networking as a technology that is too advanced to be used by the general public. But Xingmei thought about it in a different way. Xingmei was convinced that it could gain market share through implementation of an excellent Local Area Network (LAN). Users can experience the Internet at home. At home, however, they may not be able to have the same quality

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online experience as at an Internet café. One reason is that a powerful LAN is available at Xingmei's Internet cafés; the quality of the LAN is a barometer of an Internet café's relative merits. In the future, Gigabit networking will provide even more advantages to end users and café managers alike. With the support of a powerful network, Xingmei is able to continually add new applications to its network and thereby maintain its market leadership.

## **Technical Value**

According to Xingmei, another factor in the competition between Internet cafés is the content that can be provided by the available systems. System hardware provides the base for this content. Gigabit networks have abundant capability to process various applications and the high performance of the Intel Pentium 4 processor with HT Technology is unparalleled. Users are very satisfied by the ability of desktop computers based on Intel Pentium 4 processors supporting Hyper-Threading Technology to meet the increasing requirements of an online gaming environment.

Even more significantly, desktop computers based on Intel Pentium 4 processors supporting Hyper-Threading Technology used with a Gigabit network have ample headroom for the addition of future applications. This is critical to Internet cafés that differentiate themselves by content. With the support of powerful hardware systems, Xingmei can add new content and applications at any time and can maintain its leadership in services and content relative to its competitors.

A Gigabit network provided Xingmei Internet cafés with an excellent LAN environment that enabled them to add more LAN-based content down the road. For example, now they are able to upload more powerful computer games and adopt more reasonable charging modes that are difficult to achieve in 100-MB networking environments.

## Experiences and Benefits

Internet cafés are profit-oriented entities; to do more with less is a basic principle for them. Many are reluctant to spend their revenues on equipment upgrades; their standards for

hardware systems adhere to the theory that if it isn't broken, it doesn't need to be fixed. In today's increasingly competitive market, this standpoint is an outdated one. Internet café owners and managers must take into consideration the necessity of meeting users' needs, upgrading and updating hardware systems, and adding content that appeals to users—all on a regular basis.

What Xingmei discovered in the upgrade process is the necessity of taking scalability into account when updating or upgrading hardware systems. As well, they were able to determine their final choice for upgrades by using systems on a trial basis for a period of time, which allowed them the opportunity to objectively evaluate which solution should be adopted. Xingmei believes that the combination of a Gigabit network and desktop computers based on Intel Pentium 4 processors supporting Hyper-Threading Technology will be appreciated by both end users and café managers by offering a powerful platform to support the diversified operations of Internet cafés.

### For More Information:

Intel® Network Connectivity Gigabit Solutions  
[www.intel.com/network/connectivity/solutions/gigabit.htm](http://www.intel.com/network/connectivity/solutions/gigabit.htm)

Intel® Pentium® 4 processor with HT Technology<sup>2</sup>  
[www.intel.com/network/connectivity/solutions/gigabit\\_hyper-threading.htm](http://www.intel.com/network/connectivity/solutions/gigabit_hyper-threading.htm)

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<sup>1</sup> Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting Hyper-Threading Technology and an HT Technology enabled chipset, BIOS and operating system. Performance will vary depending on the specific hardware and software you use. See [www.intel.com/info/hyperthreading/](http://www.intel.com/info/hyperthreading/) for more information including details on which processors support HT Technology.

<sup>2</sup> Look for systems with the Intel® Pentium® 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use.

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