Next, I’m going to introduce the Xiaomi company. The full name of Xiaomi company is Beijing xiaomi science and technology limited liability company. Xiaomi was founded in 2010 by serial entrepreneur Lei Jun, who believes that high-quality technology doesn't need to cost a fortune.

Xiaomi insisted on the idea of "fever for life"; the first appearance of Xiaomi phone was in 2011's Xiaomi Technology conference in Beijing. Later, Xiaomi introduced other products of rice series. At the beginning of 2015, another breakthrough came out of the Xiaomi new product, MI NOTE, which is a very prominent representative work in the domestic smartphone industry.

小米公司坚持“为发烧而生的理念”;小米手机第一次亮相是在2011年的小米科技在北京的发布会上，后来小米公司又推出了米系列的其他产品，在2015年初又一大突破的发布了小米新品——小米NOTE，这款手机在国内的智能手机的行业是一项非常突出的代表作品。

In the latest MI NOTE conference, Lei Jun said: Xiaomi technology and many places need continuous improvement, so the MI team is also constantly improving, the MI mobile phone ID design is completed by the mi team. This team has many young talents from all over the world. This team provides new ideas for the continuous development of Xiaomi.

在最新的小米NOTE发布会上雷军说到：小米科技还有很多的地方需要不断的完善，所以小米团队也在不断的完善，小米手机的ID设计全部是由小米团队完成的，这个团队有来自世界很多年轻有为的人才，这个团队对于小米的发展不断的更新提供着新的创意。

As a very successful person in others, Lei Jun has always been very modest, he said that Xiaomi technology is the biggest player in the MI team and not his founder, I think only after continuous failure will be truly successful in the eyes of others, will become a contributor to the society.

作为一个在别人看来非常成功的人士，雷军向来非常的谦虚，他说到小米科技最大的功臣是小米团队而不是他这个创始人，我想只有不断的开始不断的失败后才会真正的成为别人眼中的成功，才会成为对社会有贡献的人士。

And next, we will introduce another very influential company. –曾铭

I think there are four words to sum up the secret of Mi's success. Focus, extreme, word-of-mouth, and fast. 专注、极致、口碑、快

And how about you?