

CHINA QUICK REVIEW : DIGITAL AGENCIES OF 2012, COOLIRIS & RENREN, FOCUSMEDIA GOES PRIVATE, SHANGHAI INTELLIGENT CLASSROOM

By [L'Atelier - Shanghai](#) [1] | December 20, 2012 | [4 comments](#)

Keywords : [Culture](#) [2], [Digital China](#) [3], [Marketing / Advertising](#) [4], [Company](#) [5], [Startup](#) [6], [Shanghai](#) [7], [Carlyle Asia Partners III L.P.](#) [8], [China Everbright Structured Investment Holdings Limited.](#) [9], [CITIC Capital China Partners II L.P.](#) [10], [Focus Media Holding Limited](#) [11], [Fosun International Limited](#) [12], [FountainVest China Growth Capital Fund II L.P.](#) [13], [FountainVest China Growth Capital Fund L.P.](#) [14], [Gio2 Holdings Ltd.](#) [15], [Giovanna Investment Holdings Limited](#) [16], [Giovanna Parent Limited](#) [17], [Power Star Holdings Limited](#) [18], [Renren](#) [19], [Shanghai Education Bureau](#) [20], [State Success Limited](#) [21], [The Early China](#) [22], [VINCI Early Learning Systems](#) [23], [Singapore](#) [24], [computing](#) [25], [mining](#) [26], [Android](#) [27], [Android](#) [28], [Asia Pacific](#) [29], [classroom](#) [30], [cooliris](#) [31], [data mining](#) [32], [digital agencies](#) [33], [Focus Media](#) [34], [HTML](#) [35], [HTML](#) [36], [iPad](#) [37], [iPhone](#) [38], [Jason Nanchun Wang](#) [39], [mobile devices](#) [40], [RenRen](#) [41], [rullingnet](#) [42], [rullingnet](#) [43]



[Tweet](#) [44]

[45]
[46]
[47]
The 3 China digital agencies of the year are... / Cooliris Photo App Launches in China with Renren integration / Focus Media goes private / Rullingnet signs contract with Shanghai Education Bureau

The 3 China digital agencies of the year are... / Cooliris Photo App Launches in China with Renren integration / Focus Media goes private / Rullingnet signs contract with Shanghai Education Bureau

The 3 China Digital Agencies of the Year are...

Trio Digital, Proximity China and Nim Digital won the awards at the 2012 [Asia Pacific and Greater China Agency of the Year Awards](#) [48] held in Singapore and Shanghai.

Trio Digital Integrated (Shanghai) won the gold. This agency was because it built an in-house Visual Special Effects team to support the creative and interactive teams as well as carried out in-depth research in the creative usage of touch-screen technologies and outdoor digital media. The agency also enhanced integrated communication through reorganising the creative teams and applied “Cross-Device Solution” to all projects and campaigns by utilising and integrating HTML 5, CSS3 and touch-screen technologies. Successful cases include “My Beauty Diary Mask” from Uni-president Pharmaceutical, Abbott Essence Organic Infant Formula and Weichuan Do-re-mi Fruit-flavored Milk. Proximity China won the Silver award and NIM Digital the Bronze one

Cooliris Photo App Launches in China with Renren Integration

Cooliris, creator of an Android Gallery app, announces the launch of the localized [Cooliris](#) [49] social photo discovery app in China. This fully localized version is customized for Chinese users and integrates photos from Renren, the real-name social networking internet service in China. The Cooliris app for iPad and iPhone allows to browse all of the photos from various sources all in one place, and selectively share them with customized audiences in private groups. With the new Renren integration in Cooliris, Chinese users will be able to experience and share all of their photos privately from their mobile library, Instagram, and Renren in the cooliris 3D Wall. The new release will also include a local-language experience for Chinese readers. The new Chinese version of Cooliris is available for free on iPad and iPhone in the China iTunes App Store.

Focus Media goes private

[Focus Media Holding](#) [50] Limited announced that it has entered into a definitive agreement with Giovanna

Parent Limited that will acquire Focus Media for US\$5.50 per ordinary share of the Company or US\$27.50 per American depositary share, each representing five Shares. This amount represents a premium of 17.6% over the Company's closing price of US\$23.38 per ADS on August 10, 2012. The Transaction values Focus Media's equity at approximately US\$3.7 billion, on a fully diluted basis. After the completion of the Transaction, Giovanna Parent Limited will be owned by Jason Nanchun Jiang, the Chairman and Chief Executive Officer of the Company, affiliates of and funds managed by Giovanna Investment Holdings Limited, an entity owned and controlled by Carlyle Asia Partners III, L.P.; Gio2 Holdings Ltd., an entity owned and controlled by FountainVest China Growth Capital Fund, L.P., FountainVest China Growth Capital Fund II, L.P., their respective parallel funds and affiliates; Power Star Holdings Limited, an entity owned and controlled by CITIC Capital China Partners II, L.P.; and State Success Limited, an entity owned and controlled by affiliates of China Everbright Structured Investment Holdings Limited. In addition, Fosun International Limited will become a beneficial owner of Parent after the Transaction is completed. Jason Nanchun Jiang and Fosun, collectively, currently own approximately 35.5% of the outstanding Shares.

Rullingnet signs contract with Shanghai Education Bureau

The editor of [VINCI Early Learning Systems](#) ^[51], announced today that it has signed an agreement with The Early Learning Department of Shanghai Education Bureau, China, to develop and implement VINCI Classroom Intelligence among Shanghai's 1400 government operated kindergartens where children ages three to six years old follow a standard play-based curriculum before beginning primary school. VINCI Classroom Intelligence combines cloud computing, tablet technology and data mining to collect real time data about each child's learning status. The server processes collected data and reports back in real time to the classroom teacher, giving the teacher full insight into the effectiveness of the lesson, as well as the degree of understanding by each child. Strengths and weaknesses are identified and a series of recommendations is given to the teacher for each child. In the second phase, VINCI Classroom Intelligence will also connect with parents' mobile devices to link the education in the classroom with their home activities.

