



## JD.com Showcases Latest JD Smart Ecosystem Products at CES Asia

May 25, 2015

### Smart Home Products Bypass User "Pain Point" Through Seamless Integration on JD Smart Open Platform

SHANGHAI, China, May 25, 2015 (GLOBE NEWSWIRE) -- JD.com (Nasdaq:JD), China's largest online direct sales company, announced today at CES Asia that JD Smart, its recently launched smart device platform and business unit, has added two new smart products to its open ecosystem initiative, which integrates products from a wide range of manufactures on a seamless smart platform.

JD Smart unveiled its DingDong Smart Speaker, the first product developed by the JV of JD.com and iFLYTEK founded this March. The DingDong Smart Speaker is a voice-controlled device that can pull news, weather and around three million songs and four million hours of audio content instantaneously from third party sources on the Internet and play them through the high-quality speaker system. Its voice interface system can also assist in schedule management by setting up alarms, calendars and similar planning tools, all via voice commands. The DingDong Smart Speaker uses the JD+ super app (called "Jingdong Weilian" in Chinese) to allow full voice control of all products in the JD+ ecosystem, centralizing the user experience.

JD Smart also welcomed Changhong's EleCloud Wireless Smart Rechargeable Storage Device to its JD+ ecosystem. The device, which similarly leverages the Weilian app, is an external charger for mobile devices that integrates the functionalities of wireless sharing and a high speed flash drive, allowing users to share documents, music and videos simultaneously with up to more than 30 people.

Commenting on JD Smart's open platform strategy, JD Smart President Zhenhui Wang said, "These new smart products underscore JD Smart's close relationships with manufactures and our focus on delivering a truly integrated open platform for smart devices. Leveraging JD.com's unrivalled resources, we support our partner companies throughout the development process, including big data analysis of user behavior, smart cloud computing platform, equity crowdfunding through JD Finance for start-ups, marketing support and access to our more than 100 million users for market-ready smart products."

JD Smart's ecosystem provides users a convenient single point of control over connected smart devices from participating manufacturers through its Weilian mobile super app.

"We've created an ecosystem that allows products from different manufacturers to work together on a seamless smart platform, JD Smart is able to bypass the 'pain point' created when a user's devices can't talk to each other," said Leslie Liu, JD Smart's CTO. "The DingDong Smart Speaker leverages the Weilian app we have developed to seamlessly integrate into customers' smart home networks with a single voice command center, avoiding the 'bottleneck' of closed platforms."

Through its JD+ industry partner program, JD Smart builds partnerships with traditional and early-stage hardware manufacturers around the open JD Smart platform. Currently JD+ includes over 100 manufactures, including Haier, Hisense, Midea, TCL, Joyoung and Fotile, with a total of more than 400 JD Smart-enabled products. JD Smart supports its partner companies through multiple development stages, including providing incubators, accelerators, technological support, go-to-market solutions, supply chain and cloud computing services, as well as access to JD.com's huge base of upwardly mobile consumers.

JD Smart booth number is N1E25 at Shanghai New International Expo Center.

### About JD.com, Inc

JD.com, Inc. is the largest online direct sales company in China. The Company strives to offer consumers the best online shopping experience. Through its content-rich and user-friendly website [jd.com](http://jd.com) and mobile applications, JD.com offers a wide selection of authentic products at competitive prices and delivers products in a speedy and reliable manner. The Company has the largest fulfillment infrastructure of any e-commerce company in China. JD.com operated 7 fulfillment centers and a total of 143 warehouses in 43 cities, and in total 3,539 delivery stations and pickup stations in 1,961 counties and districts across China, staffed by its own employees.

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