

## **#TECH: Huawei presents new HMS ecosystem and plans for developers**

MALAYSIANS are stepping into a new era of intelligence and interconnectivity, thanks to the widespread adoption of 5G and AI technologies.

The Department of Statistics Malaysia (DOSM) revealed that an impressive 98.6 per cent of Malaysians now have access and are active users of mobile phones. These users have catapulted the advancements of app-related services in the region including e-commerce, e-learning, e-government, e-health and e-entertainment.

"Malaysians are more connected than ever before and as a brand that has continuously pushed our boundaries, Huawei has stepped up to play a role in empowering developers, providing them with the necessary capabilities in building the nation's smart ecosystem," said Huawei Consumer Business Group for Asia Pacific's vice president, Johnson Ma.

### **UPDATE ON HUAWEI ECOSYSTEM**

At this year's edition of the Huawei Developer Day Malaysia, the company unveiled the HMS (Huawei Mobile Services) Ecosystem update with brand-new open capabilities in HMS Core 6.0, which comes supported by HarmonyOS2 along with a feature of the Huawei Certified Developer Programme.

More than 300 local app developers come together virtually for the annual Huawei Developer Day Malaysia (HDD) and during the two-day virtual livestream event, which was held in partnership with Malaysia Digital Economy Corporation (MDEC), Malaysian Administrative Modernisation and Management Planning Unit (MAMPU), CyberSecurity Malaysia, TusStar, SYOK and Doc2Us, Huawei shared comprehensive upgrades to its existing capabilities, developer tools and developer incentives, as well as presented best practices from selected content providers.

"At this year's Huawei Developer Day, we have reinforced existing partnerships and formed new alliances, working towards our vision of redefining the country's digital journey by bringing connectivity and computing to every Malaysian home and organisation," said Ma.

### **BIG MARKET FOR APP DEVELOPERS**

Malaysia poses as an alluring market for app developers with the acceleration of digital transformation in the nation over the past two years and as a brand with capabilities to build a smart ecosystem, Huawei aims to empower and equip app developers to tap into the expanding pool of opportunities in the nation.

This vision cannot be achieved alone and that is why Huawei continues to build strong relationships with local partners including receiving recognition for Huawei AppGallery, which has been certified as a secured application distribution platform by CyberSecurity Malaysia.

Mampu too has actively collaborated with Huawei in promoting more developers from various government agencies to venture into HMS through the Gallery of Malaysian Government Mobile Application (Gamma) initiative. As a recognised industry partner, Mampu enthuses

HMS Ecosystem as the innovative solution to enhance the government's mobile services and conferred HMS Ecosystem with the Outstanding Partner Award 2020.

Since its inception, HMS has helped developers foster innovation by building high-quality applications at low cost, implementing one-point access and enabling intelligent global distribution for all terminals. HMS through its highly developed distribution ecosystem has enhanced users' experience through tailor-made content.

Today, the HMS ecosystem is the third largest worldwide, with more than 550 million active users, 4.5 million registered developers, and more than 141k HMS Integration Apps.

In Malaysia, a vast majority of local apps also fall in line with 3.1 million monthly active users and 26 thousand registered developers.

## **HMS NEW FEATURES**

During the event, Huawei announced its brand-new HMS Core 6.0 with capabilities in seven domains namely App Services, Graphics, AI, Media, System, Security and Smart Device. Upgrades in the HMS Core 6.0 fully open kits and development tools include a 3D Modelling Kit to perform high-precision object modelling, equipped with one-click material generation where all it takes is an RGB camera to capture various angles of an object, resulting in an automatic generation of a 3D model with the object's texture; an AV Pipeline Kit to simplify audio and video development for improved development efficiency providing a lightweight development framework and high-performance processing plug-ins such as video super-resolution and sound event detection; an Audio Editor Kit for convenient audio processing capabilities paired with enhanced music effects where developers are furnished with multi-track audio processing experience, AI-based audio capabilities and live-stream processing improvements; a Video Editor Kit to quicken video editing capabilities by introducing features such as multiple format HD video importing and exporting, smooth multiple track video editing along with a wide range of media resources; as well as 5G Modem Kit to bolster apps with cutting-edge 5G communications ability through exclusive 5G cell information services for versatile parameters and accurate measurements.

Besides that, HMS also introduced HarmonyOS2, a comprehensive upgrade to its existing distributed capabilities, including software bus, data management, and security.

With the latest update, HarmonyOS2 will officially be open-source and developers will be able to gain access to emulators, SDK packages, and IDE tools. Users too will be equipped with improved personalisation, refined displays, seamless connectivity, enhanced security and much more with the new and improved HarmonyOS2.

As the third-largest global app marketplace, HMS continues to see continuous and consistent growth in enabling users to explore thoughtfully curated apps, hidden gems and well-loved essentials on Huawei AppGallery that span categories such as games, education, lifestyle, fashion and more.

Introducing Petal Search, an AI-powered mobile search engine that makes it easy to find virtually anything online, from news and nearby services to great shopping outlets. Users can access information from a variety of local services across different categories, for a comprehensive and unique search experience. To date, Petal Search's audio search supports eight languages--English, Spanish, French, German, Italian, Arabic, Turkish, and Russian.

The Huawei Petal Maps is the new way for users to explore the world. Covering over 140 countries and regions, over 180 million POI data and currently supporting over 26 languages, the Huawei Petal Maps also has agoda, online travel agency and metasearch engine for hotels, vacation rentals, flights, and airport transfer integrated data through the APIs and aggregated real-time price and redirection services to improve the map experience.

Other recently included apps include Huawei Browser, a high-speed Internet browsing, convenient searching and comprehensive privacy protection covering over 230 countries and regions, providing over 140 million of daily news; and Huawei Assistant, an app that provides weather forecasts and sports scores, also to track one's daily schedule, stay on top of stock trades, and stay informed about your world in one place where users can customise the layout by adding, dragging and combining cards.

## **DEVELOPER PROGRAMME**

In line with Huawei's vision in building a fully connected, intelligent world, Huawei presented the Huawei Certified Developer Programme, a platform where developers can collaborate and tap into its "1+8+N" ecosystem.

This year, as part of the Certified Developer Programme, Huawei announced a chance to win attractive prizes where winners will be evaluated through a list of factors such as the number of app downloads, app ratings via the Huawei AppGallery among others.

Upon achieving a specific programme's milestones, winners will be awarded an HMS Promotion Fund of up to RM400,000, Huawei Cloud Coupons worth up to RM400,000 and cash prizes up to RM40,000 per winner.

<https://www.nst.com.my/lifestyle/bots/2021/09/725389/tech-huawei-presents-new-hms-ecosystem-and-plans-developers>