

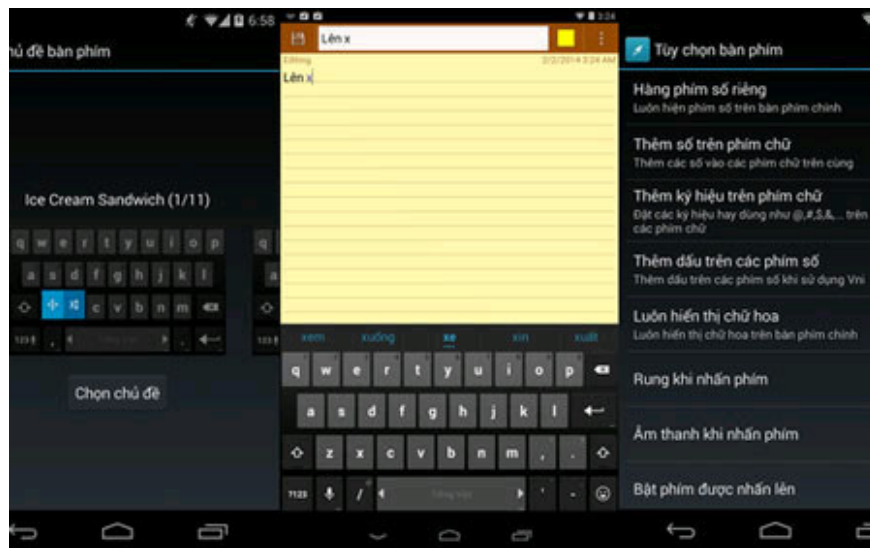
The new battle of the father Unikey

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Do you think, can't just look back on the past but turn yourself into a *'paper doctor'* with a bunch of administrative papers, a guy who is *'old, fat, slow'* in the well-known technology village *'just need you forward is also the time for you to regress'*. He decided to continue to find ways to narrow the gap between the Vietnamese and the new technologies of the world, by participating in the front as Vietnamese percussion for smart mobile devices.

If on the Windows platform, he holds the posture of the pioneers, there are few competitors and the giant Microsoft does not even care about the relatively modest market share in Vietnam, then on the mobile front. dynamic, everything is almost reversed.



Pham Kim Long entered the mobile playground when there were quite a few applications to support Vietnamese typing favorite. The market share of lucrative mobile in Vietnam makes mobile companies more interested in the ability to localize local to sell products. And of course, the technology of these multinational corporations is also a long step ahead. Long's experience of building Unikey is almost nothing in the field of mobile, in addition to the ability to operate an application for millions of users.

The first version of **Laban Key** - the second "child" of *Pham Kim Long* was born and immediately encountered many complaining comments. Following the advances in mobile percussion design, it seems that he only has the unique strength of knowing how to make applications run smoothly and with less system resources. The difficulties of reengineering his products helped him realize the clear difference between the needs of desktop

and mobile users. If on the desktop, people only need a simple, simple, intuitive software, easy to use and operate smoothly, mobile users also need all those things and plus '*n things*' of nature Mobile's very own: convenient, time-optimized and also customizable to suit each person's habits and sometimes to ensure individuality.

Through many updates, Long's products are now closer to mobile users' secrets: support typing by drawing right on the keyboard, quick and accurate word suggestion system according to habits familiar to users, allowing customization of the alphanumeric display on the keyboard as well as the proximity to the size of the user's finger, supporting a wide range of attractive interfaces for users to point to their device .

The Long effort for Laban Key is probably more than that of Unikey. Every day, though busy, he keeps up the habit of going into forums, app stores, reading and answering user questions. Launched at the end of last year, Laban Key continuously reached the top of the most downloaded utilities on Google Play Store, with 500,000 users (*as of the beginning of March 2014*).

Although, it is still quite early to say, will *Pham Kim Long* repeat the second feat after Unikey? Perhaps, only time can answer.

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