



Maxthon Press Kit 2011

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Maxthon Browser History

Maxthon International is an innovative software company and developer of superior web browsers, which continues to set new standards for simplicity, speed and security. Each month more than 130,000,000 people use Maxthon's web browser in more than 140 countries around the world. Maxthon also brings its best-of-breed browsing to the Android platform for mobile devices and tablet computers. Under the leadership of Jeff Chen, the Founder and CEO of Maxthon, these benefits – features that set new standards of industry excellence and draw praise from consumers – are part of a broader campaign to transform the power of the Internet.

Through word of mouth testimonials and independent critical praise, Maxthon is a global phenomenon. Maxthon's achievements include a series of notable milestones such as:

- 2011 Maxthon forges new distribution partnerships with Fuhu and Kingston.
- 2011 Maxthon for Android tablets released.
- 2010 Maxthon for Android reinvents touch screen mobile browsing.
- 2010 Maxthon surpasses 500,000,000 downloads.
- 2009 Maxthon 3 for desktop debuts.
- 2009 Maxthon chosen to appear on the European "browser ballot" screen.
- 2008 Maxthon becomes the first browser to offer cloud-based services for syncing bookmarks and history.
- 2007 Maxthon becomes the first browser to offer sandboxed tabs for added security.
- 2007 Maxthon wins its second Webware 100 Award, defeating all other browsers.
- 2006 Maxthon partners with Google, Microsoft, Baidu and Yandex.
- 2005 Maxthon becomes the first browser with tabs.
- 2004 MyIE2 becomes Maxthon, expanding the public's expectations of the true power of an innovative browser.
- 2002 MyIE2 redefines browsing.

Maxthon continues to release new and acclaimed products and services, building on its reputation for convenience and progress. These advancements enable Maxthon to maintain its distinction as a brand dedicated to making the web easy to browse and fun to explore.

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CEO Jeff Chen: A Visionary and Champion of Innovative Technology ([back to top](#))

Lasting change is the result of many factors, but there is always a catalyst: some person or event, which galvanizes the public and transforms behavior. Few companies have the privilege of launching such a movement because the variables involved – the ability to foresee market trends, the dedication to creating something completely innovative, the wisdom to recruit top professionals and the discipline necessary to thrive – are so rare.

For Jeff Chen, this sense of urgency – the belief that information should be accessible and intelligible is at the center of the most important event in the recent history of modern technology: the creation of a better Internet browser; the rise of Maxthon.

This success is, at its core, a story of Jeff's perseverance, both as a student and fan of technology. In his spare time, despite rigorous academic responsibilities at one of China's most prestigious technical universities, and independent of his already taxing work schedule, the idea began: create *the* Internet browser, then known as MyIE2 (and later branded as Maxthon). And that's exactly what Jeff did, and still does – build award-winning, transformative products and services.

Jeff is, in many respects, a classic example of the inventor-as-entrepreneur, someone who sees a need – the demand for a better browser – and creates a solution. Such people are at the heart of technological revolutions, individuals who create the products they want – innovations consumers value – and realign an entire industry. Maxthon is the embodiment of this ideal: a fast, efficient and easy to use browser, with loyal supporters worldwide.

For this international community of users, Jeff's passion is a point of respect and distinction; he symbolizes a key principle, one which puts technology directly in the hands of people who share ideas, trade stories and spread the word about new products. Most importantly, Jeff is accessible; he wants to hear from and speak with people who use Maxthon's products, because this feedback is crucial to constantly improving the way we enjoy the Internet.

Jeff continues to lead Maxthon to new milestones, working directly with experts who complement his philosophy and believe in the universal benefits of the company's vision. With this team in place, and based on Jeff's emphasis on developing innovative products and services, Maxthon looks forward to ongoing achievements.

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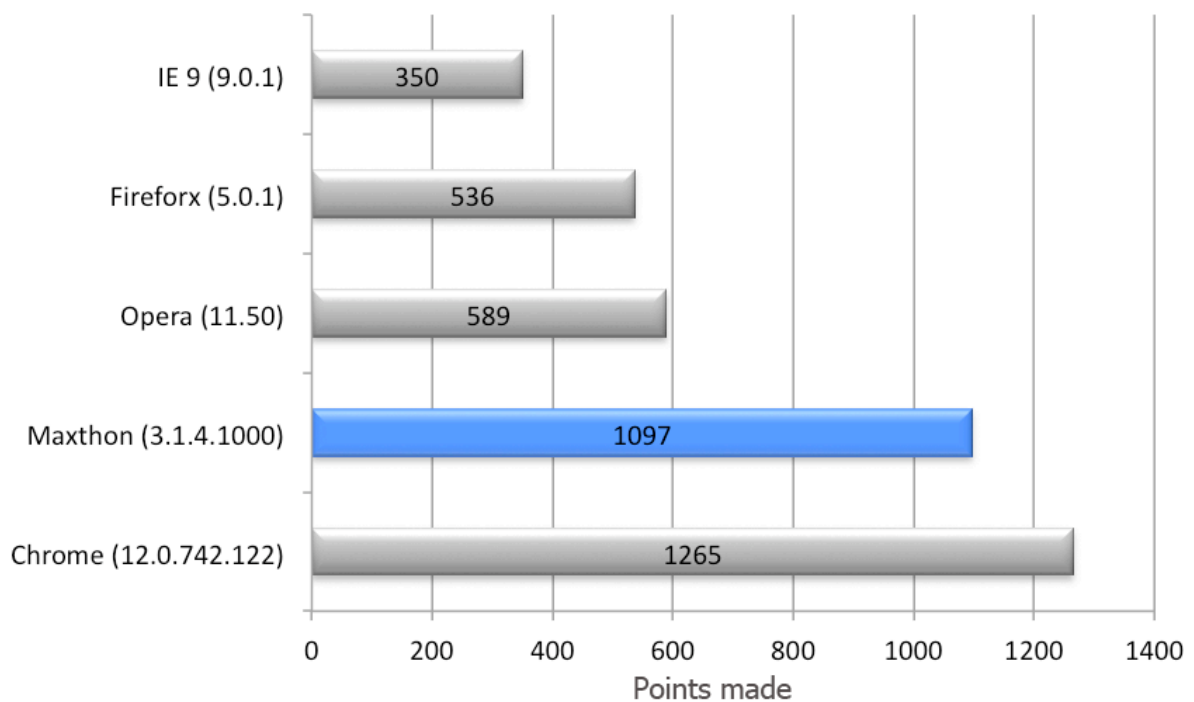


Speed ([back to top](#))

The performance of a web browser is measured across several key indices. When viewed across all/the major tests and placed against the competition, Maxthon is the best-all-around performing web browser in the world.

A large part of web browser performance stems from how quickly and efficiently it processes JavaScript. Maxthon uses the open source JavaScript engine V8, and has optimized processing upstream and downstream of where V8 works its magic. Despite all of the resources at Google's disposal, Maxthon and Chrome are virtually tied, depending on the hardware used for any specific test.

V8 JavaScript Engine: Bigger Is Better!



DNS pre-fetching

Maxthon solves the most time consuming aspect of web surfing, the time wasted from the moment a link is clicked to the moment the page actually loads in the browser with *DNS pre-fetching*. It fetches IP addresses before they are called on a website. When you click on a link, Maxthon is already prepared to serve you the website you were looking for.

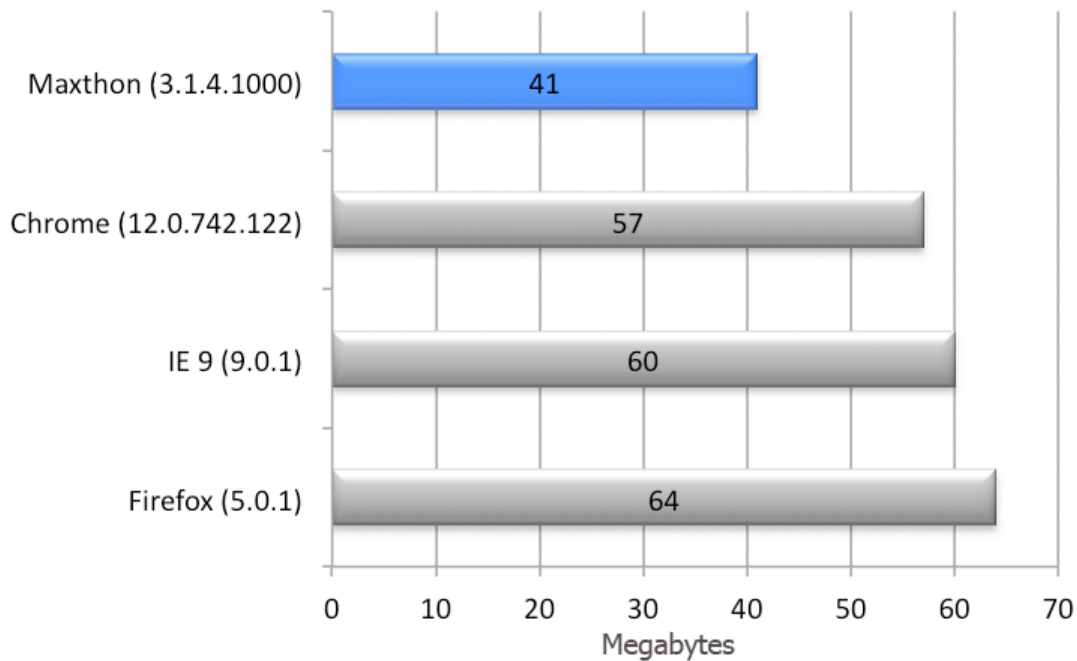
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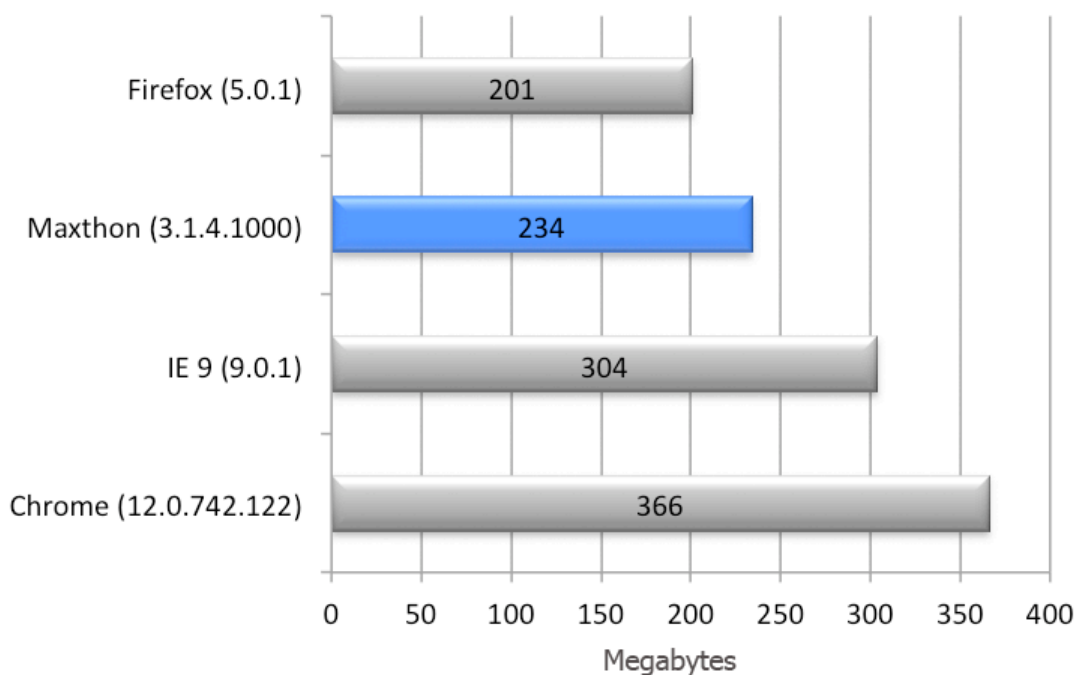
Memory usage ([back to top](#))

In terms of memory usage, which speaks to a browser’s ability to be both effective and efficient, Maxthon manages its resources extremely well. From average to extreme web usage scenarios, Maxthon uses less memory than the competition. More available memory offers an across-the-board performance boost. Only one other browser competes with Maxthon, as it relates to managing memory when 10 or more tabs are open.

Memory Usage: 1 Tab



Memory Usage: 10 Tabs Open





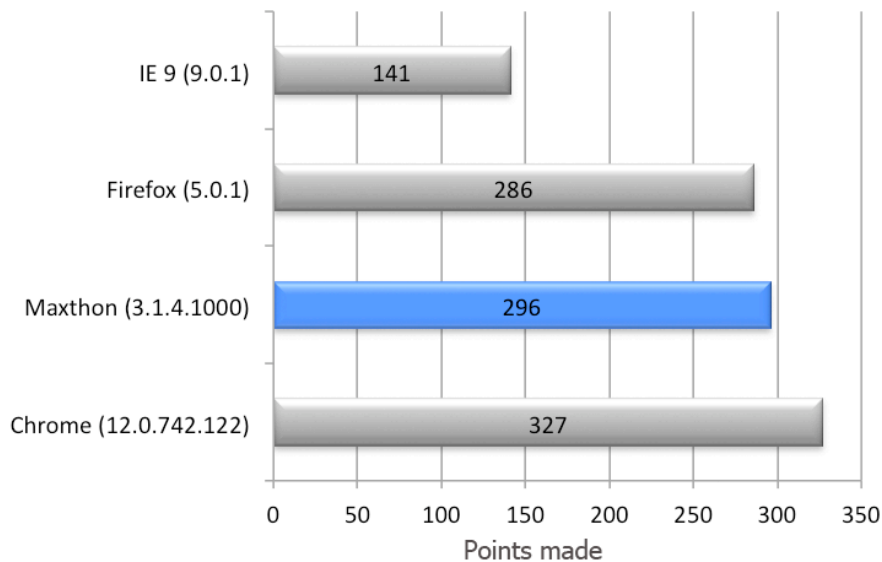
Rendering Capability [\(back to top\)](#)

Another key indicator that measures browser performance is how quickly and well it parses and renders all of the HTML, CSS and JavaScript that makes up a web page. Doing this well requires a commitment to web standards and a great 'engine' that efficiently parses, reads and renders all of the code that goes into a high performance web page.

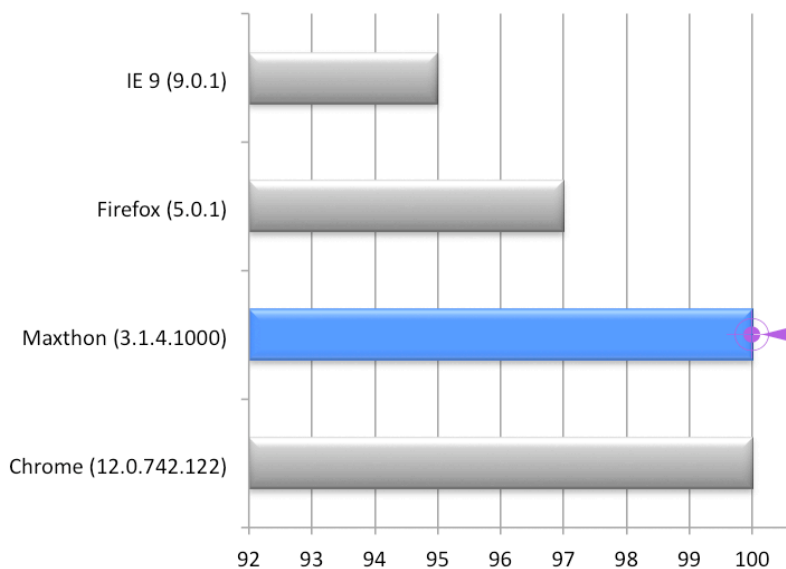
Like most state of the art browsers, Maxthon relies on the Webkit rendering engine. Unlike our competition, Maxthon has an active R & D team in Beijing dedicated to optimizing Webkit for speed increases. Both the HTML 5 and Acid 3 Tests measure how well Maxthon 3 renders web pages. Mx3 scores high marks in both.

Maxthon does very well in the popular [html5 Test](#) and scores 296, only surpassed by Chrome. Mx3 achieves the maximum amount of points in the [Acid 3 Test](#).

Html5 Test: Bigger Is Better!



Acid 3 Test: Maxthon Scores 100/100



To pass the test, a browser must use its default settings, the animation has to be smooth and the score has to end on 100/100.