Sienna Plantation 與Riverstone 兩大社區的 往昔與今日

一百多年前Sienna附近農場,曾經是遍野 蔗園,生產出品質最好的糖;極目棉田, 布瑞河邊有專用碼頭,將收成轉運出去。

專題撰稿/鄔逸卉



Sienna 曾經是富庶農業產地

Sienna Plantation西部拓荒時代 開始開跡

福遍縣最近十年開發出的大社區Sienna Plantation,是一個擁有175年悠久歷史的地方。

早在1820年代隨著史蒂芬·奧斯汀到此的移民,在這裡胼手胝足建立家園,最早由威廉·侯恩和大衛·費滋傑羅率眾到此定居,1824年費滋傑羅在Brazos River布瑞河東岸設立農莊,不久去世,遺孀將其產業售予Capels凱浦斯,他開辦了商業據點,經營小客棧,提供到蠔溪Oyster River的旅客住宿。

福遍縣內農場林立

翻開德州革命歷史的一頁,1836年美墨兩軍最後決戰的戰場就是在今天福遍縣境內,當時的名稱是San Jacinto Prairie聖爵山多大草原。拓荒者們辛勤開墾,目前福遍縣所屬之地,當時有成片的甘蔗田、棉花田,繁榮的景象吸引了住在南卡羅萊納的華特斯,一位意志堅強,善於規劃的人,1840年來到Sienna Plantation,看準了此地未來商業發展,買下凱浦斯的產業,至1860年華特斯農莊已遠近知名,超過六千五百英畝的土地,種植甘蔗、棉花和其他穀物,布容河旁農莊有專有的碼頭,將農產品運送出去,再用火車運送到休士頓和加維斯頓海邊城鎮,80多戶人家居住於此。隨著美國內戰爆發,南方財富盡散,糖價下跌,華特斯一手建立的家業凋零,1872年去世,夫人將農莊賣給皮爾斯,才能付清欠下五萬元的債務。

富貴浮雲 物換星移

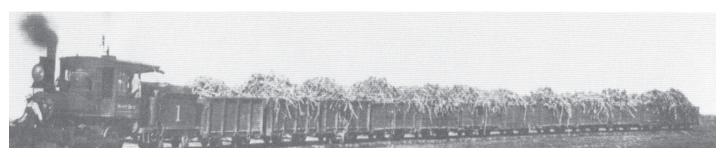
一個星期之後,皮爾斯以十萬美元轉手給其時休士頓市長T. W. House,豪斯市長富甲一方,有數座農場、鐵路股票、銀行、棉花工廠等眾多實業,1890年代在蠔溪地區城市有自己的郵局,生產出品質最精良的糖,兩個兒子繼承父業,T. W. Jr. 接手銀行,孟岱爾Mandell出任威爾森總統的顧問。

豪斯家族的銀行後來經營不善,當時的休士頓市長史 凱藍Scanlan,是一名富有商人、地產商,也是擁有銀 行存款最多的戶頭,接下農場所有權,1906年去世後, 由7名未婚女兒繼承遺產。

最後的農莊主人一史家姊妹

史凱藍家姊妹經營起Sienna農場,休士頓城中心的Main街有她們的豪宅,農場上大量種植甘蔗和穀物,罐頭工廠一直使用到1950年代。因為沒有繼承人,史凱藍家族設立了史凱藍基金,此一慈善信託基金由林尼伯格管理,提供天主教慈善活動之用,1955年至1967年休士頓至加維斯頓的天主教轄區利用農場作為聚會靜闢之所。

至今,Sienna Plantation 仍有廣闊的橡樹林,有的已超過百年,高大蒼老的樹幹,彷彿在提醒人們,當年德州之父奧斯汀帶領著冒險犯難的先民,來到這裡所寫下的史詩,如今的Sienna Plantation 依循著先人腳步,作成整體規劃大社區,保留當年的精神,再一次創造歷史。



▲早期Sienna Plantation 有私人的鐵道運送甘蔗



Sienna Plantation/Riverstone 之今日繁華

Sienna/Riverstone 營造十年有成

遍縣目前有兩個正在開發的大社區,從59號 公路經糖城Sugar Land City 和密蘇里市, 沿著六號公路就到達Riverstone繁榮的商業區,有全美 大型連鎖店,一路下去,五分鐘的車程之後到達Sienna Plantation,兩個大社區由Sienna Johnson/Riverstone開發集團進行開發。

兩個大社區都是整體規劃社區,整個開發計劃至今進行到中期,良好規劃所營造出的便利和興旺已經成為買家首選。

Sienna Plantation整個社區面積為10,500英畝, 1997年起開發,總共將容納兩萬個住家,七萬人口,預 計未來尚有十年的開發工程。

完善開發計劃吸引住戶

Sienna Plantation已經兩次得到休士頓地產經紀人協會頒發最佳開發社區獎,為整體開發社區豎立起新的里程碑,為了保存原始土地風貌,劃出社區五分之一的面積,也就是2000英畝的土地作為綠地、景觀、娛樂場。Sienna向住戶調查購買原因統計出,名列第一的是有良好的開發計劃,房價合理、適合孩子成長的環境都是名列前茅的理由。1997年開始銷售,隨後每年有上百

住戶遷入,當時購買的住戶迪西諾說,當他聽到有社區 俱樂部計劃時感覺是"不錯",'99年正始啟用令他們感 到"驚喜",佔地12英畝,其中有私人最大的水公園, 俱樂部建築內有健身房、會議室、八個可以在夜間使用 的網球場,社區內有一個18洞的高品質高爾夫球場,附 設飲食精美的餐廳,2000年開放以來,成為社區房屋銷 售的賣點。

保留原始景觀不遺餘力

2003年Sienna得到由德州森林管理局評鑑為社區最佳森林獎,肯定了開發公司所投注的心血,當時獲獎也讓Sienna感到意外,住宅區老樹成林自然環境,一直是消費者決定購屋的重要因素,Sienna在維護森林資源上至少已花費二億五千萬元,曾經為了保存一棵百年橡樹,用了四萬元,去做繞道和複雜的工程,保持樹根的生長,對一個社區來講這是十份奢侈的規劃。

Fort Bend Parkway的完工,貫穿6號與8號公路,可直通610公路,交通四通八達,目前每年約銷售1200戶。

Riverstone精雕細琢 水景宜人

Riverstone是一個佔地3800英畝的整體規劃社區,2000年起開發,將有6000多戶住家,一萬八千

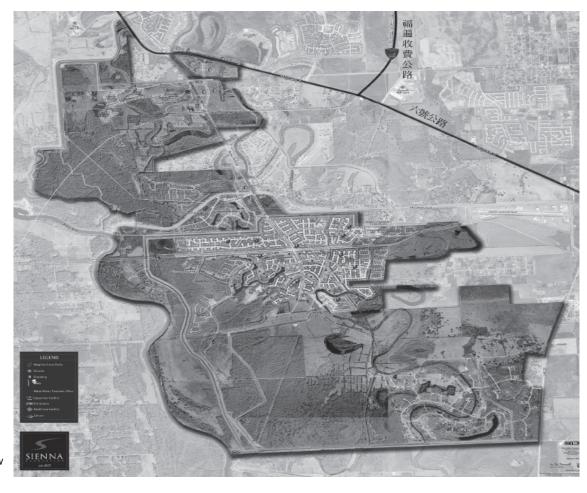




居民,房價從20萬元至最貴的百萬元,其中有單一住家和townhomes,錯落其間而各成一區,行駛在社區,入眼的是一個接一個美麗的湖水景色。

社區裡湖水總面積有 250英畝,500英畝,500英畝,500英畝,600英畝,作為 開放空間,作為開始之間,作之用, 國、休閒娛樂之用大之。 目前正在進行廣對成群是開大。 地上散落著成群日 地上散落, 對成群日 等成為 等成為 等成為 等。

社區位在六號公路兩旁的商業區經過 幾年細心規劃,引進 全美知名連鎖店,住 戶開車購物十分方 便。開發公司認為,這一片商業區具有社區大門的功能,所以慎重選擇,精心建造,創造一個理想的居家整體環,許多亞裔家庭在此築巢,大家稱這是Fort Bend



Sienna Plantation Skyview



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County的"River Oaks"。營建了住宅區之後,Riverstone開始在社區入口一側的商業區興建辦公室,期使和 福遍縣創造就業機會的目標一致,直到現在糖城居民有 70%仍到市中心或是其他地方上班,糖城市政府希望扭 轉這種情形,努力達成將比率拉到50%,即一半的人可 以就近工作和居家。

成立基金會 嘉惠社區

Sienna/Riverstone兩個社區一項共同的特色是,社區 服務基金的設立。

"可以提供未來社區無限的發展用途",Riverstone社區管理公司為基金使用作了簡單明瞭的說明。



▲Riverstone 社區入口處的噴水池



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▲美南最大的社區水上樂園 - Sienna Plantation Water Park

社區服務基金是一個非營利組織,目的在為未來的 社區居民提供長久的服務。基金將作為社區居民協會的 補助配合,本身是一個完全獨立的單位。贊助社區內計 劃、活動,基金會將隨著社區遷入人口增加而龐大。為 社區居民提供多方面運用,提升生活品質。

基本上有五項支出,社區活動、俱樂部、團體、和運動;健康和福利服務;科技、教育和環境改善。基金會管理委員由各方人士出任,委員會將依據社區需要作出最理想決策,這種方式已在全美各地成為趨勢。

兩社區服務基金每年有固定增加,每戶第一次基金由 建商支付,隨著社區擴展不斷增加,根據規定每戶在轉 售過戶時,由賣方按照一定比率負擔。

豐富的社區基金已經做了許多社區服務,截至2005年 1月,用在教育上有105,044元,青少年活動85,586元, 社區活動1,207,576元,總共支出1,398,206元。

Sienna Plantation基金曾經多次贊助Lake Olympia圖書館,Scanlan Oaks學校遊樂設施,附近Hightower高中的藝術、體育等活動,明年即將在社區使用的中學,基金已經準備14,000元贊助款。青少年活動方面,基金提供社區游泳隊器材、午餐、獎盃,密蘇里市小聯盟、女子壘球等財力支援。因為有這筆基金,Sienna Plantation的居民可以享受國慶日的燦爛煙火,購置藝術雕像,社區入口的建築物,並且已列出一百萬元預算給Camp Sienna,這是一個200英畝的多功能活動場地,有慢跑、腳踏車道等多種設施,即將在社區開放使用。

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The History of Sienna Plantation & Riverstone

by Jack Hsiao

The recent developing Sienna Plantation neighborhood in Fort Bend County has deep historic roots. Beginning in 1820 when Stephen F. Austin began working on immigration to Texas, the earliest settlement in this area was in 1824 along the Brazos River. The battlegrounds between the Mexican and American army in the 1800's took place in today's Fort Bend County. After the conflicts receded, the sugar cane and cotton fields in Fort Bend attracted many prospective entrepreneurs. Sienna Plantation was part of the rapidly developing areas of Fort Bend County following the Mexican American war. During the Civil War because of the plummeting sugar prices, the south was in great financial distress, and Fort Bend and Sienna suffered as well. In 1872, the

plantation was passed to Houston Mayor T.W. House, who bequeathed the estate to his two sons. Similarly the plantation passed hands numerous times until 1955, where it was used as a quiet place for church congregations.

Today, Sienna Plantation is still standing with its long history, and some of its oak trees have existed for at least 200 years. Their thick trunks seem to remind people today of the hard work and dedication of our predecessors, taking the first step to write down a new page of history.

Real Estate Booming in Fort Bend County

The two largest expanding communities in Fort



▲The site of 25 acre manmade lake is ongoing development project.



Bend County today are along Highway Six in Missouri City. The bustling commercial area of Riverstone is only five minutes away from the suburbs of Sienna Plantation. The two areas are concurrently developed by the Sienna Johnson/ Riverstone Development group.

The entire area of the Sienna Plantation community spans around 10,500 acres, and has been developing since 1997. When finished, it should be able to provide residence for 20,000 houses and at least 70,000 people.

The area has already received the best developing neighborhood award from the Houston Real Estate Association. Because of a concern for environmental and scenic views, about a fifth of the land area is placed aside for parks and landscaping. The excellent planning, reasonable prices, and beneficial environment are some reasons why the community is so attractive to outsiders. Since 1997, almost every year at least 100 families move into the neighborhood. The recreation center includes a large water entertainment complex, fitness room, golf course, eight tennis courts, and designer restaurant. The recreational activities available have

become one of the largest selling points of Sienna Plantation. In 2002, the area received the Community Forestry Awards from Texas Forest Service. Sienna has invested at least 250 million dollars in preserving its forests. It spent 40,000 alone to preserve a hundred year oak tree. Clearly, this effort has paid off in the form of more and more people immigrating to Sienna Plantation.

Riverstone, on the other hand, is a 2,800 acre community built in the year 2000. It will eventually reach 6,000 homes and 18,000 residents. The unique aspect of this neighborhood is the large lakeside view. The lake area in Riverstone is 250 acres, with an additional 500 acres to expand. Currently the project undertaken is the development of a 25-acre manmade lake.

The location of Riverstone is conveniently along Highway Six, and after a few years, it has attracted many chain stores across America. Riverstone also wants to focus on the business aspect of its development. One of its major goals is to create a community where people can live close to their jobs.





Sienna Plantation and Riverstone established the community foundations to benefit the future of communities



▲Riverstone master plan outline from bird's eye view

The Sienna Plantation Community L Services Foundation, estalished in 1999, is a non-profit corporation that is going to fund and invest in the future of Sienna Plantation. The SPCSF is entirely separate from the Sienna/Johnson Development and the Sienna Plantation Residential Association. It will be used to supplement the existing homeowners' association. Through programs, activities, and events, the Foundation will enhance services and resources in the community in and around Sienna. The similar foundation was established for Riverstone Community in 2001 to invest in the future of Riverstone and benefit families in the community for many generations to come.

The Foundation will fund projects relating to community activies, clubs. organizations, sports, health/



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welfare, technology, education, and community improvements.

Since December 31, 1999, there has been a transfer fee (community enhancement fees) assessed on every real estate transaction. The contribution to the Foundation is about 0.5% of the sales price of a home. When a property is re-sold in the future, the 0.5% contribution is made to the Foundation at closing, allowing the Foundation to grow as Sienna Plantation grows.

The Foundation has already done a lot of improvements-up to January 2005, \$105,044 has been spent on education, \$85,586 on youth clubs and activities, and \$1,207,576 on the community, coming to a total of \$1,398,206.

The Foundation has also funded thousands of dollars worth of library books at Lake Olympia, playground equipment for Scanlan Oaks students, robotics, fine arts, and athletic programs at Hightower High School, and next year, the Foundation has set aside \$14,000 for the middle school being built along Sienna Parkway. Asides from education, the Foundation has also helped fund the Stingrays Swim Team with competition equipment and trophies, Scienna's Scouts with unity trailer, sports equipdment for Quail Valley Youth Soccer, Missouri City Girls Softball, and the First Colony Broncos Football. On July 4th, Sienna residents enjoy fabulous on-site fireworks displays. The Foundation also has set aside \$1 million for Camp Sienna, that inclues soccer/baseball fields, hiking, biking, and equestrian trails and more. e



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房市是否會大跌

地產業看房價

文/鄔逸卉

上 邦儲備利率愈加愈高,東西兩岸出現泡沫化 的呼聲喧嚷不休,會如何演變?

一般所指的泡沫化是指在東西兩岸的房屋市場,在最近舉行的一次全國地產開發商會議Urban Land Institution Convention 中得到結論,房市下跌的情況最好愈早出現愈好,而且肯定的是,利率在2年至5年之間將至少漲二個百分點。

休士頓資深地產業者認為,房市應不會發生像廿年前 休士頓地產業大蕭條的景象。從利率來講,30年長期利 息只要不超過8%,都算是穩定低利息,在一般房屋所 有人的承受範圍之內,目前尚在6%附近。

現在之所以不致於發生房市大跌的原因:80年代的 資訊不像時下這般透明化,許多投資人不明瞭地產業未 來發展脈絡,大家盲目投資,因為對前景不瞭解,所以 才會造成恐慌,現在則的投資人可以從許多途徑得到資 料。

業者分析加州地產指出,以人口移入情形來看,移進 東西兩岸的人數並不多,地產熱多是炒作結果,在加州 出手買下百萬房屋的人不一定是富豪,他們有的是年收 入20萬左右的薪水階級,過去幾年因為利息低,同時房 價飆漲,他們每二年換一次房子,在這個時期可以享受 換房子的免稅最大利益,換同等房子幾乎不需要繳什麼稅,每換一次可以從中得到十幾到數十萬不等的利潤,加上固定薪水,每年可以有30萬至50萬左右進帳,業者指出這是一個趨勢,如果在榮景時不搭順風車擺著錢不賺未免坐失良機。

有的人住進一棟同時訂下另一棟,亞裔移民也特別喜歡炒作地產,在華人居住相當多的加州爾灣地區,購屋者百分之五十是亞裔,其中華裔又佔了超過70%以上,有的建商開始注意到這種情形,在售屋時要求簽下一年之內不轉售的合約,降低轉手頻率。

建商、地產業、開發商、銀行家注意到房市過熱的現象,也希望這些地區能夠舒緩的解決高昂的房價問題,不要出現過烈的結果,東西兩岸開發商、建築商紛紛開始減產,降低房屋價格,都是希望房市最後能"軟著陸"。

至於休士頓,過去五至十年人口、就業率穩定成長,如果以"市"作比較,糖城市和密蘇里市是成長快速的地方。



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Real Estate's Look on Housing Markets

Because of the recent increase in federal interest rates, the bursting of the housing bubble has been a rising concern across America. Most indications towards a decline in housing prices point towards the east and west coasts of the US. Many people predict that the interest rates will at least increase another 2 percent in two to five years.

Houston real estate experts predict that as long as the interest rate does not increase above 8%, the situation is stable. The reason why a big crash will not occur in the housing markets is because information is a lot more transparent now, and many people make better investment decisions. Looking at the migration of populations in the US, the amount of people

immigrating to the east and west coasts is not that alarming. Many people because of the low interest rates following the technology bubble, continuously switched houses over this period. Every time they switched, the received around 100,000 dollars in profits. Many experts pointed out, however, that this was just a temporary phase; if conditions changed, many of these speculators would be in financial trouble.

Asian immigrants have also exhibited an affinity towards real estate transactions. In the past fifty years, the population has steadily increased, and including Sugar Land, the entire area is fast growing.





福遍縣名列全國 中等縣市收入第二名

通縣連續第二年被列為全國中等收入縣市第二名,這是位於維吉尼亞阿靈頓社區經濟委員會所作的研究報告,福遍縣從全德州縣裡脫穎而出,僅次於馬里蘭州的霍華縣。

福遍縣中等家庭收入估計為67,902元,經過社區 經濟委員會加入生活花費的評估,中等收入相當於 74,782元,中等收入的數據資料來自於美國人口普查局 社區調查委員會,2004年該委員會資料顯示中等收入為 44,389元。

大福遍縣經濟發展委員會指出,縣內居民知道此地是 全世界最理想的居住和就業的所在,對福遍縣以外的地 區也証實當地是全美最適於居住的地點。教育、就業成 長、居住家庭、人口增加、種族多元化、和高平均家庭 收入都使福遍縣引以自豪。這份調查也顯示出居民享有 低生活消費,才使得此地擁有全國最佳中等家庭所得的 美名。

adjusted median income.

Fort Bend's median household income is estimated at \$67,902; however, it becomes \$74,782 when adjusted for the cost of living by ACCRA. The median household income data is from the U.S. Census Bureaus American Community Survey (ACS) at the county level. The ACS-reported 2004 US median household income was \$44,389. "Those that live in Fort Bend already know this is a world class place to

ort Bend Again Ranked No. 2 in Nation for Me-

dian Income when adjusted for Cost of Living

Fort Bend County, Texas (September 29, 2005).....

For the second year in a row, Fort Bend County ranks

second in the nation for highest median household

income when adjusted for cost of living, reports AC-

CRA – The Council for Community and Economic

Research located in Arlington, VA. Fort Bend County

topped all other Texas Counties and was second only

to Howard County, MD. In 2004, Fort Bend narrowed

the gap for the highest rank in the nation by nearly

two thirds, drawing to within 6% of Howard County's



福遍郡糖城附近衛星圖

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live and work.



For others, this is independent confirmation that Fort Bend is one of the premier locations 2 in the nation to locate. Fort Bend County boasts some of the best demographics in the nation ranking in the top three percent of counties for educational attainment, employment growth, people living as families, population growth, ethnic diversity and average household income. The ACCRA statistic indicates that those that live here also enjoy a relatively low cost of living, placing our adjusted median income among the best in the nation" says Jeff Wiley, Executive Vice President of the Greater Fort Bend Economic Development Council. e



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全方位資訊與中美四地聯手創 業,結合Skype通訊及軟體好 手,搶攻網路通訊市場

顛覆式的市場競爭中,經常看到原本成功的 市場領導者被擊敗。在美國矽谷龍脈創投 (Dragon Venture)撮合輔導下,來自東森、台灣固網、 中國信託、太平洋、宏碁、工研院、中科院、微軟、甲 骨文與矽谷學人等技術好手,即將以當前最具破壞式創 新的「Skype」技術為核心,聯手組成新創公司,致力 於Skype相關的網路通訊與企業型產品研發設計與國際 市場行銷,目標三年內將聯手顛覆國際電信產業。

Skype 創辦人詹斯特洛姆(Niklas Zennstrom)與弗利 斯(Jahus Friis)於2003年8月開始推出P2P(點對點)的網 路電話平台,它的優越音質及免付費的網內互打,至今 全球225個國家已有超過六千萬會員,而且以每天15萬 5000個新用戶的速度持續增加,平均有200萬人同時 在線上使用Skype。著名的網路拍賣市場EBAY看準了 Skype的市場規模,投資41億美金收購Skype及其客戶 資料。

由台灣晶片金融卡公司與瑞政實業電信技術團隊為 合併班底,結合美國休士頓eBao全方位資訊、洛杉磯 Procity、紐約AChoice等技術好手,以及國內首屈一 指的ZipCom、Diginofo、T2FREE等Skype技術領導公 司,共同合作組成城市電通公司(MeMedia Communication)。公司初期即已吸引美國、中南美洲、南歐、 中東、中國等地訂單,預計 2006 年營收可達一千萬美 元。

城市電通的VoIP/IM雙服務平台,將是國際上第一家 整合Google Talk、Skype、ICQ、MSN、Yahoo IM等軟 體電話,以及公眾網路手機與傳統電話的共同系統。用 戶只需使用城市電通的即時通應用軟體(AP Portal),即 可聯結到其他的IM(即時通)帳號,不會漏接重要來電。 城市電通專精的P2P通訊影音傳輸技術,目標三年內推 動全球一億套網路電話一碼通系統,讓全球雙網手機、 軟體電話,以及企業與家用電話,在不變更個人電話撥 號與使用習慣下,網內互打免費,全球漫遊隨處撥打也 能一碼通。





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Email: james@ebao.us

skype: jjchentx

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