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KUALA LUMPUR – FSBM Holdings Bhd has launched its mobile phone service UNOS Voice in China, known as Man You Bao, to offer business travelers discounted rates of up to 90% and private business exchange (PBX) functionalities.

Announcing the launch yesterday, its multimedia and communications group chief executive officer Michael Ta said: “Response to UNOS Voice has been exceptional as we are rapidly gaining new subscribers from all over the world.”

“UNOS Voice is currently available with full Voice-In functions in 21 countries, and we expect to reach 50 countries by year-end.”

Ta said in a statement that the company would partner Beijing Telecom NTT Engineering Co Ltd to provide the interconnection hub for UNOS Voice subscribers in China.

“We anticipate the partnering with Beijing Telecom in China to contribute to a surge of subscriber volume,” he said.

Ta added: “In our drive to localize the UNOS in the China market, we have launched Man You Bao, and will be subsequently launching other flagships specifically for China.”

FSBM has also received strong interest on UNOS Voice from Europe, Middle East and Australia, and it will look at appointing partners to market UNOS Voice there in the next few months.

The mobile phone service, which could be initiated via various protocols such as 3G, WiMAX and WiFi, entered markets in Malaysia, Singapore, Hong Kong, Australia and the UK last April.

Ta said: “We are talking to fixed line telecommunication companies in other countries as they would like to enjoy their share of mobile revenue.”

“At the same time we are discussing with potential resellers, and collaborating with IT peripheral manufacturers, multi-level marketing companies, financial institutions, as well as to assist these companies to build communities to promote UNOS Voice,” he said.

Additionally, FSBM is working on their upcoming project, known as UNOS Voice Pro, which will allow calls to be routed to users via Session Initiation Protocol (SIP) while they are online on WiFi, 3G or WiMAX protocol.