



UNOS bags Audience Choice Award and honoured as a 'Top 50 Innovator' at the Asia Mobile Innovation Awards

UNOS has won the Mobile Monday Audience Choice Award and was selected as one of the Top Innovators in the GSMA's Asia Mobile Innovation Awards at the recent Mobile Innovation Summit in Macau.

KUALA LUMPUR, 21 November 2007 – UNOS, a Virtual SIM for mobile phones, has been recognised at the recent Mobile Innovation Summit at Macau on 12-13 November 2007 as one of the Top 50 Innovators at the GSMA's Asia Mobile Innovation Awards. At the Summit, UNOS won the Mobile Monday Audience Choice Award.

Seven months since its initial launch in April 2007, UNOS is already gaining widespread interest in the international mobile phone community as the latest and first of its kind, Virtual Mobile Operator solution. UNOS enables any mobile phone user a new alternative operator through its Virtual SIM software downloaded to the phone.

FSBM Holdings Berhad (FSBM) first introduced UNOS in April 2007 to the market via its maiden flagship – UNOS Voice. UNOS Voice offers low costs mobile communications, as well as powerful PBX (Private Business Exchange) functionalities – historically only available on fixed devices – on the mobile phone.

With its 6 functions, UNOS Voice appeals to an array of users. Travellers use UNOS Voice as a zero roaming solution on calls and SMS. Businesses leverage on its PBX functions to improve their operational efficiency.

UNOS Voice is available for download Over-The-Air at www.myunos.com through a simple 3 step registration process.

FSBM then launched their second flagship – UNOS Friends – a few months after, a streamlined service targeted to the younger-aged market with its more lifestyle approach.

UNOS Friends has 3 functions, and is available for download at www.unosfriends.com. Last month, FSBM announced the launch of Man You Bao – UNOS Voice for the China market. The Online Reseller Program was also made available in the market, allowing anyone in the world to be a UNOS Voice Reseller.

UNOS midlets are less than 60kb in size, and compatible with more than 600 phone models worldwide.

PRESS RELEASE

And now, they join the hallmark of achievers from the GSMA's Asia Mobile Innovation Awards, being honoured as a Top 50 Innovator for the Most Innovative Consumer Application/Service category, and won over the audience by sweeping the Mobile Monday Audience Choice Award.

"We are thrilled with the number of high-quality entries we received this year for the Asia Mobile Innovation Awards. Our congratulations to UNOS and all the winners and participants for making the awards and the Mobile Innovation Summit in Macau a great success," said Bill Gajda, Chief Commercial Officer of the GSMA

The Asia Mobile Innovation Awards were created by the GSMA as part of its Mobile Innovation Programme to encourage breakthrough technology, applications and services in the mobile industry by bringing together small and medium-sized companies developing innovative mobile products, industry investors and mobile operators.

"Being recognised as a Top Innovator at the GSMA's Asia Mobile Innovation Awards is indeed a notable feat for UNOS. We are very new in the market, and so we take this prestigious acknowledgement to be a further endorsement of our efforts in revolutionizing the mobile phone market," comments Michael Ta, FSBM Multimedia and Communications Group CEO, at the recent Mobile Innovation Summit in Macau.

UNOS was subsequently accorded the Mobile Monday Audience Choice Award during the Summit. "There were 32 presenters, and being chosen above the rest highlights the public's confidence and interest in UNOS. We were recognized by the audience at GSMA's Mobile Innovation Summit, which is a significant accreditation to UNOS on a global front," said Michael Ta, who was also the presenter during the Summit.

There is more to come from UNOS, Michael adds: "We are also in the midst of developing UNOS Voice Pro, an advanced version of UNOS Voice. We hope to launch it in early 2008."

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About FSBM Holdings Berhad

FSBM is one of Malaysia's leading information technology service and systems provider. It is a public listed company on the Bursa Malaysia Securities Berhad. FSBM source and integrates technologies from leading computer hardware, network and software manufacturers to deliver innovative business applications for customers in the commercial and government sectors. It specializes in developing and delivering fully integrated customized software solutions, which are complemented with a complete range of project management, post sales support and maintenance services to ensure successful installations. For more information, visit www.fsbm.com.my.

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