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Title : FSBM's Multimedia arm targets 1.5 million users for UNOS PRO

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Cabang Multimedia FSBM sasar 1.5 juta pengguna UNOS PRO

PETALING JAYA, May 13 (Bernama) -- The multimedia and communication arm of FSBM Holdings Bhd is targeting 1.5 million users for its latest low cost mobile phone solution called UNOS PRO.

The UNOS PRO software allows users to save on international roaming charges and SMS within the UNOS international community.

"We are offering what the telcos can't or won't offer to the mobile users around the world," Chief executive officer of FSBM's multimedia and communication unit, Michael Ta said during a media conference today to reveal the product offering.

Ta explained that UNOS PRO's compression technology compresses data by as much as 70 percent to save on data charges.

Its Least Cost Routing also helps users on roaming charges while travelling.

He said there are currently 35,000 subscribers worldwide for UNOS PRO with the majority from Malaysia.

Users now have a choice of an alternate service operator while maintaining their SIM card, phone, mobile number and operator for the many value added services in UNOS.

By downloading the UNOS Pro solution on mobile phone, free mobile PBX software and other service delivery features to check on JPJ license expiry, license renewal and payment, police summon enquiry and payment, EPF account statement and contributions as well as mobile banking are also available.

The service via access on phones with GPRS, 3G, EDGE, WiFi and WIMAX features provides IDD or International Direct dial savings of 30-50 percent and roaming calls of 85 to 92 percent savings.

Voice call in China could cost to as much as 79 sen per minute by using the UNOS PRO platform.

Since the soft launch of UNOS PRO on March 10 this year, UNOS has already secured subscribers from over 75 countries, he said.

UNOS PRO has four physical hubs located in Malaysia, Hong Kong, Beijing and London to service more than 195 countries around the world.

"Further marketing efforts in China and Australia are anticipated to further boost the UNOS subscriber base," Ta said.

Other than offering consumers free push email, SMS and voice features, UNOS PRO, according to Ta, offers a platform for enterprises, government institutions, content providers and service providers to reach out to mobile users.

"We are looking at an ARPU or Average Revenue Per Unit for travellers of between RM50-80 per month," he said.

Ta said there are also plans to set up a research and development (R&D) hub in China to target sizeable market there as well as to tap into the skilled technology in China.

"We are targetting a 20 percent growth in annual revenue by leveraging on our R&D team. Annually our unit contributes about RM10-12 million of revenue to the holding company (FSBM Holdings Bhd)," he said.

Ta also said RM5 million was invested to develop the innovative UNOS PRO product.

"After more than 3 years of R&D by highly specialised software engineers, the Beta version of UNOS Pro was launched," he said.