

Publication : New Straits Times

Format : Hardcopy

Title : New mobile phone software - FSBM unit targets 1.5 million users by year-end

Date : 14 May 2008

Author : Toh Mei Ling

FSBM unit targets 1.5 million users by year-end

FSBM Holdings Bhd's multimedia arm has developed a mobile phone software that offers users free push email and short messaging services (SMS), as well as substantial savings on roaming charges.

Known as UNOS PRO, it is believed to be the world's first virtual mobile operator software downloaded onto mobile phones. It combines a host of voice, messaging and service deliveries.

"We are offering what the telcos can't or won't offer to the mobile users around the world," said Michael Ta, chief executive officer of Multimedia and Communications Group, an FSBM unit.

UNOS PRO is targeted at individuals as well as enterprises.

"We allow users to have two providers, - their existing mobile service provider as well as us, a virtual mobile operator. We are here to save money for the consumer," he said at a press briefing in Kuala Lumpur yesterday.

To illustrate, he said Malaysian mobile users roaming in China are charged 79 sen a minute for all voice calls under the UNOS platform.

This compares with RM3.63 a minute to receive calls and RM9.99 a minute to make calls, as charged by a major mobile service provider here.

Since its launch on March 10 this year, UNOS PRO, which cost some RM5 million to develop, has already managed to secure subscribers from over 75 countries.

As at end-March, it had some 35,000 subscribers, of which about 65 per cent are from Malaysia.

It is aiming for 1.5 million leveraging n users by the end of the year, the bulk of which is anticipated to come from China, where UNOS PRO will be launched in early June.

"We are targeting a 20 per cent growth in annual revenue by leveraging on our research and development (R&D) team. Annually our unit contributes about RM10 million to RM12 million of revenue to the holding company," Ta said.

UNOS PRO has four physical hubs located in Malaysia, Hong Kong, Beijing and London, which are enough for it to serve worldwide.

Users can download the free mobile software on their mobile phone by typing get.myunos.com. It's compatible with all phones, except the BlackBerry and Windows Mobile," Ta said.

