

M3Tech Asia Set to Change The Landscape of Mobile GPS

12 Sep 2008, SC Cyberworld



L-R: Mr. Lester Neil Francis, Group COO of M3Tech Asia & Mr. Ong Chang Seng, MD, AECO Technologies, distributor of Garmin International in Malaysia shaking hands following the sealing of their partnership.

Partners Garmin International to launch Scout, an innovative solution for mobile navigation and tracking

KUALA LUMPUR, 11th September, 2008 -- M3 Technologies (Asia) Berhad, formerly known as AKN Messaging Technologies Berhad, a regional mobile content and applications developer listed on the MESDAQ market, has today officially launched a range of Mobile GPS (Global Positioning System) related services, under the product brand name Scout™.

Scout was encapsulated via the company's partnership with Garmin International, a renowned name in GPS which offers a wide range of navigational and tracking products along with comprehensive maps for all countries within M3Tech's regional footprint - hence providing M3Tech with the necessary tools needed to compliment its Mobile GPS applications.

Scout, the brandname chosen by M3Tech for this new offering outside of its conventional B2B, B2O and B2C services, is aimed to empower mobile subscribers with additional, innovative options for navigation and tracking by simply using their mobile device. "The name, Scout defines the product to a tee," said M3Tech's Group COO, Mr Lester Neil Francis. "It encompasses search, to seek people and places; a guide to assist and direct those who are "lost"; to monitor and supervise those under one's care; as

well as a product which gathers and updates information," he enthused.

Scout offers a range of products, of which each would have its own unique application and feature to cater to specific needs. These include:

(i) Scout Where Am I (WAI) – a mobile application which assists the user in keeping track of his routes and locations, which can be synchronized with the designated, personalized website. Where Am I (WAI) allows for the user to also discover friend's location and have a detailed tracking record accessible via mobile and Web.

(ii) Scout Point of Interest (POI) Manager – allows the user to create his or her own POI, i.e. restaurants, hotels, etc and share these points of interest with friends and other users. This application also permits the user to backup his POIs onto a central server and is able to synchronize his library with his designated, personalized website.

(iii) Scout Community – allows the user to tag POIs with photos and a personal review of the points of interest. It is a mobile-web application which encourages common community sharing and blogging, making the whole experience fun and entertaining.

(iv) Scout Enterprise – ideal for logistic based companies wishing to track field personnel and vehicles. It also includes a task manager which provides business functions such as calendar, task list, reminders and alerts. This corporate mobile application can also be synchronized with a designated, personalized website. With the launch, M3Tech is offering these applications to be downloaded for free from its Mobile GPS product website, www.m3gps.com or by merely sending an SMS request by typing GPS and send to 39969.

Francis affirmed, "We believe that this range of new products will take M3Tech to the next level in terms of offering a wider suite of mobile solutions. It is not diversification, but merely creative growth in ensuring that we continuously provide the best, innovative and consumer-friendly services for our mobile subscribers around the region".

Scout is now available in Malaysia and Singapore, and will soon be marketed across M3Tech's asian footprint. For more other cool mobile downloadable applications, visit M3Tech's 'Mobile Market' online store at www.m3GPS.com