

M3 Tech Charts New Growth With Innovative Products



M3 Tech was once the force behind short messaging service marketing when the service first came to mainstream decades ago, revolutionising the way sms was used for targeted promotion activities, which made the company profitable to the extend of being one of the early tech stock publicly listed. Formed in 1999 the M3 Tech Asia was ambitious and an early mover in technology driven products, focusing mainly on GPS enabled devices, accessories and specialty tech solutions.



With the market taking 360 degree turn and GPS devices sales plummeting, the company looked at reinventing the business to keep up with times and future proof their service solutions, M3 Tech has set it charts on new innovative technology in digital display panels and productivity software.

i3Display is an LED display supported by a propriety content management and broadcast platform that enables real time information to be displayed at all connected panels. It also allows for range of data to be collected allowing analysis to be conducted on the collected data. Currently major retailers and showrooms like Perodua and Tesco have installed the panels.

The other service that has gained traction and is set to further contribute to the bottom line is i3TeamWorks, a Salesforce like productivity software that amalgamates workforce management tools, project task, forum, email and discussion into one seamless flow. Listed since 2003, M3 Tech managed to raise additional RM38 million from its rights issue, which the firm will use to expand the market reach of its products, introduce new products within the next 6 months and developments on new software solutions to enhance the current platforms.