

M3 eyes outdoor LED display market

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KUALA LUMPUR: M3 Technologies (Asia) Bhd is eyeing the RM22bil global outdoor light-emitting diode (LED) display market to maximise its profitability and increase shareholders wealth.

Managing director Lim Seng Boon said Persistence Market Research's global market study released in 2015 showed that the global outdoor LED display market is anticipated to grow to US\$15.71bil (RM63bil) by 2021 from US\$5.57bil (RM22bil) in 2014.

"The huge business opportunities is there waiting for our rights issue to fund and tap this RM22bil market, and we are trying our best to introduce many of our new products so that we can maximise our company's profitability and increase shareholders wealth," he said in a statement.

The outdoor LED displays comprise LED display products such as LED billboards, mobile LED screens, perimeter LED displays, LED video walls for indoor and outdoor applications as well as LED matrix displays.

They are offered in various sizes, colour display technologies and different resolutions as per end-user demand and are used at television studios, airports, aboard trains, bus stations, retail stores and shopping centres, sports stadiums and arenas, for concerts and live events, building facades and streets.

Lim said the company had also broaden its revenue channels by investing in research and development of various new platform products since 2014. — Bernama