



InfoWave Redefines Itself With New Branding Campaign

Date: 5 February 2007

Source:

http://www.infocommsingapore.sg/isg/index.php/web/news/infowave_redefines_itself_with_new_branding_campaign



Singapore, February 1, 2007 – InfoWave Pte Ltd (InfoWave) today announced a new branding campaign, the first campaign for the company since it started operations five years ago.

The campaign features a series of industrial imageries and stories that showcase the remarkable ways businesses and government agencies in the transportation, logistics, public safety, and homeland security and defense sectors use telematics today and the role that InfoWave plays.

“Today, most people think of InfoWave as a great telematics device company. We are definitely proud of our success. But there’s a lot more that people don’t know about InfoWave, which is our strengths in the transportation, logistics, public safety, and homeland security and defense sectors. We are one of Asia’s leading telematics device suppliers to taxi companies; we help medical organizations to provide emergency response services; we assist law enforcement agencies to improve homeland security; and we support military organizations to enhance command and control over key transport resources,” said Loh Choon Seng, Managing Director, InfoWave.

The new branding campaign introduces the theme “Reliability is everything. When customers speak, InfoWave listens.” to communicate InfoWave’s focus on quality, reliability, and customer service.

“This is our commitment and promise to our customers and partners that InfoWave truly places them at the centre of our business and recognized them as the company’s most valuable assets,” said Joe Cheu, Director of Sales and Marketing, InfoWave. “At InfoWave, our business is driven by our understanding of our customers’ needs and what they require in order to succeed. The market for the delivery of telematics products is growing rapidly, with new products being delivered at an ever-increasing pace. With such growth comes the need to differentiate among the offerings. That’s why InfoWave has organized a team of engineers to define, produce and deliver the next-generation of telematics products that meet those needs.”

The components of InfoWave’s integrated marketing campaign include new marketing collaterals and corporate website, and the launch of a new quarterly newsletter, and a new customer care program.

Marketing Collaterals and Infowavemobile.com’s New Look

Unveiled on February 1, the new collaterals now feature InfoWave’s corporate colors of blue and red, the InfoWave brand name, as well as the new tagline. The redesigned corporate website, which adopts a similar look, now features a simpler graphic layout, easier navigation and a new partner section that provide quick access to information to InfoWave’s partners. InfoWave will be unveiling a second phase of website enhancements in March that will allow the partners to check their RMA (Return Material Authorization form) status or purchase demo units via the Website.

Quarterly Newsletter

The new quarterly newsletter updates InfoWave’s customers, partners and community of the latest developments in the field of telematics, and upcoming activities organized by InfoWave and its partners.

Customer Care Program

In conjunction with the new branding campaign, InfoWave has launched a new customer care program. InfoWave will conduct regular customer service surveys to assess the quality of service that the company provides to its customers and partners.

Besides the new campaign, InfoWave has also launched a new range of Mobile Data Acquisition, Mobile Data Terminals, and Advanced Mobile Terminals to help organizations and government agencies



to keep track of their fleets, mobile assets and field operations; and ensure fleet optimization, public safety, and security protection.

"We are excited by the new and improved range of products, in particular, the Waveon 738 MDT from InfoWave. The MDT complements SatWork's suite of service dispatch and management solutions for field service providers, emergency response organizations and law enforcement agencies in Switzerland. The MDT provides a robust, high-performance environment and satisfies the demanding requirements that are so critical to public safety dispatchers," said Markus von Gruenigen, CEO, SatWork AG, Gruenigen, Switzerland. "We believe our successful partnership with InfoWave will continue to offer our customers both valuable products and a technical edge. Together, we have the know-how to help our customers make the right IT investments."

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