

SMEs IN ELECTRONICS

Global positioning

InfoWave is going places by riding on new technology to expand overseas

BY APRIL CHUA

INFOWAVE knows a good technology product when it sees one. The company is a provider of telematics products, solutions and services such as taxi dispatch and fleet management systems.

In fact, InfoWave is responsible for the Mobile Data Terminal (MDT), the little screen you see in taxis that lets the driver respond to bookings and allows the taxi company to track its fleet. The company is also into expansion. It intends to set up a marketing office in the Middle East by the end of this year. It already has a network of more than 20 distributors and strategic partners across Asia-Pacific, Europe and the Middle East.

Together with strategic overseas partners, the company has recently

made inroads into Australia. One of its notable projects includes the implementation of a computerised mapping and vehicle location system for Nationwide Towing, a leading towing operator in Australia. The system makes use of InfoWave's MDT to monitor, dispatch and manage its fleet of tow trucks. This allows the tow truck dispatchers to respond to calls for vehicle recovery services quickly and efficiently.

InfoWave's managing director, Mr Loh Choon Seng (left), 46, says the company has created a niche market for itself by developing mid- to high-end telematics products. Telematics essentially combines the use of GPS and GSM/GPRS technologies to enable location-based, two-way voice and data communications between the vehicle and its surroundings.

"What you see today in the marketplace are mostly off-the-shelf products. However, what we are offering is greater value-added services, including technical assistance and integration services, to meet the clients' requirements, wherever they may be located," he says.

"Chinese and Taiwanese companies are very competitive, and they are often able to offer a product at half the price. We thus compete by offering higher value rather than competing on price.

"Hence, instead of just selling hardware products, we sell a system product that supports the customers throughout the project value chain, from solution planning and consultation, system development and product customisation, system integration and installation, to training and rollout."

Mr Loh says InfoWave intends to continue to harness technology to stand out in the marketplace. The company plans to launch its next-generation MDT within the next six months. It also has in the pipeline a powerful vehicle-tracking device that allows firmware updates to be broadcast to all the device's units simultaneously.

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**SMEs in Electronics: Global Positioning
InfoWave is Going Places by Riding on New Technology to Expand Overseas**

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