

## **CPS And JAS Partner With Maxis to Commercially Deploy and Personal Location Services in Malaysia**

(3G World Congress, Hong Kong, Wednesday 16 November 2005) CPS today announces plans to commercially deploy Matrix-driven high accuracy location-based services in partnership with a leading Asia Pacific mobile network operator Maxis Communications Berhad ("Maxis") and mobile data services provider JAS Mobile Solutions Sdn Bhd.

Targeting the enterprise market and personal use, the new service will offer precision vehicle, workforce and asset tracking in Malaysia. The launch will follow a series of successful commercial trials involving leading regional and global logistics companies.

During the trials, discrete Matrix-enabled devices were used to locate goods, personnel and vehicles in transit across a range of environments on Maxis's network. A key objective was to measure Matrix performance when tracking vehicles, containers and packages in busy urban and indoor environments where GPS-based systems fail to perform. Rigorous testing over several months highlighted Matrix's consistent accuracy and ease of deployment.

JAS, based in Kuala Lumpur, specialises in mobile location services (MLS) and has developed its own GMLC and applications platform. Following the service launch in Malaysia, which will take place in December, the company is looking to expand into other parts of the region.

Executive Chairman of JAS Dato' M. Redzuan Kushairi said: "Demand for high accuracy location services is growing strongly in Malaysia. Corporate users want more than just consistent accuracy in urban and rural areas - they need to track assets inside buildings, enclosed areas, containers and boxes. JAS is able to offer a range of location applications - ranging from vehicle and asset tracking, workforce management and personal uses - that precisely meet these needs using Matrix or combining it with GPS to offer powerful hybrid solutions."

He added that a strong collaboration with Maxis would further ensure the success of new location services in Malaysia.

Maxis, Malaysia's premier telecommunications company, serves more than 6.6 million customers and has identified mobile data growth as a main strategic focus. Maxis's mobile data revenue was up 35% to RM477 million, accounting for a growing contribution of 16.1% of total mobile revenue for the six months ended 30 June 2005 compared to the same period last year. More significantly, advanced data services - that is services beyond SMS - increased 74% from RM50 million to RM88 million.

Location-based services are a key element of this strategy, with Matrix underpinning a new range of enterprise-based services. Consumer services have already proved successful, with over 430,000 subscribers to Maxis's "friend finder" service.

CPS CEO Chris Wade added: "We have worked very closely with Maxis to understand the dynamics and demands of their local market and aligned ourselves closely with their mobile data strategy. Their feedback has been hugely positive in terms of

Matrix's performance, robustness and flexibility and we look forward to working with them on the next phase of this exciting and innovative deployment."

The integration of CPS's Matrix location technology enables any handset or device to be rapidly located to an accuracy of sub-100m in GSM - and less than 50m in W-CDMA networks. The modules use the existing GSM/W-CDMA network infrastructure to transfer location information to the network using standard GPRS or SMS. This greatly reduces the rollout costs traditionally associated with high accuracy mobile location technology.