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Binariang unit awarded MSC status

BINARIANG Satellite Systems Sdn Bhd, a wholly-owned subsidiary of Binariang Bhd, has been awarded the Multimedia Super Corridor (MSC) status from the Multimedia Development Corp (MDC).

As a recipient of the status, the company is now part of a pioneering group officially designated by the Government to serve as key players in the development of the MSC, a 15km by 50km zone encompassing the Petronas Twin Towers and south towards the KL International Airport in Sepang.

"We are honoured to be awarded the MSC status as we share in the aspirations of Prime Minister (Datuk Seri Dr Mahathir Mohamad) and the Government in making Malaysia a competitive and conducive centre for cutting-edge information technology," its chief operating officer, Encik Jamaludin Ibrahim, said in a statement released in Kuala Lumpur yesterday.

"We would like to play a positive role in making Malaysia an industrialised nation," he added.

With the MSC status, Jamaludin said it will strategically spearhead the Binariang Group's involvement in the MSC and also highlight the Malaysian East Asia Satellite (Measat) as the dominant satellite service provider in the region.

Binariang Bhd owns and operates Malaysia's first satellite system.

"We plan to work with other local telecommunications companies to further boost the telecommunications industry.

The Binariang Group, through Binariang Satellite, is now strategically positioned to contribute significantly to the development of MSC," Jamaludin said.

Binariang had invested over RM700 million for Malaysia's Measat-1 and Measat-2 satellites which were launched last year.

The Measat, Satellite System, forms an integral part of the country's communications and broadcasting needs as well as meet the increasing demand for satellite services in the South-East Asian region.

Measat-2 also provides broadcasting and telecommunication services in East Asia, eastern Australia and the US via Hawaii.

To date, Binariang has invested over RM2 billion and will continue to invest more than RM5 billion by 2000, in implementing a business plan which calls for a communications infrastructure.

The infrastructure is for the Measat Satellite Systems; Maxis' Global System for Mobile Telecommunications network; Maxis fibre network, the company's fixed wireline network offering telephony, cable television and multimedia interactive services; and Maxis international gateway services.

This infrastructure will be the backbone of Binariang's multimedia services to be offered under its service names - Maxis and Measat - which will meet the communications, entertainment and information needs within selected markets.

Binariang is a joint venture between Malaysian shareholders and the US West International, which in turn is part of the US West Media Group involved in domestic and international cable and telephony, wireless communications, directory and information services.

US West International is also part of the US West Group of the "Bell" companies.

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