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CAMRO WIRELESS EYES ANNUAL SALES OF 10,000 WIRELESS TRANCEIVERS

KUALA LUMPUR, Aug 28 (Bernama) -- CAMRO Wireless (M) Sdn Bhd, a soon-to-be-established joint venture, has targeted to market 10,000 units of radio wireless tranceivers in Malaysia, Indonesia, Thailand and China in the first year of its operations, chief executive officer, C.C. Wong, said today.

He said CAMRO Wireless would introduce various low-cost and high-performance radio wireless tranceiver products and services in about six months from now.

CAMRO Technology Sdn Bhd, a bumiputera majority-controlled company, and Dr Werner Holzinger and Associates of Australia today signed a memorandum of understanding to establish CAMRO Wireless with an initial paid up capital of RM5 million. The signing ceremony was witnessed by the Parliamentary Secretary in the Prime Minister's Department, Datuk Haji Othman Abdul.

Wong said the hardware and operating system to be developed by CAMRO Wireless would represent many "firsts" for a Malaysian incorporated Information Technology company.

It would be the first local manufacturer to design, develop and manufacture a radio tranceiver wireless operating system, he said.

Dr Werner Holzinger & Associates have been involved in leading edge telecommunications for the past 17 years in Australia and in Europe.

Dr Holzinger said CAMRO Wireless would be working on a number of products and services to tap several niche markets in the region.

"We believe there is a tremendous future, especially in areas which are hampered by lack of telephone line infrastructure," he said.

CAMRO Technology's Senior Vice President Haji Shamsul Azhar said CAMRO Technology's drive towards producing greater value-added products and services has been inspired by Prime Minister Datuk Seri Dr Mahathir Mohamad's call to bumiputera technologists to participate in projects involving the Multimedia Super Corridor.

"We are taking up the challenge by establishing a research and development centre for this exciting venture," he said, adding that about 20 research engineers including 10 from abroad would work on the project.

With the latest available technology, the applications being devised by CAMRO Wireless are capable of transmitting electronic data, graphics material and tele-video images at an average throughput of 450 kilobytes per second and can also allow for multipoint linkages over a radius of 85 km, said Shamsul in a statement released in conjunction with the launch.

He explained that the technology employed by CAMRO Wireless eliminated the digging process to lay cables.

"All we need is a tower or a tall building and we can install the communication links in about 72 hours," he said.

Shamsul also said the company's endeavours would also help reduce the outflow of valuable foreign exchange as well as earn it in the process through its exports later. -- BERNAMA

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