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OIC-Expo (SMS)

FIRST FIXED LINE PHONE WITH SMS INTRODUCED

PUTRAJAYA, Oct 12 (Bernama) -- A local company is to introduce what is said to be the first ever fixed line phone carrying the Short Messaging Service (SMS) to the local market end of this month.

A.J.V. Electronic Devices (M) Sdn Bhd Administration Manager Mohd Nor Shahida Abdullah said the phone would have specifications found in a handphone that would simplify and upgrade the services of a fixed line.

"Telekom Malaysia has already approved our product but we are still negotiating terms and conditions on how much we are going to sell a unit," he told Bernama at the Organisation of the Islamic Conference (OIC) Expo held at the Putrajaya Convention Centre here.

The expo, to be held from Tuesday till Sunday, will serve as a platform to manufacturers, retailers and traders to display their products and create business opportunities locally and internationally.

Prime Minister Datuk Seri Dr Mahathir Mohamad will open the expo.

Mohd Nor said Telekom Malaysia would decide on the mechanism for billing consumers.

He said the idea to invent such a phone was mooted in June by the Research and Development Unit and proposed the product to Telekom Malaysia a month later.

It would also be promoted nationwide through telecommunication companies, he said.

"For a start, we'll concentrate on the local market first and only then we'll decide to go international. Our target is the consumers at home and office use," he said,

It is a normal size fixed phone with an attached screen for viewing the SMS, keypad, redial, mute, calculator, phone book, alarm, clock, incoming and outgoing call functions with two ring tones.

For personalised purposes, a person can have the choice of using a password to see incoming SMS for him. The SMS can also be sent to as many as 10 persons at one time.

AJV is a local company based in Kepala Batas, Penang. It specialises in telecommunications, digital electricity and is the distributor for the Korean-made digital Al-Quran "Al-Muhaffiz".

Set up in 1994, the company has a paid-up capital of RM1 million.

-- BERNAMA

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