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NAM-Air-conditioner

PM AMONG THE FIRST TO PREVIEW SMART I-AIR CONDITIONER

KUALA LUMPUR, Feb 18 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad was among the first to have a preview of the latest smart i-air-conditioner at the Malaysian Showcase 2003 exhibition here today.

The exhibition is being held in conjunction with the 13th Non-Aligned Movement (NAM) Summit here from Feb 20 to 25.

The smart i-air-conditioner is the first air-conditioner in the Malaysian market to be equipped with a human sensor, said I-Berhad's chief executive officer Eu Hong Chew in a statement.

I-Berhad is a local manufacturer of air-conditioning, home security and computer products.

Eu explained that I-Berhad's innovative air-conditioner marked the first fruit of the company's joint R&D efforts with its strategic Chinese partners.

I-Berhad would bring out three series of air-conditioners within this year to cater to the needs of the various markets, each incorporated with the appropriate level of digital technology, he said.

"History has shown that the same strategy of introducing many designs annually had enabled South Korean brands to overtake Japanese brands to become leading brands in the local refrigerator market," he said.

Eu said that sometimes changes in the business environment were caused by competitors changing the rules of the game and one such example was the South Korean multi-design strategy for refrigerators.

He said I-Berhad, in adopting this same approach, was confident of emerging as the leader in the Malaysian air-conditioner market and making such products more affordable.

-- BERNAMA

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