ICT Strategy to take Malaysia Global

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Malaysia

- GDP
  - 2007 5.9%, 2008 6.3%, 2009 -2.3% (est.)
- Population 28mill
Economic Paths

Resource Economy
Manufacturing Economy
Knowledge Economy

○ Prime Minister’s 2010 Budget
○ Year of Innovation 2010
○ IP Promotion & Tax incentives

Moving Malaysia towards K-Economy

Innovation Driven Eco-System
Physical Infrastructure is no longer the only differentiating factor
Vision
To be a Premier Applied Research Center in Frontier Technologies

Mission
To pioneer innovative information & communication technologies towards growing globally competitive indigenous industries
Only 23% of Population is connected! The goal is 50% by 2010

<table>
<thead>
<tr>
<th>Zone</th>
<th>Population</th>
<th>Technology Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone 1</td>
<td>13,318,763</td>
<td>FTTH, EITTH, DSL, HSPA+</td>
</tr>
<tr>
<td>Zone 2</td>
<td>5,499,180</td>
<td>ADSL2+, HSPA+, WIMAX</td>
</tr>
<tr>
<td>Zone 3</td>
<td>8,911,833</td>
<td>HSPA+, WIMAX, etc</td>
</tr>
<tr>
<td>Total</td>
<td>27,729,696</td>
<td></td>
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</tbody>
</table>

Zone 1: High Speed Broadband (HSBB)
- High Impact Area (>10 Mbps)
- Target to cover 50% of household (2.5 million) by 2010

Zone 2: Broadband for General Population (BBGP)
- Medium Impact Area (<2 Mbps)

Zone 3: Universal Service Provision (USP)
- Telephone and Broadband (384kbps)
- Less than 80 people in 1 square km
- RM 2.5 Billion from Operators Contribution

Connecting the Unconnected

IEEE 802.16e Mobile WiMAX
- RF Coexistence (Wimax-WiFi) 2.3GHz, 2.4GHz Elimination
- Cost Effective and Ease of Deployment
- Hybrid CPE providing Fixed, Portable and Mobile Wireless Broadband
- Integrated Solution (WiFi built-in)
- IPv6-enabled
- Modular Design

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Socio-economic value of ICTs

- Poor Value realization due insufficient value creating content
- Barrier to entry due to literacy level and language
- Complexity of computers
- Connectivity
- High cost of deployment

Value gap
Adoption gap
Access gap

Time

• USER ATTACHMENT
• USER CONFIDENCE
• USER EXPERIENCE

Jen-ii Innovations

AI BASED ENGINE
- User profile engine:
  - Relevant content
  - Targeted advertisement
- Aggregated Content:
  - Smart search engine ensuring relevant and recent
  - Piping current content
  - Dedicated Government Button

DYNAMIC USER INTERFACE
- Contents categorized based on icon
  - Easy navigation; access to content in 3 clicks
  - Multi lingual format
- Familiar Interface
  - Use TV as display

UNIFIED COMMUNICATION:
- Internet technology:
  - email
  - SMS and
  - VoIP telephony