

# The Future of Browsing is Mobile

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23

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M3 Technologies (Asia) Berhad provides mobile solutions for the next generation of devices

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"We've been developing mobile iPhone, Android and Blackberry applications for years, primarily for the hospitality and property segment. Now the market has evolved, and we've revisited our services and streamlined our processes to deliver even better value," said M3 Technologies (M3Tech) group chief operations officer and executive director Lester Neil Francis.

With an emphasis on sleek, attractive user interfaces and a portfolio of products ranging from service management software to education platforms and casual games, M3Tech's applications are created fully in-house and feature the reliability and support of an established developer.

The company's most popular products include Golden Palm Tree's resort booking and discovery suite, a comprehensive listing app for the I&P Group, and Real Estate Broker, a property investment simulation. Building on its value-added services, M3Tech now offers a new package structure incorporating three tiers of development, namely Standard, Smart and Custom Application.



Lester Neil Francis



Clients can select from features such as hosting and social sharing on Facebook and Twitter

photos by SHAHRIL AMIN ABDUL RAHIM

"Technology's all about innovation. We took a look at our packaging and realised that we could remove some barriers of entry by changing our approach to customisation features, which contribute greatly to the cost of development. So we started doing pre-set packages," said Francis.

By streamlining the conception process, M3Tech delivers powerful applications with a desired level of functionality within a short timeframe. Clients can select from features such as hosting and social sharing on Facebook and Twitter,

with the end product available on the iTunes AppStore and Android Market.

M3Tech's fresh approach comes from over a decade of experience in the industry. Since its incorporation in 1999, the company has grown, encompassing worldwide offices in Thailand, Singapore, China, Indonesia, Hong Kong and Pakistan. Along the way, its efforts elevated the Papago! GPS navigation suite to a household name in Malaysia.

"Today, our distribution business generates about 60% of our total revenue. Our value-added services are also matur-

ing, and we've started an online service, which we call M3Shopee. It functions as a channel for our products and lets us gauge how they would work on an online platform," said Francis.

For the future, M3Tech is banking on an investment in Fotokem Sdn Bhd to boost visibility, as well as the introduction of products such as the i3Display interactive commercial solution, a range of driving video recorders and SpeakEZ, a language learning and voice recognition application. — **By Aliff Yusri**