

Innovasia Technology Pte Ltd

Developing Tomorrow's Technology Today



Boggled by the vast options available on the market when it comes to GPS systems for your car? Or how about drivers who are worried about reliability issues when purchasing from unknown brands? Well there's an answer now to all your queries; Innovasia has the solution to all your GPS needs with their latest range of car and portable units that feature cutting edge technologies.

Innovasia Technology is a local company specializing in In-Car-Entertainment (ICE) and GPS systems (both integrated and portable variants). They also invest heavily in research and development as well as various integration technologies such as security options, navigation electronics and even satellite tracking devices.

Innovative Ideas

The Wheels team managed to catch up with Innovasia's Business Development Manager, Mr Ong Wai Lek and posted a couple of questions to shed light on the success of Innovasia and the products they carry have been such a hit in the ICE market.

Wheels: What makes Innovasia different from the usual accessory shops out there in the market?

Mr Ong: Innovasia strongly believes in providing the best for our wide customer base, be it our corporate partners all the way to the end-user. This includes not only pre-sales but also top notch after sales services. Quality and great service have been our top priorities since we started this company and have been a constant factor in making Innovasia a success thus far. However, we do not stop here; we are constantly exploring ways to exceed our already high standards. For instance, in early July, we expanded our office and set up a customer's resting lounge and a mini automobile emporium, adding on to our existing workshop and corporate office.

Wheels: What is Innovasia's direction as a company stand point?

Mr Ong: We aspire to be the market leader in providing solutions across the spectrum of Technological Applications in



the automobile market. We pride ourselves on the quality of our developments and services, as well as dedication to all our valued clients and customers by maintaining the highest level of professionalism, fostering strategic long-term business relationship with our corporate partners.

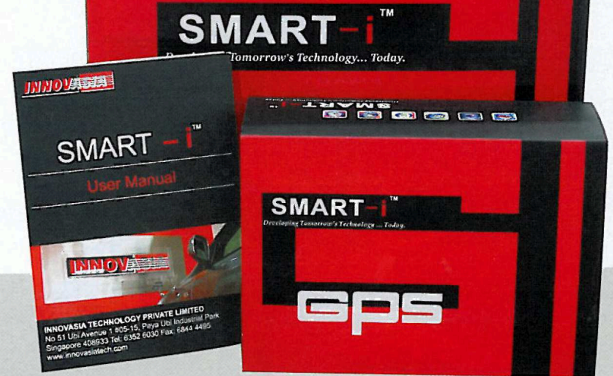
Wheels: How is Innovasia's product different from those in market?

Mr Ong: Our brand of GPS system, SMART-i, (priced at S\$1699, 5th Generation), has been valued as a leading technological brand in Singapore by Government Agencies, corporate clients as well as domestic customers, our range of products have surpassed today's needs. Building on SMART-i, we are one of the pioneer companies in Singapore to develop the GPS integrated head unit with multimedia functions, which continues to be the most wanted feature new car buyers would love to have.

Wheels: Care to elaborate a little more about Innovasia's products?

Mr Ong: I'm proud to say that Innovasia's most popular and best selling products are our developed GPS units for both integrated multimedia players and portable navigation devices that have been renowned for their stability and affordability.

The portable GPS unit is by itself a mini multimedia player which is able to play music, pictures and movie files, stored in a SD card. The portability enables owners to take it wherever they go. Our other system, the fully touch screen integrated GPS player enables the driver and passengers alike to enjoy an array of entertainment options while on the move, namely: 18 radio stations, watching or listening to different disc formats, indulging in mobile TV, using Bluetooth technology for phone calls, IPOD connectivity. All these can be done concurrently



with the GPS working in the background thanks to 3 powerful processors powered by Windows CE.

Essentially what Innovasia does is redevelopment of its GPS systems, we do product enhancement, and making sure the units are properly suited for the needs of drivers and are extremely reliable and durable.

On average, we launch about six new products within a year, as such, for drivers who want to keep abreast of the latest technologies; Innovasia offers a trade-in programme for their SMART-i product range giving drivers the option to upgrade. Part of our after-sales service also extends to helping existing owners update their units with the latest maps of the countries available so that information on the roads are up-to-date.

Wheels: What's on the horizon for Innovasia?

Mr Ong: We are currently in the midst of developing an all-new 3D graphical interface as well as a global position system that would allow you to track your car anywhere for security purposes even if you're not in your car.

Innovasia will also be at COMEX that will stretch from the 28-31st August 2008 held at Suntec Convention Hall 601-603, booth 6578, do look out for great offers at the show! We will also be participating at the upcoming trade show, Auto Asean 2008 International Automotive Component Parts & Accessories Expositions that will be happening at the same time as COMEX. This will be held at the Putra Indoor Stadium, Bukit Jalil in Kuala Lumpur, Malaysia.

For more information and enquires on Innovasia and its products do log on to www.innovasiatech.com