

NEURAL SERVICES SEES e- JARI as MAIN REVENUE EARNER

Neural Services Sdn Bhd, a security installation company, expects its newly-launched finger-print based security system, e-Jari, to be its main revenue contributor for the financial year ending December 31, 2003.

Managing director, Aziz Ayob said e-Jari is expected to contribute 80 per cent to the company's revenue, almost double the RM 4 billion posted last year.

He said the target is achievable as the company has already received several orders, mainly from government agencies and its existing customer base.

"We are ready because everything is set and the Government has said that it will buy in bulk. So we hope to achieve our target," Aziz said after the launching of the product by International Trade and Industry Minister Datuk Seri Rafidah Aziz in Kuala Lumpur yesterday.

He said Neural is spending RM 300,000 to promote e-Jari, the first local biometric product utilizing embedded micro-controller technology designed by Sirim Bhd.

Neural Services, which has been granted the sole license to commercialize e-Jari, expects to sell RM 3,000 sets of the system globally within a year, fetching sales up to RM 7 million.

It will manufacture, distribute, sell and provide after-sales service of the three versions of the products namely e-Jari Version V1.0/IP integrated time Management System, e-Jari Version V1.0 TCP/IP Integrated Door Access Control System and e-Jari Version Standalone Access control System.

Aziz said Neural will also market the e-Jari 2-in-1, recently developed by Sirim, using the combination of fingerprint technology together with my e-Card for identification.

Meanwhile, in her speech Rafidah said according to US based-research unit International Biometric Group, sales of biometric products rose to US\$60 million (US\$1 = RM 3.80) in 2002 and is expected to increase to US\$ 4.04 billion in 2007. The group has identified various sectors that will utilize the biometric technology namely government, finance, and transport sectors.

She said the development of the biometric product showed that Malaysian does not lack of expertise in the technology and research and development sector.

"The pool of talent in Malaysia must be promoted to the industry must be promoted to the industry to the industry concerned so that they can use this capability to enhance the technology level in the industry and contribute towards improving expertise and competition."

Rafidah added that in this context, Malaysia's competitiveness in the labor intensive and lower value-added industry has been eroding, as such the present industrial sector need to identify automation aspects which could maintain their competitiveness in the market.

As such, technologies and researchers should give more focus to assist the industrial sector to use automated equipment which are more efficient and could not save manpower. - Bernama