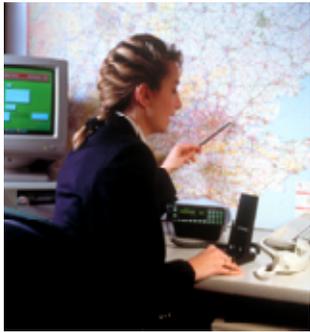




Sunlight Radio Taxi Services Sdn Bhd Malaysia

Malaysia's leading taxi operator



Sunlight Radio Taxi Services Sdn Bhd takes steps to gain edge by being the first public transportation company in Malaysia to make the transfer to a private communications network.

BACKGROUND

Sunlight KBK Group of Companies was established in 1990. Today, with a total fleet of about 2,000 taxis at Klang Valley (which accounts for more than 10% of the market share of the taxis in Klang Valley) and another 200 in Johor Bahru, Sunlight Radio Taxi Services Sdn Bhd is Malaysia's leading taxi operator.

Catering for both the premier and economical taxi market segment, the Group operates state-of-the-art 24-hour radio call centres in Bandar Baru Sri Petaling and Johor Bahru that provide comprehensive 3-channel communication in English, Bahasa Malaysia and Mandarin for the benefit of both commuters and taxi drivers.

The taxi drivers previously operated on mobile radios of different brands and models, with the result that inconsistent and distorted communications between its taxi drivers and Radio Call Centre were rampant, resulting in lost business opportunities.

Choi Wei Yee, the Executive Director of Sunlight Radio Taxi recognized that in order to streamline operations as well as to increase the efficiency and service quality of its taxi network, the company needed to have full control of its communications network.

Sunlight Group is also the first center in Malaysia to go online by offering normal and advanced bookings of taxis through its company website. Now, they are the first public transportation company to start operations on a private radio communications network.



CUSTOMER NEEDS

- To standardize its radio communications on a private network and the in-vehicle communications device in all 2,000 taxis owned by Sunlight
- A reliable mobile radio with ease of use and clear audio quality
- A system that ensures extensive network coverage for drivers to communicate clearly and effectively with the Radio Call Center

MOTOROLA SOLUTIONS

Carried out in stages over nine months, Phase One of the project saw more than 1,000 units of Motorola's GM388 mobile radios being installed in the taxis, supported by three units of MC2000 Desktop Controllers, two units of MTR2000 repeater and a MDC1200 Signaling Mobile Radio that were linked to its 24 hour Radio Call Center.

BENEFITS

- Sunlight has an edge as the first public transportation company in Malaysia to adopt a private communications network
- The signaling feature of the Motorola MDC1200 gives enhanced voice clarity
- Motorola's MC2000 provides remote access and command and control capabilities from the Radio Call Center
- The Motorola GM388 mobile radio has been proven to offer the needed functionality and reliability



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