

Enhanced Customer Servicing By Property Agents with New Wireless Solution

CET Technologies, ERA and AirGateway Awarded iDA's Call for Collaboration for Mobile Workforce

Singapore, 15 May 2002 – The tedium of clarifying issues on property transactions will soon be a thing of the past. You no longer have to make countless trips over a few weeks to view your various property options, wait a few days before you get accurate quotations from your agent, then finally making your decision only to find that you have missed the boat on the best price offered because your agent had not been able to place your bid in the system quick enough.

CET Technologies Pte Ltd ("CET"), a subsidiary of Singapore Technologies Electronics Limited ("ST Elect"), is leading one of the consortia selected by the Infocomm Development Authority (iDA) of Singapore to participate in its Call for Collaboration (CFC) on Mobile Workforce. Working hand-in-glove with ERA Realty Network Pte Ltd (a wholly-owned subsidiary of Hersing Corporation Ltd) and AirGateway Pte Ltd for the CFC, CET aims to enhance the competitive edge in the real estate realm by equipping its property sales professionals with the latest in wireless technology.

The proposed consortium project - Mobile Property Sales Management System, entails an innovative, total end-to-end solution in the domain of wireless mobile space. It aims to address factors which are critical to the sales force operations within the real estate environment, such as time spent travelling, time lapses between retrieval of property prices, discussions with customers and the input of relevant information such as bids.

"Time has always been a crucial parameter in any business engagement. A lapse in time to respond to a potential customer with regards to his enquiry on a piece of property is a potential deal lost," said Anthony Chua, Director of Business Development, Hersing Corporation Ltd. "Through the CFC project, we hope to have a fully automated system which can effectively address and resolve the challenges faced by our agents today; one that maximises their time, efforts, and ultimately, the returns."

This competitive edge is now possible through CET's very own infocomm appliance - Ceteon 840. Leveraging on a combination of wireless technologies such as GPRS, WLAN 802.11b and Bluetooth™, agents can access information through their mobile phones (GPRS and GSM), Personal Digital Assistants (PDAs) and the Ceteon 840, for their day-to-day sales activities. Weighing less than 1kg (240mm x 189mm x 20-25mm), the Ceteon 840 is a light-weight, hand-held portable computer with a unique design and a brilliant

16-bit SVGA, touch-sensitive screen for displaying a full webpage display. It offers users more features than a conventional PDA, and also serves as a high resolution Digital Manual for graphic-intensive documents.

"We are developing a multi-modal wireless platform which will encompass applications such as property sales management, electronic submission, sales illustration, sales matching, contact and events management," said Mr Lau Thiam Beng, General Manager, CET Technologies.

"These applications will enhance the mobility and productivity of the sales force by enabling them to effectively manage their sales property information and schedules. Having real-time access to their customers' personal information and immediate submission of customers' applications, in addition to allowing customers to preview on-line various potential properties thus helping in the elimination process prior to travelling to view their choices - will greatly enhance customer servicing levels. Furthermore, all these can be done anytime, anywhere, so customers can end up deciding on their choice of property after the agents' presentation and discussion at a café, or in the comfort of their homes!"

As the lead company for the CFC, CET also has plans to incorporate its partner - Green Packet's NetMobile Software into WLAN / GPRS hybrid services. This would allow seamless roaming across WLAN and GPRS networks without dropping users' on-line applications, thereby further enhancing the sales force's mobility.

The proposed Mobile Property Sales Management System is targetted to be ready for trial by ERA in September 2002. Members of the public can have a taste of how Ceteon 840 will be used in the real estate realm at the iDA's Wireless Mobility Showcase from 15 - 17 May 2002, at CET's booth (B17), under the Sales Force Automation segment. For instance, they will be able to see a Comparative Market Analysis Report pertaining to the sales and purchase of properties through Ceteon 840 (via GPRS / WLAN). They can also search for their dream homes on the spot through Ceteon 840 at the booth. Apart from Ceteon 840, which will be used by ERA agents eventually, CET will also be showcasing its new in-vehicle unit, Ceteon 700 at the event.

The event, which showcases 30 other exhibitors' wireless solutions, will be held at Ngee Ann City, Civic Plaza. The exhibition hours are from 10am - 7pm daily, except for 17 May (10am - 5pm). Admission is free.

This news is jointly released by CET Technologies Pte Ltd and ERA Realty Network Pte Ltd.

About CET

CET Technologies Pte Ltd (CET) is a subsidiary of ST Elect. CET has, over the past two decades, built up extensive experience and skills as a leading system house in the region for communication and electronics businesses. It has vertically integrated the processes of design, development, production, system integration, maintenance and system upgrade to be a one-stop solution house for its customers. Its core business

expertise includes mobile solutions and infocomm appliances, intelligent traffic and fleet management systems, integrated communications solutions, radio and radio frequency tagging systems, electronics systems, as well as infosecurity products and solutions.

About ST Elect

ST Elect, the electronic arm of Singapore Technologies Engineering Ltd, is one of the largest electronic system houses in the region. ST Elect prides itself in delivering innovative system solutions to defence, commercial and industrial customers worldwide. It specialises in the design, development and integration of advanced electronics systems, such as communications, microwave, traffic and rail management, mobile real-time, training & simulation, intelligent building management and intelligent rail systems. ST Elect ensures that new technologies and design applications are applied to the demands and stringent requirements of customised electronic systems and solutions. Continuing research and development help create cost-effective proprietary products at both the system and component levels, ensuring that innovative and quality solutions are delivered to customers.

About ERA Realty Network Pte Ltd ("ERA")

ERA, a wholly-owned subsidiary of Hering Corporation Ltd, is one of the largest real estate brokerage companies in Singapore with over 1,200 professional real estate specialists. Established in 1982, ERA believes in embracing technology to the maximum to enhance the efficiency and productivity of its professionals.

About AirGateway Pte Ltd ("AirGateway")

AirGateway is a Singapore-based mobile products and solutions company. AirGateway focuses on delivering high value-added applications to enterprises and telecommunication companies.

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