



PRESS RELEASE
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MIMOS BAGS FROST & SULLIVAN GROWTH EXCELLENCE AWARD
Named Industry Innovation & Advancement (Precision Agriculture) R&D Organisation of the Year - a first for MIMOS

What: A first for MIMOS: Named Industry Innovation & Advancement (Precision Agriculture) R&D Organisation of the Year by Frost & Sullivan.

Why: In recognition of MIMOS' broad and comprehensive participation in the industry and its contributions to the advancement of the market.

How: Through MIMOS' focus on applied research in collaboration with universities and industry aimed at growing globally competitive indigenous industry in line with MIMOS vision of becoming the premier applied research centre in frontier technologies.

Who: Dato' Abdul Wahab Abdullah
President & CEO
MIMOS

When: Tuesday, 18 September, 2007 [Pacific Time Zone]

Where: Frost & Sullivan Growth Excellence Awards Reception and Banquet in California, USA

Kuala Lumpur, 19 September, 2007 – MIMOS has been named the Industry Innovation & Advancement (Precision Agriculture) R&D Organisation of the Year by Frost & Sullivan, through its application of Micro Electro Mechanical System (MEMS) in the field.

The award, a first for MIMOS, was conferred at the Frost & Sullivan Growth Excellence Award held in California, USA, yesterday, recognized MIMOS for its broad and comprehensive participation in the industry and its contributions to the advancement of the market.

“We are indeed proud that MIMOS is the only Malaysian recipient of this prestigious award. The award further underscores our commitment to ensuring MIMOS becomes the premier applied research centre in frontier technologies,” said MIMOS President & Chief Executive, Dato’ Abdul Wahab Abdullah.

MIMOS ranked top in the following areas:

- Technology innovation
- New product and/or process introduction
- Adoption of the technology and/or process by the leading market participants
- Advancement of the industry through research, education and information sharing
- Adoption of the technology by the leading market participants
- Successful strategic alliances with leading associations and agencies
- Ability to conceptualize industry activities while successfully addressing customer needs

This is in line with MIMOS efforts to grow globally competitive indigenous industries aimed at giving Malaysia a sustainable competitive advantage in the future, by pioneering innovative technology platforms, for use by the industry to develop innovative products and services that meet market demands.

MIMOS applied research in MEMS, one of eight applied research areas of focus for MIMOS, involves exploring microfluidics and complementary metal–oxide–semiconductor (CMOS) sensing technologies for developing MEMS-based applications and solutions.

“MEMS today is already revolutionizing every product category by combining the best of semiconductors, microbiology, optics, and high frequency wireless communications. There is revolutionary future potential, both locally and globally, for agricultural productivity, environmental pollution and health care,” added Dato’ Wahab.

Frost & Sullivan's Industry Innovation and Advancement Award is bestowed upon the organization that has proven to be a leader in the industry and who, through its pioneering technology and innovation, adoption of its products by end-users, well-implemented marketing strategies, the ability

to keep the needs of the customer paramount, has been successful in moving the state-of-the industry forward. This Award recognises the company for its broader, more comprehensive participation in the industry and for its contributions to the advancement of the market over time.

“The miniaturization of sensors enabled by MEMS technology and the development of wireless sensor networks is providing further impetus to the commercialization of precision agriculture concept. MIMOS is aggressively positioning its capabilities in these and related technologies to provide precision agriculture know-how to relevant stakeholders in Malaysia and the region. MIMOS has taken a leadership role in developing this market,” said Manoj Menon, Partner and Managing Director South East Asia, Frost & Sullivan.

MIMOS was selected the winner following a thorough process in which Frost & Sullivan analyst team tracks emerging and existing markets and evaluates the contributions of industry participants, associations and governing agencies. Industry contributions that are considered are elements such as the creation of industry standards, the adoption of a product or process by leading manufacturers, strategic alliances with industry associations or governing agencies, and concerted efforts to enable market participants to successfully convey the benefits of all related industry products to the end users.

The recognition was conferred at a prestigious banquet and award presentation ceremony held on September 17, 2007, in California, USA, in the presence of Frost & Sullivan’s Chairman, David Frigstad. MIMOS’ Senior Vice-President, Support Operations, Abdul Aziz Abdul Kadir accepted the award on behalf of MIMOS.

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About MIMOS

MIMOS is Malaysia’s leading applied research organisation in information & communication technologies aimed at growing globally competitive indigenous industries.

MIMOS pursues exploratory and industry-driven applied research through multi-stakeholder smart partnerships with universities, research institutes, Government and industries with a focus on frontier technologies. MIMOS’ applied research areas, based on real-world trends, are cyber space security, encryption systems, grid computing & multi-service networks, wireless broadband, MEMS/NEMS systems, advanced informatics, knowledge technology and micro energy systems.

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