



# Avenue For Growth

COMBINING FUNCTIONALITY AND AESTHETICS, OLYMPUS TECHNOLOGIES SINGAPORE PRIDES ITSELF IN PROVIDING INTELLIGENT MOBILE SOLUTIONS TO THE REST OF THE WORLD.

Established in 2000, Olympus Technologies Singapore Pte Ltd was launched as a company offering a full value-chain of capabilities. Six years ago, the Olympus Group decided to transfer the industrial devices development and manufacturing responsibilities from Japan to Singapore. The reasons were simple. With a large English-speaking engineering resource pool, strong business infrastructure support, low manufacturing cost and established supply chain network, Singapore had all the necessary elements for success. Additionally, the Republic's stable IP regime was a big pull factor, given Olympus' plans to establish higher-end industrial design and R&D activities here.

Today, Olympus Technologies Singapore recruits 78 staff involved in extensive phases of operations, from development, design and production, to marketing, sales and after-sales services. Within a relatively short period, the company has grown rapidly with an annual sales turnover of some S\$156.7 million (US\$100 million).

## THE PERSONAL TOUCH

OEMs (original equipment manufacturers) and ODMs (original design manufacturers) have tapped into the local office's design and manufacturing expertise to provide them with wireless handheld solutions for both industrial and enterprise applications. Olym-

pus Technologies Singapore further places due emphasis on ergonomics, provision of tailored practical solutions and high quality deliverables, as well as other value-added services to clients and business alliances.

These efforts in excellence have paid off handsomely, with the company tipped as a trailblazer in the global PDA (personal digital assistant) arena. Indeed, the company's line of PDAs brings together the best of both worlds, by successfully merging the stylish look and feel of commercial-grade PDAs with the ruggedness and durability of industrial PDAs.

"Our product development capability is recognised in the industrial PDA market," says Kong Kum Yin, business development manager, Olympus Technologies Singapore. "One of our key customers, which is the market leader in the industrial handheld space, also recently presented us with a full score for our product qualification competence."

Olympus Technologies' current products in the market are the R1000 and R1018 TDA (TDA stands for Tough Digital Assistant). Both have been lauded as amongst the slimmest and lightest industrial-grade wireless PDAs in the world. Thanks to the efforts of the Olympus Technologies Singapore design team, the company has effectively converged technology with sophistication. Olympus Technologies' PDAs are highly user-friendly, offering a responsive interface and intelligent software encased in a tough but stylish housing.

## SNEAK PEEK


Currently, Olympus Technologies Singapore is developing a new range of PDAs which will include an integrated ID laser scanner. These upcoming high-end handhelds will provide long range scanning functionality designed for challenging in-

dustrial applications in warehousing, in-store retailing, logistics, services and sales in the field, as well as manufacturing's vertical markets.

One of the latest models to be rolled out sometime next year is a GSM/GPRS enabled rugged mobile handheld computer. If looks can be deceiving, then the R3000 is the epitome of deception. Behind its slim and sleek curves, the product is wired with cutting-edge technology that is complemented by hardware that has been built to withstand the toughest of knocks.

"These new PDAs offer flexible wireless communication options such as Bluetooth, WiFi and GPRS," says Kong Kum Yin, business development manager, Olympus Technologies Singapore. "They are rugged devices designed to withstand harsh operating environments. Our devices are sealed against dust and water splash, can withstand multiple four feet drops to concrete, and can operate over a wide operating temperature range, amongst other features."

Olympus Technologies is planning to launch its new products during Cebit 2007, the leading international trade fair for companies to showcase their latest offerings in IT, consumer electronics, telecommunications, software and services).

Research firm Venture Development Corporation (VDC) estimates that the rugged smaller form-factor PDA market will continue to burgeon rapidly, enjoying an annual growth of over 20 per cent. By 2009, the worldwide market is expected to be worth some S\$2 billion (US\$1.3 billion). And, from the looks of it, Olympus Technologies Singapore is all set to capture a significant portion of this pie. With "People" as its priority, the company will continue to stick to, and deliver, what the Olympus slogan represents – "Your Vision, Our Future." 

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