

COMPANY PROFILE



SHRAD COMPUTING SDN. BHD

CONCEPTUALISE - CREATE - CONNECT



Shrad Computing Sdn. Bhd

Unit C-3-06, Block C, 3rd Floor,
SME Technopreneur Centre 2 Cyberjaya, 2260 Jalan
Usahawan 1,
63000 Cyberjaya,
Selangor Darul Ehsan, Malaysia.

Tel: 603 8320 1160 | Fax: 603 8320 1162

E-Mail: support@shradbyte.com

www.shradbyte.com

● Introduction

SHRAD COMPUTING SDN BHD, a Malaysian Bumiputera owned company was incorporated in January 2007 and was awarded the Pioneer MSC status by the Malaysian Multimedia Development Corporation (MDEC) in June 2007 for our home grown Flagship solution known as SHRADBYTE™. We are a software development house specialising in designing and developing Wireless Mobile Solutions, ERP, CRM, Offshore Structure Engineering Software, Call Centers Billing and Infrastructure Solutions.

Our expertise lies mainly in Web and Mobile Content and Service creation, platform and server hosting solutions which includes the VOIP technology and other IT consultancy services.

We are poised to take the giant leap and expand our influence as a leading ICT solutions developer and provider in Malaysia and other Asian countries such as Singapore, Brunei, Indonesia, Bangladesh and China. Eventually, it is ambition to be an international market player.

With a proven track record on software development, SHRAD COMPUTING is confident in delivering the convenience in solutions to our esteemed clients.



● Our Mission

"To provide high quality & innovative solutions to clients by combining experience, creativity and state-of-the-art technology."

We strive to achieve the following:

- To provide and maintain high quality, user-friendly and creative software development for any Industry.
- To enable software and infrastructure access to harness the power and advantages of wireless technology ultimately improving the scope and efficiency of any business.
- To develop the technical and creative expertise in Malaysia by encouraging innovative mobile application services through in-house research and development.



SHRADBYTE™ | CONCEPTUALISE-CREATE-CONNECT

• Our Vision

“To be among the leading Software House in the Global Market”

SHRAD COMPUTING’s vision is to become the leading software and application development house by supplying contemporary solutions based upon the latest technological advances and in compliance to global standards





SHRADBYTE™

| CONCEPTUALISE-CREATE-CONNECT

• Our Corporate Information

Company Name: SHRAD COMPUTING SDN BHD

Company Registration No: 760733 – D

Company Registered Address (HQ): 31F-2, Kelana Mall
Jalan SS 6/12, 47301 Kelana Jaya,
Selangor Darul Ehsan, Malaysia.

R&D & Operations Office: Unit C-3-06, Block C, 3rd Floor, SME
Technopreneur Centre 2 Cyberjaya, 2260
Jalan Usahawan 1, 63000 Cyberjaya,
Selangor Darul Ehsan, Malaysia.

Contact Number: General Line: 603 8320 1160
Fax: 603 8320 1162
E-Mail: Support@shradbyte.com

Paid Up Capital: RM 100, 000.00

Company's Registered Secretary: SSTY SECRETARIAL SDN BHD

Contact Person: Mr.Rajesh Kumar Mahalingam, CEO (6013 3911487)



Licensee: 1) MSC STATUS COMPANY – AWARDED BY MDeC

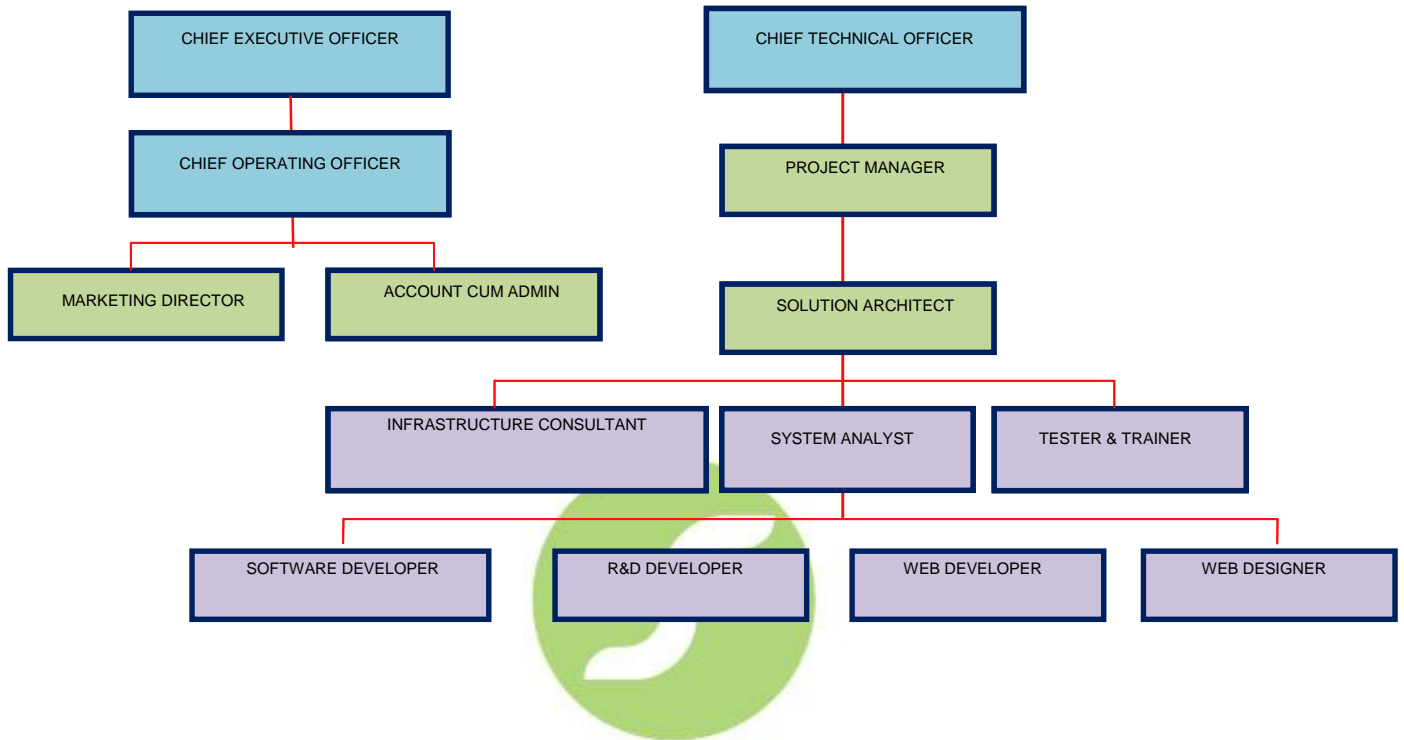
2) ASP CLASS LICENCE - SKMM

BANKER: RHB BANK



• Our Organizational Structure

Our dedicated team comprises of 18 technical and non-technical staff, composed of intelligent and dynamic individuals from various fields of expertise. The organizational structure of SHRAD COMPUTING Sdn Bhd is as follows:



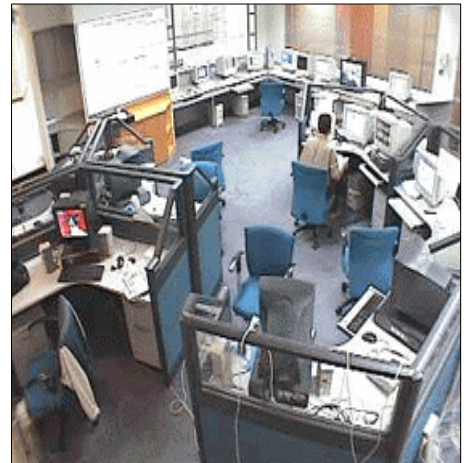


• Our Infrastructure Information

The most significant difference between our server co-location and other server co-location providers is our network connectivity as we have two (2) options for international internet gateway to the clouds - ASP and EastGate, both of which are built on Telekom Malaysia Berhad's Internet Exchange.

Sever Co-Location Specifications:

- 1) 155Mbps (STM1) backbone to Internet
- 2) 45Mbps backup link through EastGate
- 3) LAN – 10/100BaseT Ethernet connection
- 4) Full server access via Remote Access Services
- 5) Unlimited maintenance visits
- 6) Raised floor, Temperature detector
- 7) 24 x 7 split unit air-condition
- 8) Centralized UPS – 100kVA lasts for 40 minutes
- 9) Backup generator set which last for 3 days
- 10) 24 x 7 NOC support & monitoring
- 11) FM200 gas – based fire suppression system,
- 12) CCTV, Web Surveillance





• Our Partial Client List



• Our Past Track Record



- 1) Involved with a Production House on a "Reality TV" under Ministry of Entrepreneur, whereby this show was to search for a young talented entrepreneur. We were the official IT Company for this program, where our Mobile Messaging Service was used for SMS Contest and SMS Voting as well selection for the winner thorough our Unique Winner Filtering System.
- 2) Involved in the search for super talents through an annual event jointly organized By Pigeon fly S/B and associates. This event basically searches for the most talented people around the Region. We were the official provider for their Web site, hosting facilities as well SMS voting system.
- 3) MFPX- this project was awarded by Bank Negara to develop a Payment Mobile Gateway where the Public are able to make transactions through their mobile phone.
- 4) Developing J2ME Midlet for Corporate based companies such as Tune Hotels, so on.
- 5) Developing the complete Mobile Content Portal for Indian Market with consist of the complete infotainment content such as ring tones, wallpapers, Services ie; gossips, lucky number, good day, Tamil numerology and so on. Our involvement fully on the content development, managing and hosting.



• Job Track Record (Partial List) – Presence

- 1) Involvement in the national level WAP Competition development using Our SHRADBYTE™ platform. Basically this competition open to all the public university participant where they will be using part of our platform to create the most creative and innovation WAP pages. This competition is jointly support by the ministries
- 2) Proposing the entire IPs to be licensee to Higher Learning Centre as part of the government initiatives on creating human capitalization
- 3) Planning to setup a Mobile Content Specialized academy under the HRDF ministry, to create more student for industrial ready
- 4) Bring the entire platform to the ASEAN countries

• Our Success Story

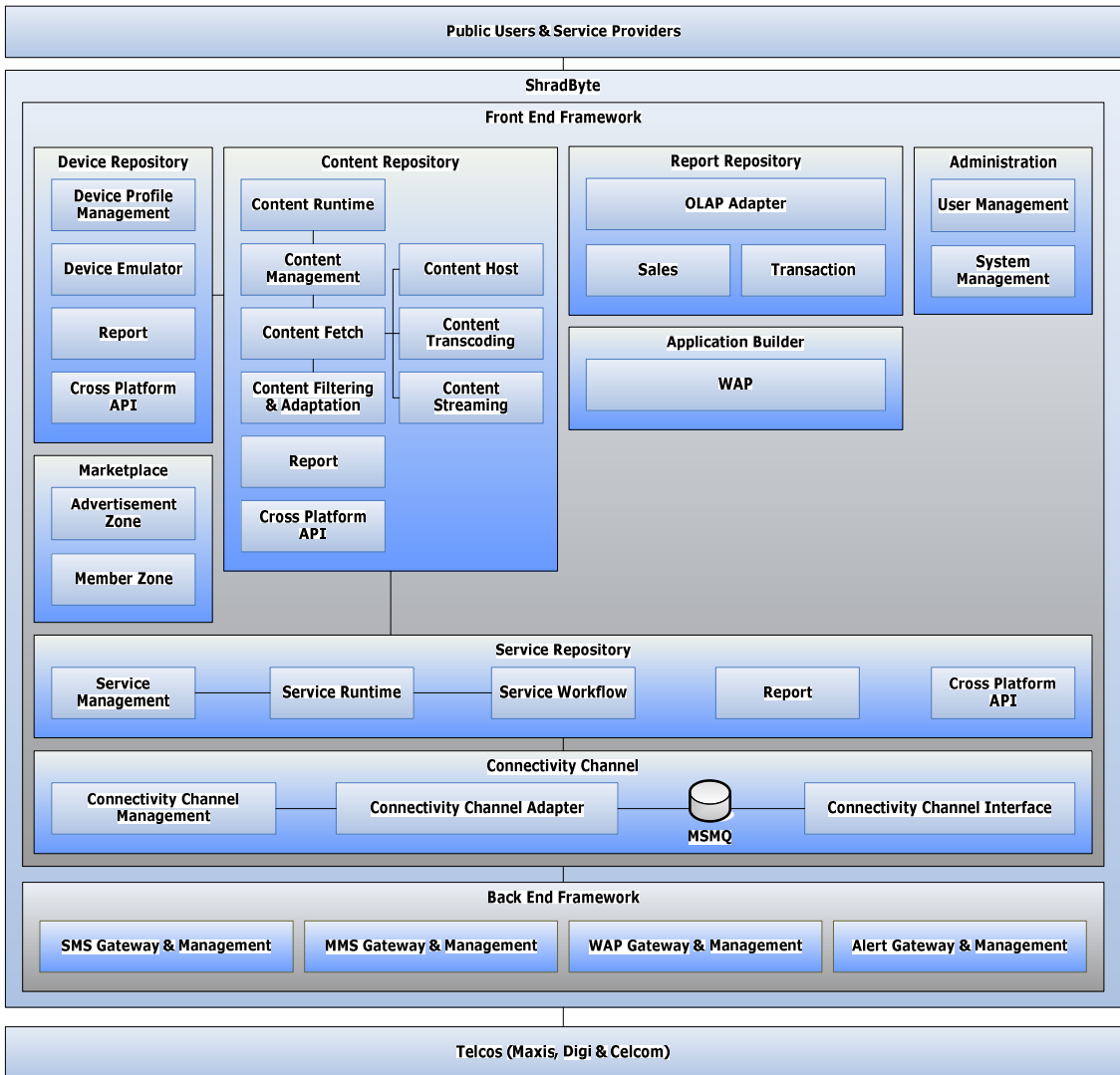
We were awarded an MGS grant from MDeC for the R & D of our home grown flagship product known as SHRADBYTE™. This grant was given to our company based on our proposed platform which is a global standard level.

The platform has full capabilities of managing, hosting and creating end-to-end solutions between the Telcos and Content Providers. This platform provides developers the ability to create and simulate contents for both the mobile and world wide web environments.

Most of the modules created under SHRADBYTE™ have received IP's and are ready for commercialization.

• SHRADBYTE™ - Total Solution

SHRADBYTE™ is the first platform which combines a complete set of mobility framework to facilitate service providers in delivering mobile content to any user. Which its robust framework, the operations of delivering mobility services can be streamlined from content creation & simulation, content hosting, service work-flow and Telco connectivities to the marketplace. In terms of back end processing, the performance has been optimized to cater to huge volume of messages and heavy database operations. The platform is also highly configurable, scalable and easy to troubleshoot with its comprehensive management and reporting features. Please refer to the table in the next page for our product differentiation.



SHRADBYTE™ End-To-End Platform between Content Provider and Telcos

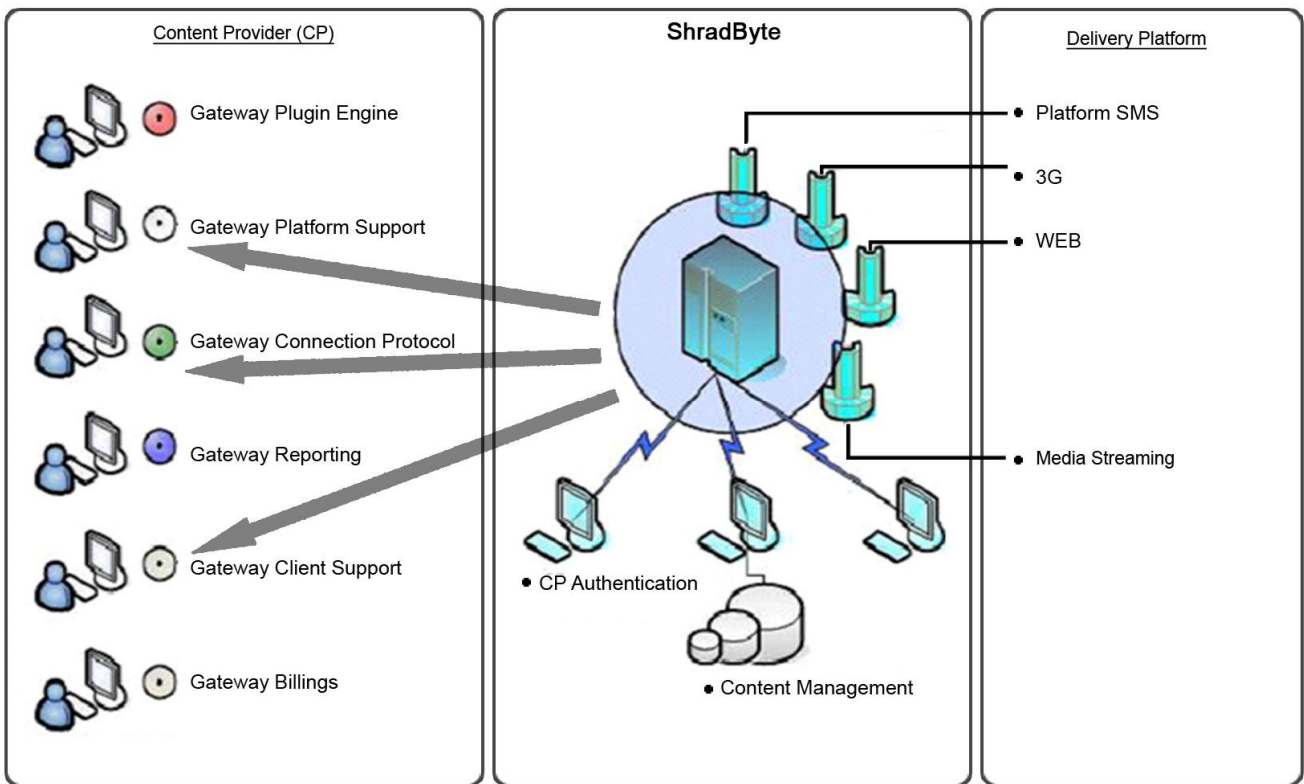


Feature	A	B	ShradByte™
Device Management & Emulator		Yes (But limited simulation)	Yes
Content Management & Hosting	No	Yes	Yes
Content Transcoding	No	Yes (But not for streaming media)	Yes
Content Streaming	No	No	Yes
Content Adaptation (Based On User Agent Header)	No	Yes (But not for web inline content)	Yes
WAP Builder	No	Yes (With .Net & Eclipse supported user control)	Yes
Subscription Adapter	No	No	Yes
Service Management & Workflow	No	No	Yes
Marketplace	No	No	Yes
Mobile Advertising	No	Yes	Yes
SMS Gateway & Management	Yes (Adhoc)	No	Yes
WAP Gateway & Management	Yes (Adhoc)	No	Yes
MMS Gateway & Management	Yes (Adhoc)	No	Yes
Alert Gateway & Management	No	No	Yes
Cross Platform API	No	No	Yes
Reporting	Yes (Not comprehensive)	Yes (Not comprehensive)	Yes

● **Products and Services**

1. SHRADBYTE™

Shradbyte™ is a Plug & Play platform that integrates Value Added Services (VAS) easily for any mobile device in any of 2G, 2.5G, 3G & WIMAX spectrums. Shradbyte's compelling features allows it to operating across any Network Provider or Wireless Carriers across the world. The infrastructure enables Content and Services Providers to easily cut across any integration required between their platforms and the requirements of the Network Providers.



SHRADBYTE™ Logical Architecture



● SHRADBYTE FEATURES

Shradbyte™ Plugin Engine

The Shradbyte™ Plugin Engine is thoroughly designed and developed to link content providers with gateway providers. This will allow content providers to conveniently build a preliminary database of its products/services on a real time basis as they will no longer need to be on-site at the gateway providers' base.

With the Shradbyte™ Plugin Engine, content providers will be able to input key technical details of their products/services based on a list of built-in parameters in the system. The main objective of this system is to provide flexibility and convenience, and also to allow content providers to take full control of setting up their own project database.

Shradbyte™ Connection Protocol

The Shradbyte™ Connection Protocol is a system which provides reliable security features that will allow content providers to easily connect to different available channels from existing Telcos and also be able to safely connect with other similar business partners. With the Shradbyte™ Connection Protocol, content providers will receive a security password in which they can expect a safe, high-bandwidth, uninterrupted connection.

Shradbyte™ Platform Support

The Shradbyte™ Platform Support is a one-stop platform support to content providers in which will cover key content platforms like standard text messaging, media streaming, 3G and WEB for a B2B connectivity.

Shradbyte™ Reporting

The Shradbyte™

Reporting engine is a key reporting tool that will assist content providers with total consolidation and generation of summaries of important data e.g. overall users, traffic data, technical errors etc. With Shradbyte™ Reporting, content & service providers will be able to keep track of important information and updates on its mobile contents/services.



● **Shradbyte™ Client Support**

The Shradbyte™ Client Support system will provide a range of supporting tools that will allow content providers to retrieve real time data from the gateway system. With Shradbyte™ Client Support, content providers will be able to easily retrieve information/updates such as current status, alert notifications, log information and other necessary information.

SERVICES SUPPORTED BY SHRADBYTE™

SMS/MMS/3G Subscription-based Services

SMS Chat, SMS Gaming, SMS Promotion Updates, SMS Traffic Updates, SMS Astrologies, SMS Numerologies, SMS Health Tips, SMS Image Tips, SMS Purchasement Authentication, Financial Services, Stock Exchange Informations, Job Alerts

SMS/MMS/3G Download Services

Easy to create, manage and distribute mobile contents such as Ringtones, Screensavers, Wallpapers, Picture Messages, Graphics, Icons, Mobile Coupons ,LIVE TV Chatting, TV Mobile Game Shows

SMS/MMS/3G Lifestyle & Communication Services

Mobile Photography, SMS Calendaring, SMS Friends, SMS Lifestyle Updates, Education Alerts, Accommodation Services, Traveling Services, Mobile TV, Mobile Forums, Mobile Blogs

SMS/MMS/3G News & Information Services

SMS Finance, SMS Travel, SMS Turf

SMS/MMS/3G Sports & Games Services

SMS Games, JAVA Games

SMS/MMS/3G Contest & Voting Services

SMS Contest, SMS Voting

Corporate Solutions





Mobile Marketing, Media – SMS TV, Content Hosting, Mobile Portal Developments, Mobile CRM Services, Financial Alerts, Mobile Payments, System Integration, Web – Hosting.

2. Consultancy Services

Shrad Computing actively participates in the ICT industry by utilizing state of-the-art equipment, providing indispensable technical expertise and having outstanding skills and capabilities. Below will be some of the consultancy services available.



- Mobile Banking Solutions
- Mobile CRM Solutions
- Streaming Technology Solutions
- Mobile Portal Development Solutions
- Mobile Location Based Services
- Mobile Medical Solutions
- Mobile Ticketing/Vouchers Solutions
- Mobile Authentication Services Solutions
- Mobile TV Solutions



• Some of our In-House Services Created by SHRADBYTE™

1. LSN CHAT

This content allows the mobile users to register by submitting their Nickname, age and gender. The authentication of each subscriber will be performed by our intelligent module and the information will be saved. The server would match them based on the information given. Finally, the matches will be notified via SMS with their nickname upon request. Upon receiving the matched nicknames, the users are allowed to send their messages to the preferred nickname.

The actual steps are as below: -

A REGISTER WITH LSN CHAT SERVICE



Go to Write Message

Send to 33555

Type ON<space>LSN2

<space>Gender

Example: If you're female

Type ON LSN2 FEMALE



B TO RECEIVE MATCH USER(s)



You will receive Registration notification.



You will receive second SMS with With username and password for www.lsn.com.my

2. SMS SERVICES

SMS Breaking News



SMS Chat



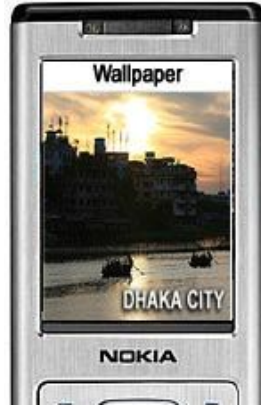


3. MMS/GPRS

Website



Sample Wallpaper



4. 3G

Live Cricket Match



Video Entertainment





SHRADBYTE™

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5. WAP Site

Cinefashion Covergirl



Cyberjaya Event Promotion

