



## **ITMAX SECURES RM105.3 MILLION SMART CITY CONTRACT FROM JOHOR BAHRU CITY COUNCIL**

- Johor Bahru's initiative to implement smart city solutions through establishing a smart command center and installation of a closed circuit camera system with artificial intelligence features within the City of Johor Bahru
  - Marking the first entry into a new geographical market
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**KUALA LUMPUR, 18 September 2023 – ITMAX System Berhad** ("ITMAX" or the "Group"), a company primarily involved in the business of supply, installation, and provision of public space networked systems, announced that its subsidiary, Southmax Sdn Bhd has secured a letter of award from Johor Bahru City council to provide video surveillance services in the city of Johor Bahru, with the contract value of RM105.3 million.

Under the terms of the contract, ITMAX is responsible for designing, installing, and maintaining a Smart Command Centre and a closed circuit camera system with artificial intelligence features within the City of Johor Bahru for a period of 180 months on a service subscription basis.

ITMAX System Managing Director/Chief Executive Officer William Tan Wei Lun said, "We are thrilled to share this significant milestone that the Group has achieved. This marks a new chapter for us as we expand our geographical footprint into a new state, and it helps us to reinforce our leadership position in the smart city solutions industry. This contract opens the door for further potential collaboration with the other local councils in the State of Johor for the Group's smart city solutions.

"Additionally, the surge in demand for smart city solutions aligns with the government's digitalisation initiatives. Thus, we will continue to pursue opportunities and expand our geographic reach across different states in Malaysia. Leveraging on the advantage of our position as an end-to-end service provider and the strength of our in-house research and development team, we can design customized solutions that fulfill the requirements of our clients," he added.

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### **About ITMAX System Berhad**

ITMAX System Berhad ("ITMAX" or the "Group"), incorporated in April 2001, is principally involved in the business of supply, installation and provision of public space networked systems, focusing on the

supply and installation of networked lighting systems and networked traffic management systems, as well as provision of network facilities comprising video surveillance and communications network services. Its sole subsidiary, Sena Traffic Systems Sdn Bhd is involved in the R&D on systems and application software, design and assembly of controllers, supply and installation of networked traffic management system, and providing leased and managed services of video surveillance and analytics systems.

For more information, please visit <https://itmax.com.my/>

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**Issued by Imej Jiwa Communications Sdn Bhd on behalf of ITMAX System Berhad**

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