

ECS takes to the skies with DJI drones and cameras

- *First ICT distributor in Malaysia to distribute Phantom drones and Osmo stabilized handheld 4K camera*
- *Targeting recreational hobbyists and creating opportunities for the commercial sectors including construction, property development, agriculture and cinematography markets*

Kuala Lumpur, Malaysia, 13 April 2016 - Malaysia's leading ICT distributor ECS ICT Berhad (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL) has been appointed as the first ICT distributor to bring DJI's best-in-class aerial drones and cameras to the Malaysian market.

ECS' wholly-owned subsidiary ECS Astar Sdn Bhd will distribute DJI's Phantom range of drones (namely the Phantom 3 and Phantom 4) and the Osmo (a stabilized handheld 4K camera) across its distribution network of more than 30 touch points across Malaysia including the IT, lifestyle, Consumer Electronic Chain Stores and e-commerce channels.

DJI is the world leader in unmanned aerial vehicle (UAV) technology and accounts for 70% market share globally, according to a report published by Oppenheimer in February 2016. More recently, DJI launched the Phantom 4, the smartest consumer drone to date with first-in-market intelligent flight features such as Obstacle Avoidance, ActiveTrack and TapFly.

ECS' Chief Executive Officer Soong Jan Hsung said that the target market for these drones expand beyond the general consumers and create new opportunities for businesses in construction, property development, surveying and mapping, agriculture, security and cinematography industries, amongst others. Meanwhile, the Osmo will spark creative possibilities for videographers, journalists, sports enthusiasts and anyone who aspires to become a content creator.

“This distribution agreement grants ECS a firm first-mover advantage into the ‘Internet of Things’ (IoT) market, where superior technology and lifestyles now integrate seamlessly.

We view these devices as part of a larger ecosystem in the future, where drones will be used for wider applications and to an expanded user base, potentially encompassing the media, agriculture, inspection and monitoring, mapping and public safety sectors.

The possibilities are virtually limitless. Drones are rapidly moving from a lifestyle hobby to a formidable commercial opportunity to improve work efficiency and monitoring capabilities, and even enhance media in ways that were previously unimaginable. We are spearheading this evolution, and will continue to collaborate with world leading principals to venture deeper into IoT going forward.”

Mr. Soong Jan Hsung (宋昭雄)
Chief Executive Officer, ECS ICT Berhad

A March 2016 report by Goldman Sachs estimates that global spending on drones by the commercial sector would reach USD21 billion over the next five years.

Of this, about USD11 billion would be generated by the construction industry, as drones would have the capability to deliver measurement accuracy and faster three-dimensional (3D) renderings of properties. Meantime, the agriculture market is expected to make up approximately USD6 billion of drone spending, recognising its ability to monitor and identify potential crisis areas.

DJI's Phantom drones are priced at RM2,129 onwards, while the Osmo is priced at RM2,499.

Additional information

Drone

(“无人机”)

Unmanned Aerial Vehicle

(“Pesawat Udara Tanpa Pemandu”; “无人驾驶飞行器”)

About ECS ICT Berhad

ECS ICT Berhad (ECS), an MSC-status company, and its group of subsidiaries started in 1985 with the establishment of ECS KU Sdn Bhd. Today, the Group is a leading distribution hub for Information & Communications Technology (ICT) products in Malaysia via ECS ASTAR Sdn. Bhd. and ECS PERICOMP Sdn. Bhd.

Listed on the Main Market of Bursa Malaysia Securities Berhad on 15 April 2010, ECS is an associate company of ECS Holdings Limited which is one of the leading ICT distributors in Asia Pacific, accessing to a network of more than 25,000 channel partners across China, Thailand, Malaysia, Singapore, Indonesia, the Philippines, Cambodia and Myanmar.

ECS distributes a comprehensive range of ICT products comprising notebooks, personal computers, smartphones, smartwatches, tablets, printers, software, network and communication infrastructure, servers, and enterprise software from more than 30 leading principals.

With a nationwide channel network of more than 5,500 resellers comprising retailers, system integrators and corporate dealers, ECS also provides value-added product support and technical services. For more information, please visit www.ecsm.com.my

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