



## **PRESS RELEASE**

### **Pestech and SMU sign MOU to apply artificial intelligence to pest management**

**SINGAPORE, 10 July 2018** - Pestech Holding (S) Pte Ltd ('Pestech') and Singapore Management University ('SMU') have signed a Memorandum of Understanding today to apply artificial intelligence on rodent sensors data in order to establish rodent behavioural patterns and predict different territorial species within a shopping mall.

The two-year collaboration aims to create a safer and healthier living environment for all, and to support Singapore's Smart Nation push.

The MOU was signed by Mr Tong Kien Seng, Founder of Pestech, and Associate Professor Rajesh Balan, Director of LiveLabs Urban Lifestyle Innovation Platform at the School of Information Systems in SMU, on the sidelines of CleanEnviro Summit Singapore 2018.

Under the MOU, both parties will develop and test artificial intelligence and analytics system using large real-time rodent sensor datasets from Pestech. The Parties will research using new methods, algorithms and technologies to discover fresh insights from these large sensor datasets.

Mr Tong Kien Seng, Founder of Pestech said, "This collaboration with SMU is part of our overall strategy of utilising advanced technology to enhance our solution offerings. We aim to make our proprietary RodentEye and Pestech the best rodent surveillance system and the leading expert company respectively in solving any given rodent issue in Asia. The end system capabilities should provide Pestech the ability of knowing the in-depth information of each rodent problem in a mall / building more completely, including proper cluster distribution, different territorial species and activities pattern."

Associate Professor Rajesh Balan, Director of LiveLabs Urban Lifestyle Innovation Platform said, "We look forward to collaborating with Pestech to explore the use of passive and active sensors to locate and understand the behaviour of rodents in public buildings."

Pestech shall contribute its experience in the pest management business, as well as its expert knowledge and skills in the areas of IoT sensors, wireless data acquisition, web-based rodent activity Heatmap with sensor data analytics that serve the sector. LiveLabs Urban Lifestyle Innovation Platform will contribute its capabilities and resources in location-based solutions and data analytics.

## END ##

### **About Pestech Holding (S) Pte Ltd**

Pestech Holding was established in 2014 as an innovative ICT (InfoComm Technology) solutions provider catering to the facilities management sector. It offers innovative solution with front end automation (robotics & sensing) backed by a single backend platform (sector specific software development & IOT). We aim to help the industry to improve proficiency and productivity of service company by helping them to better face market challenges. We have more than 20 years of experience in pest management.

### **About LiveLabs Urban Lifestyle Innovation Platform**

LiveLabs has been developing a variety of advanced, mobile-centric analytics and customer engagement technologies for indoor public spaces, such as malls, convention centers and office campuses. LiveLabs is a government supported city-scale research test-bed focused on mobile computing technologies. It provides test-beds for large-scale consumer behavioral trials and social experiments on real people in real environments, with a special focus on urban lifestyle services for indoor public spaces.

### **For media queries, please contact:**

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MOU will be signed at **Media Conference Room 3711** on **10 July, 12.00pm – 12.30pm** during World Cities Summit, Singapore International Water Week and CleanEnviro Summit Singapore or you can find us at Level 1 – B44.