



ASX ANNOUNCEMENT

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AUSTRALIA

MIKOH SmartRFID Tags play a Major Role in Thai Road Safety Campaign

In Bangkok on 16 March 2012 the Deputy Transport Minister Mr. Chatchart Sittipan launched a new Road Safety Campaign aimed at reducing the road toll in Thailand by as much as 50% in the next 8 years. Last year, approximately 11,000 people were killed on the roads in Thailand.

Deputy Transport Minister said that *“he was targeting to reduce road accidents by 5% per year therefore there had to be an ongoing process of education in order to establish a culture of safety on all road users”*.

The launch of the Road Safety Campaign also sees the introduction on 1 April 2012 of the compulsory tagging of all public passenger vans in Bangkok with SmartRFID tags supplied by MIKOH, in order to monitor the speed of public passenger vans. The problem of accidents being caused by speeding public passenger vans has grown steadily and unfortunately when accidents occur with these vehicles they often result in multiple fatalities.



Dignitaries inspect the SmartRFID display at the launch of the Road Safety Campaign last Friday
From Left to Right: Mr. Jirut Wisanjit, Deputy Director DLT (in charge of RFID), Mr. Somchai Siriwattnachoke, Director General of the DLT, Mr. Sornsuk Sansombat, Deputy Permanent Secretary, Ministry of Transport; Mr. Chatchart Sittiphun, Deputy Transport Minister; Mr. Namchock Somapa Director MIKOH Corporation Limited; Mr. Richard Sealy Managing Director MIKOH Corporation Limited; Mr. Asdsathai Rattanadilok Na Phuket, Deputy Director of Operations DLT, Mr. Yongyut Narkdang, Director of the Inspectorate of Transport



Explanation of how to apply the SmartRFID tag to a vehicle on display at the launch of the Road Safety Campaign last Friday



New Mobile Command Centre which is able to monitor vehicles in real time on display at the launch of the Road Safety Campaign last Friday

Richard Sealy
 Managing Director