



MEGASOFT

# Get Bigger Profit, Better Security & World Class Market Intelligence!

Award winning, IoT/RFID expert MEGASOFT LTD provides cutting edge solutions for the retail environment that promises luxury brands greater profitability, higher security and profound business insights. Its founder and CEO MATTHEW MAN explains its success.

**M**ost of RFID solutions providers in Hong Kong are mainly distributors of foreign-brand RFID products, in terms of tags, readers and handheld devices.

Sadly, very little local innovative RFID products are created in Hong Kong. Hardware developers tend to be very focused on their own technologies but lack true understanding of real applications.

As a result, many RFID projects have failed in Hong Kong by forcing the existing products to be used in all applications. Under such past trends, the whole of the RFID market has been stagnant due to the lack of a holistic approach being taken, and a lack of real application to be adapted by the users, explains Matthew Man, founder and CEO of Megasoft Ltd.

Educated and lived in the United Kingdom for over 19 years, with over 30 years experience in the IT industry, Man has a strong background in R&D and Sales & Marketing, with in-depth knowledge of the electronics, manufacturing, logistics management and retail industries.

Megasoft Limited specializes in IoT/RFID solutions for the retail environment. The company develops intelligent brand technology that promises luxury brands greater profitability, higher security and profound business insights.

With R&D and software development team from in-house resources, Megasoft deploys RFID, Bluetooth, and NFC to its hardware and software. Its innovation has revolutionized how the retail environment operates, offering a new dimension and holistic view to business analytics. This unique



**Matthew Man:**  
“Our customers are looking for a “ONE STOP” solution.”

approach to retail infrastructure drives growth with a fusion of technology, data, people, products and places.

## Market Applause

Well-respected locally and internationally, Megasoft has been the winner of the GS1 RFID Award for five consecutive years, cementing its reputation as a pioneer enterprise of RFID technology.

Encouraging and fostering the development of RFID technology, Megasoft is recognized as the industry leader in this field, and is acknowledged as such by being a repeat winner of the HKICT award. “This year, 2014, our award-winning innovation earned another remarkable triumph from Geneva, namely The Gold Award - International Inventions and the Best SME’s Award within Hong Kong’s business arena,” another significant achievement and testament to the commitment of the company to develop high quality, cutting edge technology that is endorsed by a global audience.

## Strategic Edge

“Our customers are looking for a ‘One Stop’ solution, to provide total RFID solutions, from user-friendly portable IoT based RFID devices to the next level of software applications and data analytics (B.I.),” he says.

Megasoft has been very successful in developing a Cloud-based, holistic platform to be adapted by our customers with an unprecedented approach, and has become a pioneer and the industry leader for RFID technology in Hong Kong.

From an early stage, Megasoft identi-

fied the value of RFID for the jewelry & watches industry to enhance their security and visibility.

“The company developed many different innovative portable IoT based RFID devices i.e. mTray, mHand and mPad etc., which were not available in the market, that were tailored specifically for use in the jewelry & watches industry. Hence, the ‘blue ocean’ was created to revolutionize the whole industry in terms of labor savings, faster throughput, and 100% stock accuracy, and at the same time [making us] capable of capturing the customer’s buying behavior via the retail smart tray (mTray) and becoming a major player of Big Data in the luxury retail market.

“Being such a pioneer in the industry, not only ensures that we are ahead of the market, but our creativity and innovation continuously inspires our customers, enlightens them with the intelligent infrastructure that promises greater profitability, higher security and profound business insights.”

## New Brand, Fresh News

Megasoft is leveraging the trends of IoT and Big Data, reveals Man. “Many new IoT based RFID devices will be launched to replace the entire bar-code-based system in the retail industry. New products will be integrated with NFC and Bluetooth technologies to become part of ePOS, eCommerce and ePayment solutions in the coming years.”

“Megasoft is entering into a new chapter- introducing our new brand, Myndar, focusing on developing intelligent brand technology for luxury brands. This will be the next generation of intelligent retail management systems that will change the competitive landscape of the luxury retail industry,” concludes Man. ■ For additional information please visit [www.myndar.com](http://www.myndar.com)