



REKA

a company of

SERV 



We're reimagining local research, globally.



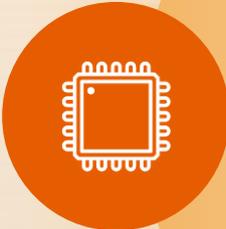
Enable People to Create

Product

Behaviour

Interaction
R&D

Technology



Human

Technology

Experience



Spectrum of Verticals

Digital Technology

Products to connect users or businesses to digital applications

Reality Technology

Products to deliver full immersive experience for both digital and physical

Physical Technology

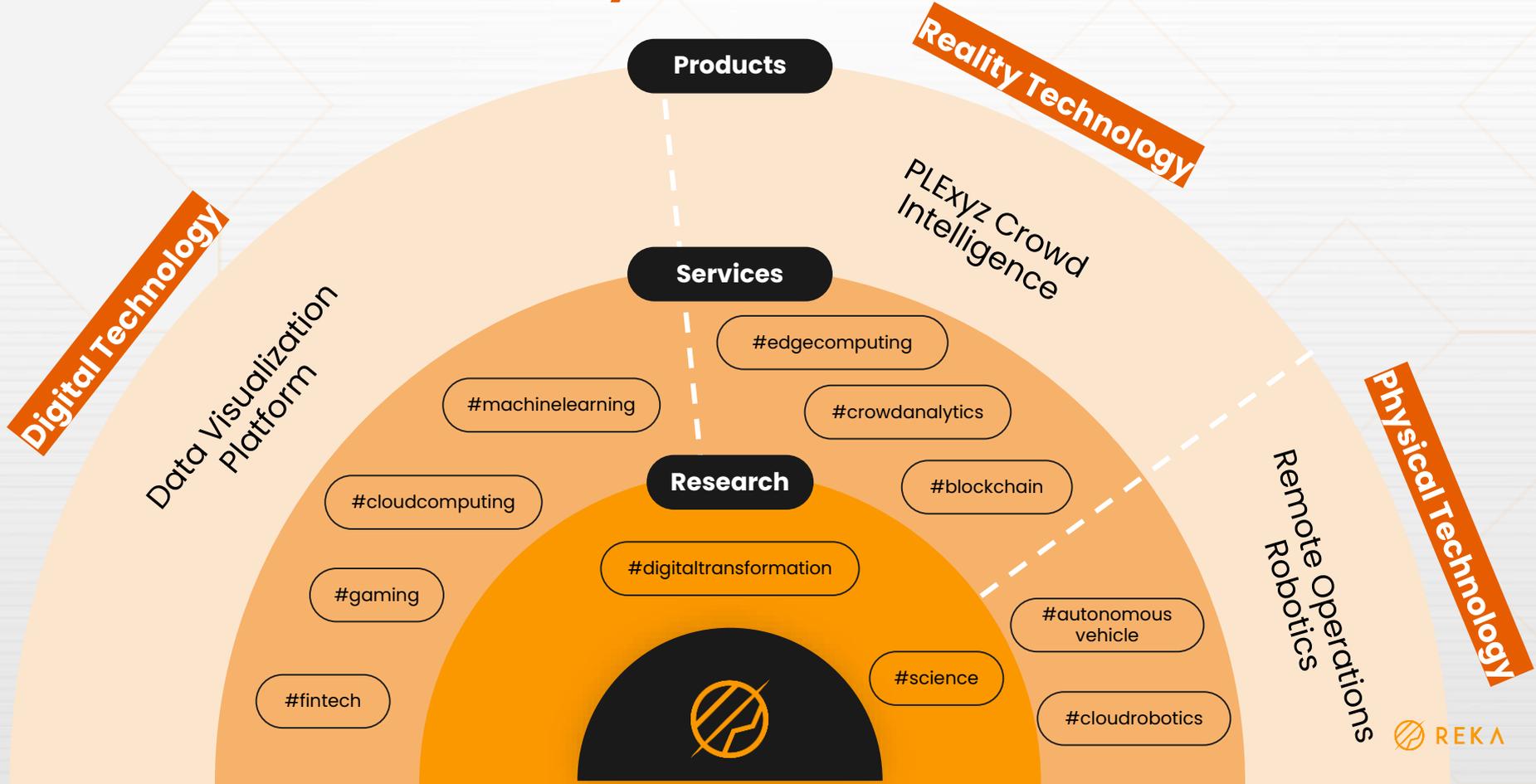
Products to allow connectivity between users or businesses with connected devices or automation

Deep Research

Development of new technology to improve current limitations



Layer of Solutions



Milestones & Achievements



2019

Most Creative Startup at ASEAN-ROK
by the Ministry of Startup and SME of South Korea



2021

Best Crowd Analytics Solutions 2021
by Frost and Sullivan

2013

REKA Studios was founded as an Enterprise focusing on Graphic & Web Design.

2017

Launched Malaysia's First Self-Driving Car.

REKA Inisiatif Sdn Bhd incorporated in Malaysia as an R&D company.

2018

Expanded our team to cover Research and new development field.

2019

Launched a Smart City Sensing system in partnership with Murata.

Acquired by SERV Technology Sdn Bhd.

2020

Launched a dedicated Autonomous Driving and Robotics Unit.

Expand project presence in Japan.

2021

Expand project presence in UK and Singapore.

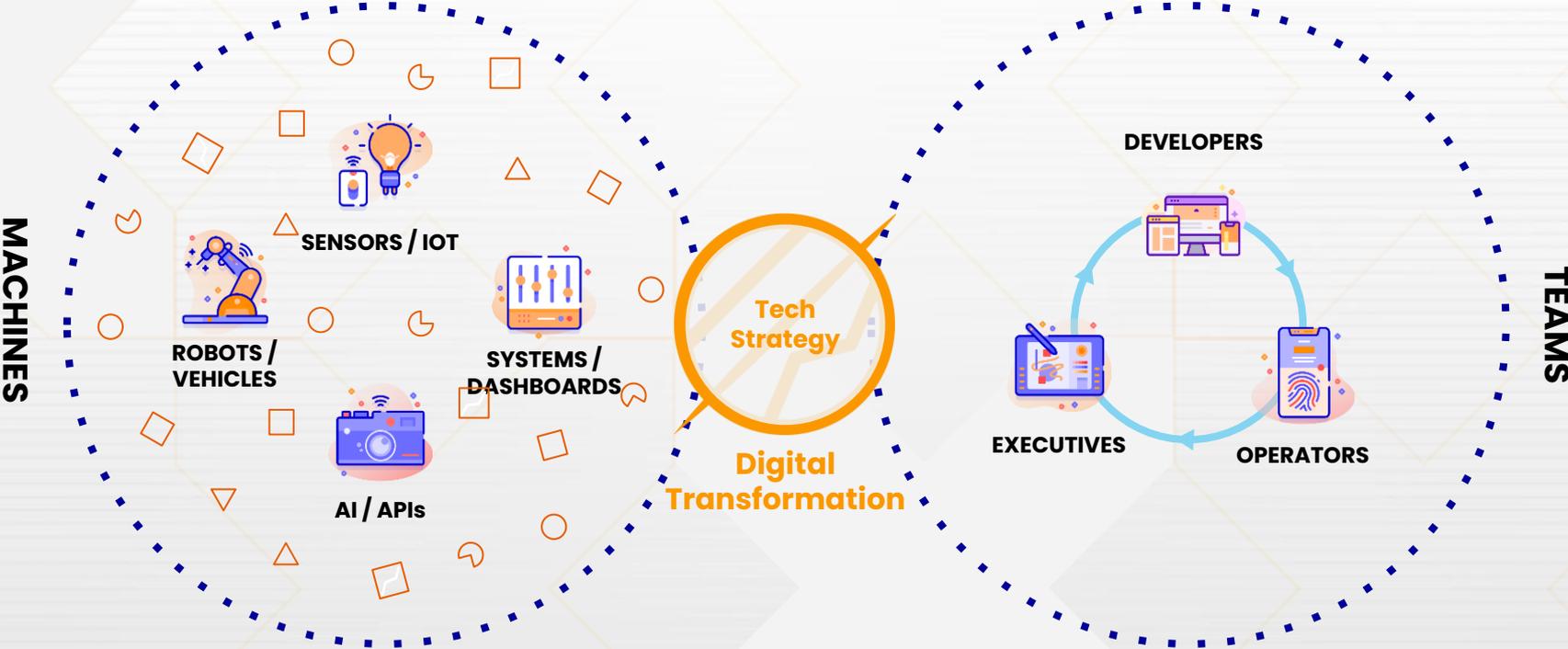
Awarded best Crowd Analytics Solution by F&S.

Launch our Data Visualization Platform.

2022

Global expansion for REKA Data Platform and Remote Process Automation Tool

Methodology & Specialty



Intelligent streaming & storage for all your device's data

Sustainable teams to act on machines & rich sensor data



**WORK
WITH OUR
EXPERTS**

OR

**SUBSCRIBE
TO OUR
PRODUCTS**



We provide services and products
tailored to help businesses start their
digital transformation





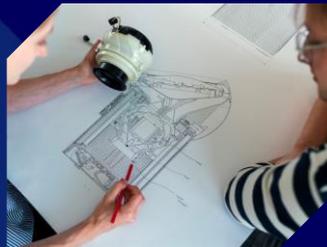
Service-led Activities

Digital Transformation
Research, Development
and Consultation services
for businesses.



Digital Technology

Development of technology
or products, both software
and hardware.



Research & Development

Conducting research or
study on a subject matter
relating to technology with
the outcome of creating
novel ideas or solutions.



Digital Transformation (DX) Use Cases



muRata
INNOVATOR IN ELECTRONICS

**Traffic Monitoring Data
for Smart City**



**Industrial Machine
Cloud Platform**

**Other Digital
Transformation**

BATERIKU.COM | **B**



MARi
MATERIA, MANUSIA & LINGKUNGAN
MATERIA: TEKNOLOGI, MANUSIA & LINGKUNGAN



POS Aviation

RODEO

muRata
INNOVATOR IN ELECTRONICS

Murata Manufacturing Co. Limited, Japan



A new data-driven model for Smart Cities

- Data Industry - new business domain.
- Support in Installation and Operation for traffic counting project in Malaysia.
- Building ecosystem in the mobility vertical for the Smart City solutions in Iskandar Puteri, Johor.
- Support in business development for opening new market in the data industry.



UMW Industries Sdn Bhd

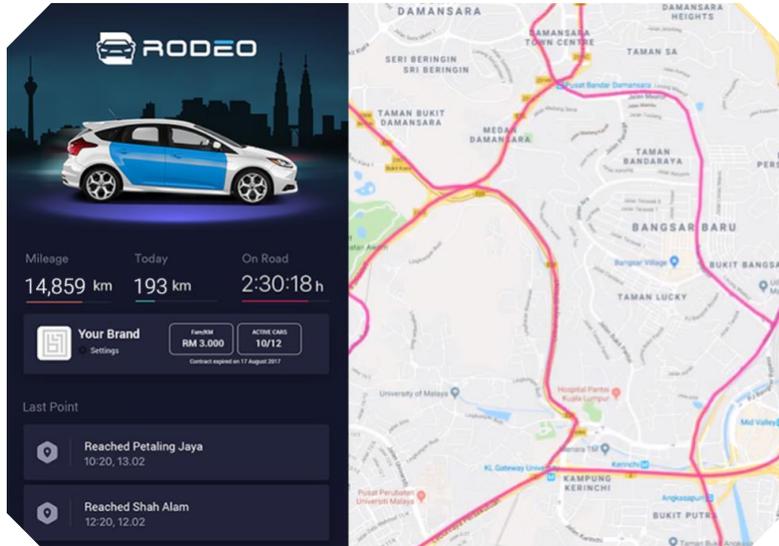


Building an On-Demand Industrial Ecosystem

UMW is a 100 over years old industrial company in Malaysia that is phasing into a digital transformation stage to help increase productivity within their subsidiaries and ecosystem. Together with UMW we are creating new business opportunities leveraging on mobile apps, data analytics and operational dashboards.

RODEO

MyRodeo Sdn Bhd



Gamification of On-Car Advertisements

REKA in collaboration with Rodeo.my is building an mobile advertisement platform that would enable brand owners to track the effectiveness of advertisements against various Malaysia demographics through the use of AI and Big Data Analytics.

SERV

SERV Sfera Sdn Bhd

Boost **Grab**



OWN



SERVICE



TRACK



TRACK



Vehicle Ownership Super App

SERV is a Vehicle Super App: An internet-based technology platform that focuses on providing a one-stop vehicle ownership management experience.

Data Visualization Platform



MiC

A low-code cloud platform to monitor, control and enable data collaboration or automation

Motion Analytics



PLExyz

A cloud and on-prem technology to allow semi-autonomous or teleoperation of machines

An IoT beacon to detect, measure, tag and analyse audience or devices in a virtual environment

Remote Operations Platform



OVERride



Product-led Activities

In-house products by REKA to allow better interaction between businesses and technology

Data Visualization Platform

Product Information

A low-code online analytics and interactive visualization web application. It provides charts, graphs, and alerts for the web when connected to supported data sources. Empower users to perform data collaboration and automation.

Some features are:

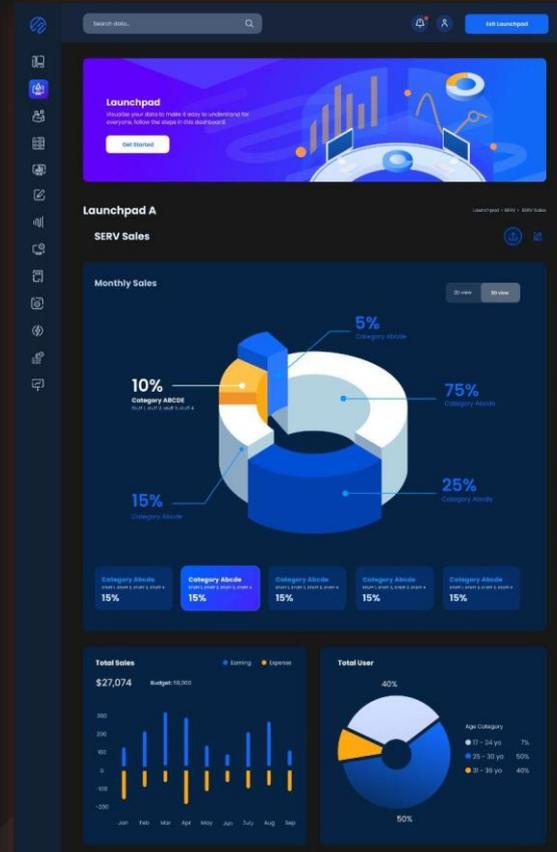
- Data Visualization
- Data Orchestration
- API Sharing & Controls
- Data and Flow automation
- Data Collaboration

Current Update

Pilot Testing

Usage

Tiered Feature Subscription



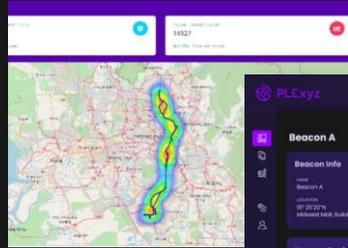
Motion & Crowd Analytics Platform

Product Information

AMB is a private-by-design audience sensing platform using radio frequency / body heat to detect occupancy, headcount and activity, and generate accurate, real-time and historical spatial insights.

Some features are:

- Rich space utilization and activity data
- Private by design, real time and accurate
- Capture spatial data
- Type of Beacon dependant on data precision up to 4 levels



Our Product

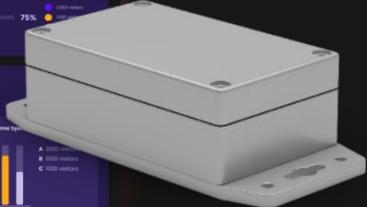
Current Update

Pilot Testing

Usage

Monthly Beacon Subscription

Monthly Data Subscription



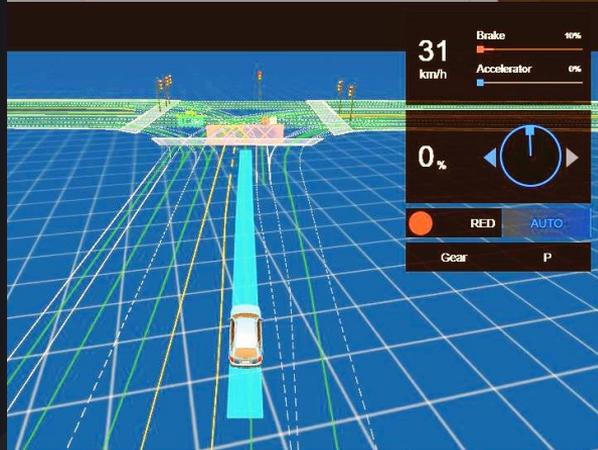
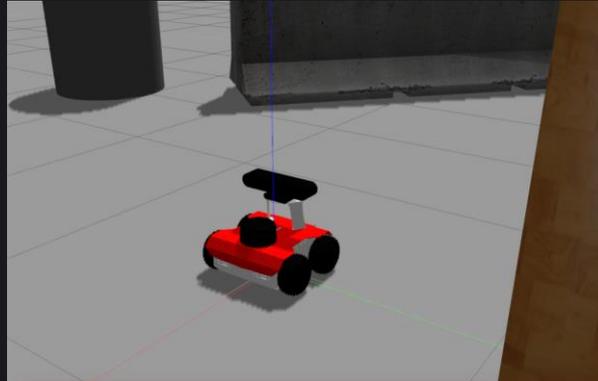
Remote Operations Platform

Product Information

Our robotics platform is a real-time command and control of semi-autonomous device or machines to allow various remote operations.

Some features are:

- Intelligent streaming & storage for all your device's data.
- Monitor autonomous fleets, receive timely alerts and achieve faster root cause analysis by navigating events of interest.



Current Update

Pilot Testing

Usage

Pay per Job

Monthly Robot Subscription

Partners & Adopters



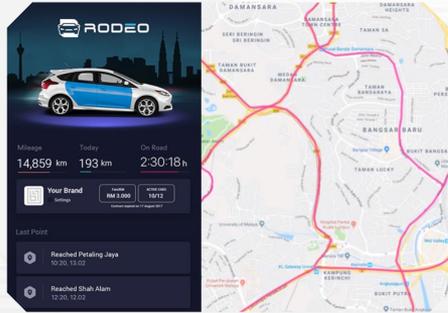
enable people to
REKA



From local startups to global corporations, successful organizations start with REKA



Portfolio of Excellence





REKA with us

Ever thought of going digital and transform your organization through technology?

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